



## CONFERENCE AGENDA

### Conference Objectives

Participants will be able to:

1. Engage in peer-to-peer learning and dialogue,
2. Incorporate effective practices, program design elements and strategies for organizational excellence,
3. Take home tools and resources that they can use locally.

Time & Location	Tuesday, May 5, 2009
7:30 – 9:30am Washington Foyer	<b>Registration</b>
8:30am – Noon Madison & Jefferson Rooms	<b>Affinity Group Meetings</b> <b>Large, Multi-Site</b> <b>Teacher Corps</b> <b>Higher Education</b> <b>Health Corps</b>
9:30am – Noon Washington Room	<b>Planning Grant Staff Meeting with CNCS Program Officers</b>
11:00 am – 1:00pm Potomac Foyer	<b>Registration</b>
1:00 – 1:15pm Potomac AB	<b>Welcome and Overview of the Conference</b> <i>Presenters: Jessica Lowe – Rebuilding Together</i> <i>Karen Domerski – JUMPSTART</i>
1:15 – 2:30pm Potomac AB	<p><b>Opening Plenary – The Domino Effect: Service as a Solution</b></p> <p>President Obama has called upon every American to step up and play a role in supporting the change that our country and communities are facing. AmeriCorps programs are uniquely positioned to play a critical role not only in addressing community needs but also building and managing large numbers of volunteers, facilitating collaboration across agencies, inspiring new ideas and re-energizing leadership. Members and the programs they serve are already a vital part of America’s “solution” to pressing needs but so much more is possible. In this two part plenary session, you will first hear about the current potential for service at this defining moment in history. In the second part, you will hear how your National peers are responding to the challenge and then share your program’s efforts, as well.</p> <p><b>Part I. Service as a Solution for Our Times</b>            CNCS Updates: <i>Lois Nembhard, Acting Director AmeriCorps; Kristin McSwain, Chief of Program Operations, Corporation for National and Community Service</i>            Opportunities for Action: <i>Alan Solomont, Board Chair, Corporation for National and Community Service</i></p>
2:30 – 2:45pm Potomac Foyer	<b>Break</b>

<p>2:45 – 4:45pm Potomac AB</p>	<p><b>Part II. What Can We Do?</b>  <i>Presenters: Maggie Cunha – National AIDS Fund  Rana Suliman and Christina New-Watling – Experience Corps  David Stolor – Citizen Schools</i>  <i>Moderator: Jenise Terrell – Public Allies, Inc.</i></p> <p>In this follow-on session, there will be a panel presentation to stimulate discussion at the tables.</p>
<p>4:45 – 5:00pm Potomac AB</p>	<p><b>Wrap Up</b></p>
<p>5:30pm</p>	<p><b>Happy Hour Reception</b>  At the Modern Pool Lounge at the Continental Hotel  1911 N. Fort Meyer Drive, Arlington, VA 22209 (703) 465-7675  Just a short walk from the Conference!</p>
<p><b>Dinner on Your Own</b></p>	

Time & Location	<b>Wednesday, May 6, 2009</b>
7:00 – 8:15am Potomac	<p><b>Continental Breakfast</b> Table Top Discussions</p> <p>Kristin McSwain, Chief of Program Operations, Corporation for National and Community Service will be on hand to get your input on the implementation of the AmeriCorps specific portions of the Edward M Kennedy Serve America Act</p>
8:15 – 8:30am Potomac AB	<p><b>Overview of the Day</b> <i>Presenter: Gina Rodriguez – National Farmworkers Service Center, Inc.</i></p>
8:30 – 10:00am	<p><b>Breakout Sessions – Round One</b></p> <p><b>1. Turning the Tide: Successfully Preparing Millennials and the Organizations They Serve to Lead (ADVANCED)</b> <i>Presenter: MacArthur Antigua – Public Allies, Inc.</i></p> <p>The majority of AmeriCorps recruits are “Millennials,” people born after 1982 who are early in their careers, while most program managers and supervisors are Boomers and GenXers which can lead to some unique intergenerational conflicts. Driven Millennials can grow frustrated by what they see as archaic practices, while supervisors can become frustrated with Millennials who may seem to only focus on what is going wrong rather than working with the team. Such conflicts can negatively impact the quality of the service experience if not addressed effectively. Come learn about research findings on the source(s) of these conflicts and discover best practices for preparing both members and sites to manage the conflicts and use generational differences to better address our most pressing community challenges.</p> <p><b>2. Staying Power: Sustaining Effective Community Service Programs (ADVANCED)</b> <i>Presenter: Michael Rhein – National AIDS Fund</i></p> <p>Creating a 'culture of sustainability' remains a top priority for all national service programs. Join this important 'Staying Power' discussion and collectively discover strategies and solutions that strengthen the sustainability of your programs. Using the National AIDS Fund case study as an example of program sustainability, participants will engage in rigorous dialogue about a broad range of sustainability approaches, focusing not only on fundraising, but embracing the broader concept of resource development that includes structural and cost-sharing models.</p> <p><b>3. Aligning Your Program's Mission with Partner Organizations' Visions (INTERMEDIATE)</b> <i>Presenters: Jenn Beard and Wendy Elliot – Youth Volunteer Corps of America</i></p> <p>Establishing and cultivating partner relationships for member service (both episodic and full time) can be complex and rewarding. Join us to explore management at the site level, to discuss the preparation and timeline for partnership development, and to demonstrate how the member brings value and sustainability to partner agencies while fulfilling your mission. Learn to manage members at different types of agencies and to align your mission and performance measures with the mission of your partners. Engage in rigorous dialogue about positive and problematic partnerships through challenging case studies based upon our 14 years of experience as an AmeriCorps grantee.</p> <p><b>4. From Pilot to Powerful: Building an Effective Partnership to Promote and Expand Volunteerism (BASIC)</b> <i>Presenters: Antonio B. Boyd – HOPE Worldwide Kimberly S. Gube and Joscelyn Silsby – American Red Cross</i></p> <p>This workshop will provide an overview of how a pilot partnership that focused on disaster preparedness can easily be expanded to multiple cities particularly when planned in conjunction with large scale events such as Martin Luther King, Jr. Day of Service. It provides a best practice to engage and retain volunteers of varying ages and skill sets; build capacity to serve underserved populations and leverage the strengths of partnering organizations. It also will demonstrate how focusing on one key message helps build a model that can be easily replicated.</p>
Georgetown A	
Potomac C	
Potomac D	
Potomac AB	



1:30 – 3:00pm

## Plenary Session – Technology Tool Box: Strategies for Growing and Strengthening Your AmeriCorps Program\*\*

Cutting edge Web 2.0 social media and communication technologies are revolutionizing how nonprofits and National Service programs interact with and build support among their various stakeholders including members, sites, volunteers, community groups, and other current and potential supporters. While exciting, it can be totally overwhelming: Facebook, MySpace, wikis, blogs, podcasts, web conferencing, online learning spaces, interactive forums... What to use for what? In this “speed dating” session run by National peers, you will have the opportunity to learn about the latest technology tools and their applications that are of most interest to your program as well as share best practices from your program’s experience.

**There will be the opportunity to attend three of these presentations.**

*\*\*NOTE: The Corporation for National and Community Service does not endorse any specific commercial product or service demonstrated or discussed at this event. Presentations are intended only as examples of products or services other organizations have used.*

Potomac AB

### 1. **Growing Your Program: Technology for Member Management**

*Presenters: Martin Costello, Eric Harsch, and Carrie Henrichsen– Equal Justice Works*

National AmeriCorps programs may face challenges in managing their programs – members are spread out across the country and there is not a standardized management system. But taking advantage of new technology can make your program easier to manage. This session will explore how Equal Justice Works manages its 350+ member AmeriCorps summer program.

### 2. **E-Training on Demand**

*Presenter: Hayley Beers – Share Our Strength*

This round will present on how Share Our Strength’s Operation Frontline has sought to meet its need for affordable flexible member training through e-training. Time will be spent on sharing how Share Our Strength’s Operation Frontline captures video and creates online trainings for its members who serve in over 15 locations nationwide using Flip Video camcorders, Camtasia Studio software and Screencast.com.

### 3. **Social Networking and Web 2.0 for National Service**

*Presenter: Andrew Sears – TechMission*

This session will explain how to set up an online social networking community of AmeriCorps members and volunteers for national service. The session will examine some of the best practices implemented by TechMission Corps which generated over 10,000 Web pages of user contributed content, matched over 6,000 volunteers online and served over 1.3 million unique visitors last year.

Potomac C

### 4. **Social Media: Connecting with Members Using Google Tools for Nonprofits and More**

*Presenter: Aaron Pickering and Sarah Mahoney – Equal Justice Works*

Overwhelmed by Twitter, Facebook, YouTube and blogging? This session will explain how social media tools can be used to connect with current and prospective members without consuming too much time or breaking the bank.

### 5. **Social Media 101**

*Presenter: Jason Scott – Corporation for National and Community Service*

Are you new to the technology scene and feeling confused about your options and where to begin? This session will describe the “basics” - possible technology tools and their uses for those with limited exposure to today’s technology.

Potomac D	<p>6. <b>Web-based (Intranet) for Member Support</b>  <i>Presenter: Paula Coyle – Citizen Schools</i></p> <p>In this session you will learn conceptually about how the use of a content management system has dramatically strengthened member experience at Citizen Schools and the path leading to its adoption. Content management technology, available widely and at variable costs, has provided our organization a powerful way to share information and make resources readily available to our members coast to coast as long as they have a simple internet connection.</p> <p>7. <b>Reaching Out Through Wires &amp; Wireless</b>  <i>Presenter: Tammy Hopper – SENetwork</i></p> <p>Blogs, OnDemand webinars, interactive web based planning sessions and other efforts can be effectively utilized to train members in innovative and effective ways and to reach out to managers to meet a variety of project needs.</p> <p><b>There will be the opportunity to attend three of these presentations.</b></p>
3:00 – 3:30pm Potomac	<b>Break</b>
3:30 – 5:00pm	<p><b>Breakout Sessions – Round Three</b></p> <p>Potomac C</p> <p>1. <b>Service-Learning as a Retention and Development Tool for Members (INTERMEDIATE)</b>  <i>Presenters: Kate Carver and Kelley Cohill – The Choice Program at the Shriver Center, UMBC</i></p> <p>Come experience how a few simple tools can improve the potential of service-learning to retain and develop members. This session provides a hands on introduction to the 10 best practices for service-learning in an easy to use report card format. Tips for setting appropriate service-learning goals, structuring reflection activities and providing on-going member satisfaction assessment will be presented.</p> <p>Potomac AB</p> <p>2. <b>Building Strong EAP Sites: Effective Practices for Program Ownership (BASIC)</b>  <i>Presenter: Jami Hiyakumoto – UCAN Serve AmeriCorps, Colorado Campus Compact</i></p> <p>EAPs’ success depends on stakeholders’ involvement to recruit, enroll, manage and successfully exit members. Join us to share promising practices in empowering local sites to feel connected to and responsible for EAP program operations and outcomes. Discuss different EAP program models and determine which is the best fit for your program needs.</p> <p>Georgetown A</p> <p>3. <b>Collaborating with the Finance Department: A Program Manager’s Guide (ADVANCED)</b>  <i>Presenter: Tim Hosch – Public Allies, Inc.</i></p> <p>Most agencies could benefit from stronger, more collaborative relationships between program staff and finance staff. This session will focus on defining barriers that might exist to creating strong links between program and financial management and then generating ideas for ways to work through those barriers based on participant examples and best practices.</p> <p>Potomac D</p> <p>4. <b>Management Coaching: A New Way to Work (ADVANCED)</b>  <i>Presenter: Janis Glenn – Project TAAP Consultant</i></p> <p>Achieving managerial excellence in today’s workplace is a tall order. We wrestle with competing demands and limited resources on a daily basis. We constantly ask our staff to do more—to work smarter and faster—to get things done. To rise to these ever increasing challenges we need a new way to manage that requires more cultivating than commanding and more coaching than controlling. That’s what Management Coaching offers—a new way for managers and leaders to meet the continually changing and complex demands of the 21<sup>st</sup> century.</p>
5:00pm	<b>Dinner On Your Own</b>

Time & Location	<b>Thursday, May 7, 2009</b>
7:00 – 8:15am Potomac	<p><b>Continental Breakfast</b> Table Topic Discussions</p> <p>Amy Borgstrom, AmeriCorps Associate Director for Policy, Corporation for National and Community Service will be on hand to share information on the AmeriCorps Campus.</p>
8:15 – 8:30am Potomac AB	<p><b>Overview of the Day</b> <i>Presenter: Sue Makki, ACCESS</i> <i>Sissy Corr, Notre Dame Mission Volunteers</i></p>
8:30 – 10:00am	<p><b>Breakout Sessions – Round Four</b></p> <p><b>1. Growing Up In AmeriCorps: A Veteran’s Panel (INTERMEDIATE)</b> <i>Presenters: Jason Patnosh – Community Health Corps</i> <i>Laura Keith – CityYear</i> <i>Kris Tecce – Hands On Network</i> <i>Josh Randle – Western New York AmeriCorps</i></p> <p>Panel will discuss their experiences over the last ten years of involvement in AmeriCorps. This panel has seen the good, the bad and the ugly of running an AmeriCorps program. The panel will provide experiences from an array of topics and dedicate at least half of the session to questions from the audience. This session will be a true open dialog on problem solving, celebrating success, and recognition that you are not alone.</p> <p><b>2. Maintaining Your Competitive Edge with Business Partnerships (ADVANCED)</b> <i>Presenter: Susan Hyatt – Project TAAP Consultant</i></p> <p>We are bombarded daily by the media about the shrinking dollars available to support nonprofit programs. In this session you will have a chance to discuss with your peers the strategies you are using to maintain your relationships and “competitive edge” with business supporters. You will also learn timely tips for expanding past a fundraising and checkbook philanthropy mindset to think win/win business partnerships and joint ventures to access needed resources.</p> <p><b>3. Writing Your Program in 3D (BASIC)</b> <i>Presenter: Kate Hagner – Student Conservation Association</i></p> <p>This workshop is for professionals who know that their program is amazing — that it changes lives and communities — but they dread having to write about it. They dread writing grants, donor letters, or recruitment materials because they feel like they can’t write about their program in a way that translates their own excitement to the reader. In this workshop participants will look at what grabs readers, break down the elements that make writing compelling, and practice writing about their own program in a way that uses these strategies.</p> <p><b>4. “Whine &amp; Cheese, Please!” Peer Coaching’s Support and Challenge (INTERMEDIATE)</b> <i>Presenters: Janet Elder and Corinne Lagermasini – National Health Corps</i></p> <p>Being an AmeriCorps Program Director is a challenging job, especially when your program peers are located in different states. Add the struggling economy, reduced resources, travel restrictions, and you have a recipe for stress and burnout. Discover the benefits of the ‘whine and cheese’ call, a chance to ‘whine’ about challenges and to share ‘cheesy’ successes. Explore the power of peer support and solutions that builds upon the ‘whine and cheese’ conversation to form a ‘peer coaching’ learning community!</p>
10:00 – 10:30am Potomac	<b>Break</b>

10:30 – Noon Potomac AB	<b>Closing Plenary – The Power Of Service: Leveraging New Opportunities</b>  World Café conversations will weave together input from all participants on maximizing our work, taking advantage of new opportunities, and leveraging existing networks to be significant players during these challenging and exciting times.
Noon	<b>ADJOURN</b>