

Maryland Community Action Partnership



REDEFINING POSSIBILITIES STRENGTHENING FAMILIES & COMMUNITIES

May 2 - 5, 2023 | Bethesda, MD

MCAP 2023

Annual Human
Services Conference



**Conference
Book**



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in Bethesda, MD



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May 2, 2023

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Dear Attendees:

On behalf of the Board of Directors and staff of the Maryland Community Action Partnership, welcome to the MCAP Annual Human Services Conference. It is a pleasure to gather Community Action Agencies and Human Service providers across Maryland, The District of Columbia, and Delaware for collaboration and knowledge sharing to empower families to thrive.

BOARD OFFICERS:

Wendolyn McKenzie
Board Chair

Marilyn Neal
V. Chair

Andrea Thomas
Secretary

Freddy Mitchell
Treasurer

We are excited to have you participate this year for “Redefining Possibilities, Strengthening Families and Communities.” This year’s Conference theme provides the opportunity to showcase how human service organizations are employing creative solutions to tough problems and kicking off new initiatives.

With this in mind, we encourage you to take full advantage of roundtable discussions with peers, special events, hot topics, and experts in the Human Services field to learn about innovative strategies for advancing our work.

EXECUTIVE STAFF

Angela Martin
Executive Director

At the heart of our work, we are helping people and changing lives. Each year we recognize champions of Community Action from our Agencies and our communities; we salute the 2023 award recipients who work tirelessly to ensure the wellbeing of others.

To truly redefine possibilities for families and communities there must be active engagement and professional and personal commitment. During this Conference we will explore together strategies to move families forward and provide what they need to be empowered and supported in their paths toward success.

Finally, we want to thank the MCAP Conference Committee, and the many partners involved in planning the MCAP Human Services Conference. We also extend thanks to all our sponsors and exhibitors. Enjoy the conference!

Wendolyn McKenzie, Board Chair

Angela Martin, Executive Director

Congress of the United States
House of Representatives
Washington, DC 20515-3006

May 2, 2023

Maryland Community Action Partnership
420 Chinguapin Round Road, Suite 2-I
Annapolis, Maryland 21401

Dear Friends:

Greetings to everyone attending the 2023 Maryland Community Action Partnership (MCAP) Human Services Conference! I am happy to join MCAP in welcoming you and to thank you for all of the work you are doing to provide essential services to Marylanders, from early childhood programs to job placement.

The theme of this year's conference is "Redefining Possibilities: Strengthening Families & Communities," and MCAP continues to be an impressive and indispensable leader in coordinating and mobilizing resources for Maryland families in need. MCAP programming helps people across our state to fully realize their potential and contribute to their local communities. We are all better off because of the hard work of MCAP and its affiliated agencies.

Nothing could keep me away from this week's conference other than doctor's orders and my immuno-compromised condition. I look forward to getting through cancer and chemotherapy very soon and to be with you once again.

Thank you again for your exceptional dedication to assisting Marylanders in tough situations, and I look forward to our continued partnership in the years to come. Please enjoy what is sure to be a wonderful conference.

Very truly yours,



Jamie Raskin
Member of Congress



Chris Van Hollen
U.S. Senator

May 2, 2023



Dear Friends:

I am delighted to welcome you to Maryland Community Action Partnership's 2023 Human Services Conference.

This year's theme, "Redefining Possibilities: Strengthening Families and Communities," reminds us of the importance of sharing proven strategies to reduce food insecurity, develop local workforces, improve mental health outcomes, achieve climate justice, and more. As we continue to navigate these challenging times, the conversations you will have with each other at this conference are critical and necessary to create better outcomes for the individuals and families we serve. I am confident that the results-driven strategies and wealth of institutional knowledge you will exchange at this gathering will help ensure every member of our community has access to the resources and support they need to thrive.

Since 1986, Maryland Community Action Partnership has played a vital role in creating a better future for people experiencing poverty, homelessness, and economic challenges in Maryland and the surrounding areas. I am honored to be your partner in the Senate to fight for the federal funding and support you need, but it is your tireless efforts and the diligent work of your volunteers that ensure economic growth equally benefits everyone in our society, including the most disadvantaged. Your work is truly commendable.

Thank you for all you do to make a difference in the lives of others. You have my best wishes for a productive conference.

Sincerely,

Chris Van Hollen
United States Senator



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Maryland Rural Development Corporation

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Southern Maryland Tri-County Community Action Committee, Inc.

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Washington County Community Action Council, Inc.

Erik Nichols, Deputy Director/CFO - Acting Executive Director

MARYLAND COMMUNITY ACTION PARTNERSHIP



Our Mission

MCAP strengthens members' capacity to provide quality services and opportunities that empower individuals and families to achieve economic security.

Our Vision

All individuals and families are stable, economically secure, and live in safe and thriving communities.

The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

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MCAP STAFF

Angela Martin, Executive Director

Alex Dupree (she/her), Regional Projects Coordinator

Amy Mininger, Communications Consultant

Tymika Davis, Executive Assistant

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CONFERENCE AGENDA

This program is Approved by the National Association of Social Workers (Approval # 886798704-2042) for 10 continuing education contact hours.

SCHEDULE AT-A-GLANCE

Pre-Conference - Tuesday, May 2, 2023

8:00am - 5:00pm	<i>Registration Opens</i>
12:00pm - 1:00pm	<i>Lunch On Your Own</i>
1:00pm - 2:30pm	<i>ROMA Alliance</i>
1:00pm - 2:30pm	<i>The Employee Experience - WIPFLI</i>
3:00pm - 5:00pm	<i>MCAP Board of Directors Meeting</i>
3:00pm - 5:00pm	<i>HR/Fiscal & Whole Family Peer Group Meetings</i>
5:00pm - 7:00pm	<i>Board Reception - MCAP Board of Directors</i>

Conference Opens - Wednesday, May 3, 2023

8:00am - 5:00pm	<i>Registration & Exhibitor Café</i>
9:00am - 10:00am	<i>MCAP Board of Directors Breakfast</i>
10:00am - 12:00pm	<i>Pre-Conference: Hot Topics & Promising Practices</i>
12:00pm - 1:00pm	<i>Lunch On Your Own</i>
1:00pm - 2:30pm	<i>Opening Session</i>
2:45pm - 5:15pm	<i>Breakout Sessions & Roundtables</i>
5:30pm - 7:00pm	<i>Networking Reception - Community Action's Got Talent</i>

Day 2 - Thursday, May 4, 2023

8:00am - 5:00pm	<i>Registration & Exhibitor Café</i>
8:00am - 10:30am	<i>MCAP Awards Breakfast - Program begins at 9:00am</i>
10:45am - 12:00pm	<i>Breakout Sessions</i>
12:00pm - 1:00pm	<i>Lunch On Your Own</i>
1:00pm - 5:15pm	<i>Breakout Sessions & Roundtables</i>

Day 3 - Friday, May 5, 2023

8:00am - 12:00pm	<i>Registration & Exhibitor Café</i>
9:00am - 12:00pm	<i>Breakout Sessions</i>
12:30pm - 2:00pm	<i>Closing Luncheon</i>

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TUESDAY, MAY 2, 2023

8:00am - 5:00pm	Registration	Second Floor
12:00pm - 1:00pm	Lunch On Your Own	
1:00pm - 2:00pm	MCAP Lounge Preview	Third Floor Lounge
1:00pm - 2:30pm	ROMA Alliance	Hampden Room
1:00pm - 2:30pm	The Employee Experience - WIPFLI	Arlington Room
3:00pm - 5:00pm	MCAP Board Meeting	Arlington Room
3:00pm - 5:00pm	HR/Fiscal Peer Group	Rugby Room
3:00pm - 5:00pm	Whole Family Peer Group	Hampden Room
5:00pm - 7:00pm	MCAP Board Reception	First Floor Private Dining Room (PDR)

WEDNESDAY, MAY 3, 2023

8:00am - 5:00pm	Registration & Exhibitor Café Open	Second Floor
9:00am - 10:00am	MCAP Board Breakfast	Arlington Room
10:00am - 5:00pm	MCAP Lounge Opens	Third Floor Lounge

Pre-Conference Sessions

10:00am-12:00pm

Hot Topics & Promising Practices

Wisconsin Room

Andrea Thomas, United Planning Organization; Nicole Brant, Allegany County HRDC; April Sisler, Garrett County Community Action Committee; Dan Hardcastle, Office of the Secretary, U.S. Department of Housing and Urban Development

Join us as we highlight promising practices and discuss hot topics, including programs to address youth homelessness, presented by Garrett and Allegany County Community Action Agencies, and innovative housing practices presented by the U.S. Department of Housing and Urban Development.

The Pre-Conference Session is open to all conference attendees.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

12:00pm - 1:00pm

Lunch On Your Own

1:00pm - 2:30pm

Opening Session

Ballroom



Join us to kick off the conference with a keynote address from **Rob Watson Jr.**, the Director for Partnerships and Community Impact at the EdRedesign Lab and Secondary Lecturer on Education at the Harvard Graduate School of Education.

At EdRedesign, Rob leads the By All Means Communities of Practice initiative, supporting communities across the United States develop cradle-to-career systems of opportunity that promote pathways to educational attainment and upward mobility for children, youth and families. His work has focused on themes of civic engagement, community development, poverty elimination and educational equity in the US, Latin America and Africa.

#MCAPConnect2023

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WEDNESDAY, MAY 3, 2023

2:45pm - 4:00pm

Breakout Sessions

Telling the Story of CSBG through Your Data

Hampden Room

M. Monique Alcantara & Kayla Lennon, Office of Community Services; Joel Robinson, APPRISE

The Office of Community Services will provide a demonstration of the Community Services Block Grant Performance Management website, and begin discussions on how you can use your data as you tell your story of CSBG in your community, state, and region.

Who should attend? Board Members, Managers and Executive Staff

Housing Counseling: What, Why and How - 1 CE

Rugby Room

Ruth Griffin, Community Development Network

Housing Counseling is often called a “best kept secret.” Considering the complexities and importance of housing, and the mixed motivations of those who profit from the housing industry, it’s good to know that there are trained certified professionals without a financial stake in the transaction who serve consumers. Housing counselors inform and support consumers on seeking, financing, maintaining, renting, or owning a home. The housing counseling program also addresses homelessness and/or homelessness prevention through counseling and assists homeowners in need of foreclosure assistance. Join us for this session to learn from the Community Development Network of Maryland (CDN) what housing counseling entails, the benefits of housing counseling and how to access this service from legitimate, HUD certified housing counseling organizations near you. Stable housing is a cornerstone of family and community stability. To thrive, people need this basic need secured. Let’s share the good news.

Who should attend? Frontline Staff

Panel: Strengthening Workforce Partnerships

Delray Room

Moderated by: James E. Rzepkowski, Division of Workforce Development and Adult Learning, Maryland Department of Labor

Panelists: Sharon Strauss, Montgomery County Community Action Agency; Anthony Featherstone, WorkSource Montgomery

Dr. Charlestine Fairley, Anne Arundel Community Action Agency; Kirkland Murray, Anne Arundel Workforce Development Corp.

Developing meaningful, productive partnerships is often the key to redefining possibilities. Join this panel of Community Action and Workforce partners to learn how to move beyond MOUs into true collaboration and innovation to enhance workforce services, because a great job opens doors to financial independence, self-sufficiency, and thriving families.

Who should attend? Board Members, Managers and Executive Staff

Climate Change and Social Vulnerability

Auburn Room

Larissa Johnson, Montgomery County Department of Environmental Protection

Climate change is and will continue to impact those who are already vulnerable due to a range of social, economic, historical, and political factors; understanding the risks to vulnerable populations is critical for developing effective and equitable strategies for responding to climate change. This workshop will focus on tangible solutions people can take to help minimize the negative impacts of our changing climate.

Who should attend? Managers and Executive Staff, Case Managers, Frontline Staff

Energy Assistance: What You Need to Know

Arlington Room

Katherine Natafqi, Maryland Office of Home Energy Programs

Are you looking for additional resources for your clients struggling with their heating and energy bills? This session will provide a thorough introduction to Maryland's Energy Assistance programs and policies provided by the Maryland Office of Home Energy Programs.

Who should attend? Managers and Executive Staff, Case Managers, Frontline Staff

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WEDNESDAY, MAY 3, 2023

4:15pm - 5:15pm

Promising Practices: Roundtable Sessions

How a Multigenerational Approach Can Remove Barriers to Connecting Newcomers With Our Community - 1 CE

Hampden Room

Merritt Groeschel, Solutions in Hometown Connections

Programs designed to serve newcomer families often focus on quick entry into the workforce. This can leave women caring for babies and young children isolated and increasingly vulnerable after arriving in a new community bereft of the traditional familial and cultural support systems they left behind. Heads of households begin learning about their new community through work activities; school-age children attend school surrounded by teachers and friends; while women caring for younger children must navigate childcare, fixed schedules, and transportation. This results in limited options to introduce newcomers to local resources and services such as public libraries, and programs through local schools that are designed to engage the wider community. Challenges to fully engaging in a new community are layered, and learning English can be the largest and most intimidating barrier. Hear firsthand accounts of families' experiences; and how SHC multigenerational programs seek to remove some of these barriers to connect everyone to our community.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

Unlocking Your Strengths and the Strengths of Those You Serve

Rugby Room

Frank Eastham, LEAD4TRANSFORMATION, LLC

When we focus on what we are wired to do best, we will have a greater impact on those we lead and serve. This session will introduce the CliftonStrengths Assessment and the value of leveraging our strengths in our work. You will walk away with strategies to increase your leadership effectiveness and the engagement of those you lead or serve. You DO NOT have to have taken the assessment prior to the session.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

The Future of Rental Assistance in Maryland

Delray Room

Danielle Meister, Maryland Department of Housing and Community Development

The State's ERAP, Emergency Rental Assistance Program, is coming to a close this year after distributing over \$500 million in emergency rental assistance to over 100,000 households to date. This session will cover the impact of a program of this scale on housing stability, how to prepare households, landlords and programs to transition to a system where rental assistance is more limited, and what the future of rental assistance in Maryland might be.

Who should attend? Managers and Executive Staff, Case Managers, Frontline Staff

Digital Equity & the Affordable Connectivity Program

Auburn Room

Tami Watkins, Comcast

Comcast is proud to participate in the Affordable Connectivity Program (ACP), a federal government program which provides eligible low-income households a credit of up to \$30/month towards their Internet and/or Xfinity mobile services. The ACP represents one of the largest investments ever made in addressing the broadband affordability gap. Customers who qualify can apply ACP credits to any tier of Xfinity Internet, including Internet Essentials, or Xfinity Mobile. Learn how we can partner to empower even more individuals in your community with the life-changing tools and resources they need to succeed in a digital world.

Who should attend? Case Managers, Frontline Staff

5:30pm - 7:00pm

Welcome Reception

Ballroom

Join us for Community Action's Got Talent competition, connection, and networking with your peers!

Please remember to wear your name badge for entry.

#MCAPConnect2023

CONFERENCE AGENDA

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THURSDAY, MAY 4, 2023

8:00am - 5:00pm

Registration & Exhibitor Café

Second Floor

8:00am - 10:30am

MCAP Awards Breakfast

Ballroom

Join us during our **Vision & Value Awards Breakfast** to honor Community Action Champions with a keynote address by **Denise Harlow**, CCAP. Denise is the Chief Executive Officer of the National Community Action Partnership. She was appointed the Partnership's CEO in 2014 after serving as Senior Director of Training and Technical Assistance and Interim Chief Operating Officer. Working with Community Action Network partners, Denise was instrumental in the design and deployment of network-wide Organizational Standards and was a leader in the recent update to the Community Action performance management framework.

Breakfast will be served at 8:00am and the program will begin at 9:00am.



10:45am - 12:00pm

Breakout Sessions

**Preparing Aspiring Community Action Leaders:
Leadership Development & Succession Planning**

Arlington Room

Dr. Angela Gustus, CMAG & Associates, LLC

Based on the research of Dr. Angela Gustus, this workshop will discuss the components of a leadership development program that will prepare aspiring leaders for executive level positions.

Who should attend? Board Members, Managers and Executive Staff

**Growing the Next Generation of Human Services Professionals:
A University-Industry Partnership - 1 CE**

Rugby Room

Dr. Mayaugust Finkenberg; Dr. John Rosicky; Gracie Payne; Mo Islam, Stevenson University

There are many joys and tribulations of industry-university partnerships in the field of human services. This presentation will discuss how to form effective partnerships in order to develop the next generation of human services professionals through internship and practicum experiences. Hear from students, their placement sites, and university representatives on best practices for a partnership that benefits all involved.

Who should attend? Managers and Executive Staff, Human Resources

**Panel: Redefining Possibilities - Adaptive Reuse of Historic Neighborhood
Office Building Into Senior Affordable Housing**

Delray Room

Stacy Kaplowitz, Lincoln Avenue Capital; Sandra Pereira, Montgomery County; Rebeccah Ballo, Montgomery County

This panel is a case study in collaboration and creativity. Sandy Spring Village is the adaptive reuse of historic office buildings into 56 units of affordable rental housing for residents 62 and older in Sandy Spring, MD. The panel includes Stacy Kaplowitz, the developer; Sandra Pereira, Montgomery County Planning Supervisor; and Rebeccah Ballo, Montgomery County Historic Preservation Supervisor. Learn about how the team successfully navigated a number of complex challenges throughout the development process to provide much-needed affordable rental housing in a unique and historic community.

Who should attend? Board Members, Managers and Executive Staff

**Using Motivational Interviewing Techniques To Build Engagement,
Participation and Motivation**

Auburn Room

Jodie Sue Kelly, Cygnet Associates

The initial assessment interview is critical to forming a strong coaching relationship with the customer. It is a "moment of truth" and can leave a lasting positive or negative impression on the participant. If the initial assessment consists primarily of completing forms and checking boxes, staff are losing a valuable opportunity to build an enduring relationship with the participant. At this session, we will examine how to interact with clients borrowing ideas from the motivation interviewing domain so we get more robust information about the participant and form a lasting positive impression of the program.

Who should attend? Case Managers, Frontline Staff

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THURSDAY, MAY 4, 2023

10:45am - 12:00pm

Breakout Sessions

Organizational Culture, Change Management, and a Whole Family Approach

Hampden Room

Jeannie Chaffin, National Community Action Partnership & Jeannie Chaffin, LLC

It has been said that "Culture eats strategy for breakfast." In this session, we will investigate why some organizations excel and others fail during seasons of change; describe the characteristics of a healthy (and resilient) organizational culture; and discuss how you can begin building an organizational culture that embraces change and innovation. This session is highly recommended for agencies engaged in Whole Family Approach design and implementation, but everyone will benefit from its lessons.

Who should attend? *Managers and Executive Staff, Case Managers, Frontline Staff*

12:00pm - 1:00pm

Lunch On Your Own

1:00pm - 2:30pm

Breakout Sessions

Outcomes and Data Collection in a Whole Family Approach

Hampden Room

Jeannie Chaffin, National Community Action Partnership & Jeannie Chaffin, LLC

In this session, we will identify & define three critical components related to outcomes and data collection in a whole family approach, share examples & lessons learned from CAAs implementing the WFA framework across the country, and highlight resources to support WFA design, development, and implementation.

Who should attend? *Managers and Executive Staff, Case Managers, Frontline Staff*

Brain and Behavioral Science in Hiring

Rugby Room

Dana Emanuel, New Moms

In this session, participants will gain an understanding of the key elements of Executive Skills and other brain and behavioral science heuristics, scaffold basic Executive Skills knowledge into hiring practices, and practice designing effective onboarding practices.

Who should attend? *Managers and Executive Staff, Human Resources, Board Members*

Writing Effective, Efficient Case Notes that Support the Plan

Auburn Room

Jodie Sue Kelly, Cygnet Associates

Social services staff are people-oriented. They want to help their participants have better lives. Writing effective case notes is an essential part of the work that we do. Often, staff do not like spending time on case notes because it feels like an added task which can be skipped. However, to be effective, staff must master not only the art of helping clients, but also the skill of writing notes and outlining the plan. Keeping an accurate record about a case helps us to think through what we have done and how to best support the individual. This session will cover how to write efficient case notes that covers what is necessary and what is not.

Who should attend? *Case Managers, Frontline Staff*

Holistically Serving Young Adults in Ways that Inspire Hope - 1 CE

Delray Room

Adam Sewell, Horizon Goodwill Industries

In the every-changing world of human services there seems to be an increasing need to help Young Adults navigate services available to them. At Horizon Goodwill we strive to provide holistic support for Young Adults experiencing homelessness, looking for employment, seeking to continue their education, and various other needs. By coordinating these wrap-around services we have seen Young Adults achieve goals they have set for themselves while maintaining their employment and housing. In this session, we will discuss both challenges and success to this Young Adult wrap-around support model.

Who should attend? *Managers and Executive Staff, Case Managers, Frontline Staff*

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THURSDAY, MAY 4, 2023

1:00pm - 2:30pm

Breakout Sessions

Returning Citizens Creating Careers: Georgetown University's Reentry Programming - 1 CE Arlington Room

Tyrone Walker, Georgetown University Prisons and Justice Initiative

Staff and alumni will share insights into Georgetown University's two reentry programs: the Pivot Program and the MORCA-Georgetown Paralegal Program. Both combine rigorous education, professional development, mentorship, and reentry support to prepare returning citizens for rewarding careers that might otherwise be out of reach.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

2:45pm - 4:00pm

Breakout Sessions

Executive Skills Coaching

Rugby Room

Dana Emanuel, New Moms

Participants in this session will learn Executive Skills coaching mindset and practices and how all roles can apply this mindset and practice into teamwork, communication, and responsibilities. Attendees will also align with shared Executive Skills language and definitions and understand brain and behavioral science of development, scarcity, bias, goals, and motivation.

Who should attend? Board Members, Managers and Executive Staff, Human Resources, Case Managers

Redefining Possibilities for Community-Wide 2Gen Approaches

Arlington Room

Marjorie Sims, Ascend at the Aspen Institute

Workshop participants will get information and resources to assess and support communities in leveraging a two-generation (2Gen) approach to strengthen family prosperity across generations.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

Reimagining our Workforce and Homeless Services System

Delray Room

Rebecca Burrow, Permanent Housing Systems and Suzanne Korff, Senior Policy Officer Homelessness, DHCD

This workshop will ask participants to reach deep into their imaginations to develop a shared vision for our communities and our work. This session will discuss the underlying causes of homelessness and poverty in America, the barriers faced by households facing both housing and employment challenges, and how we connect our workforce and homeless services system. Participants will then be asked to join a shared visioning session to look at strategies to improve our systems and communities as heads of households, case workers and community leaders.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

Evaluating Collective Impact: Use of Logic Models and the Principles of Results-Based Accountability to Create a Collective Impact Accountability Scorecard

Auburn Room

Lavontte Chatmon, Nonprofit Montgomery

This session will address the question: what are effective tools for evaluating a collective impact initiative? Presenters will explain the background for when these tools were developed to support the collective impact initiative and the successes and challenges faced in fully utilizing them to date. Presenters will then provide an overview of the current status of two tools, logic model and accountability scorecard, and how they are currently being applied to assess the initiative's progress. We will describe how logic models and accountability scorecards are used to track the progress of the initiative, improve collaboration with key partners, and inform the next stage of work. We will also demonstrate the value of these tools' user-friendly features and diverse visual formats to engaging broad community participation and leadership in all stages of a collective impact initiative.

Who should attend? Managers and Executive Staff

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2:45pm - 4:00pm

Breakout Sessions

Telling Your Story: Community Advocacy at Its Best - 1 CE

Hampden Room

Leah Goldfine & Evelyn Okutu, Montgomery County Community Action Agency; Ayana Bias, United Planning Organization

Join this session to to hear best practices in Community Action Advocacy and learn to tell your story. Hear from participants engaged in Community Action Agency Advocacy Institutes.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

4:15pm - 5:15pm

Promising Practices: Roundtable Sessions

Content Development and Creative Communications for Impact

Arlington Room

Amy Miner, Maryland Community Action Partnership and Owner of MarComFly Strategic Consulting

The right choice of words can be powerful. Delivering them creatively makes them memorable. Join this interactive roundtable where we will discuss how to build your goal-oriented content roadmap, a foundation for communicating your most important messages and stories. Developing a content roadmap aids clarity and consistency - both critical for successful outcomes. We will also explore creative delivery channels and visual tactics that will capture the hearts of your target audiences. Come ready to share your own ideas for communications that have proved positive impacts! Take home a 30-60-90-day planning template, and a list of technical tools to consider incorporating into your communications work.

Who should attend? Managers and Executive Staff, Frontline Staff

Understanding the Homeless Services System

Auburn Room

Rebecca Burrow, Permanent Housing Systems and Suzanne Korff, Senior Policy Officer Homelessness, DHCD

This roundtable session will cover the State and Federal system designed to prevent and end homelessness in detail, providing a history of Federal statutes and regulations on homelessness, definitions of homelessness under different Federal programs, the role of Continuums of Care in coordinating the homeless service system response, and the types of housing and rental support available to households, linkages to other social service systems and the gaps within the current system. Participants will then be asked to discuss potential changes to the current system, and think about other tools that we might not be aware of to more effectively address the needs of households at risk of or experiencing homelessness.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

Five Generations at Work: Fight, Flee, or Flourish

Hampden Room

Lil Dupree, EmpowOR

There are still five generations currently in the American workforce, from Traditionalists to Gen Z, and they all have different communication styles, approaches, and worldviews. This interactive session will explore the similarities and difference, and offer some insights on how to help colleagues across the generations not just work together, but value and enjoy working together.

Who should attend? Managers and Executive Staff, Case Managers, Frontline Staff

Effective Reentry - A Matter of Public Safety - 1 CE

Rugby Room

Joshua Hatch, Anne Arundel Community Action Agency

This presentation will be an interactive discussion about Maryland's current practices within corrections. With a high rate of recidivism the question remains as to whether or not true rehabilitation is taking place behind the iron curtain of the prison gate. Does the community have a role in reentry? If, so what role does the community play in this process? We will take a few moments to discuss the current contradictions in reentry and how the community can take appropriate action.

Who should attend? Board Members, Managers and Executive Staff, Case Managers, Frontline Staff

#MCAPConnect2023

CONFERENCE AGENDA

This program is Approved by the National Association of Social Workers (Approval # 886798704-2042) for 10 continuing education contact hours.

FRIDAY, MAY 5, 2023

8:00am - 12:00pm

Registration & Exhibitor Café

Second Floor

9:00am - 10:15am

Breakout Sessions

Nonprofit Board Member Orientation

Hampden Room

Michelle Nusum-Smith, The Word Woman LLC

Recruiting and managing nonprofit board members is an ongoing process. For new nonprofits as well as existing organizations, the process can be challenging or even overwhelming. For new board members, joining a board can be scary, frustrating or even disappointing. If you are a nonprofit founder, executive director, board member or interested in serving on a board, this workshop is for you! The interactive presentation covers what every new nonprofit board member needs to know to be successful in fulfilling their legal and fiduciary responsibilities. It will also provide a framework for developing or refining your existing new board member orientation process.

Who should attend? *Managers and Executive Staff, Board Members*

Framing Health, Decolonizing Approaches and Centering Mental Health

Rugby Room

Dr. Jameta Barlow, The George Washington University

What does it mean to think about mental health during/after a pandemic, while managing daily life stressors as ongoing trauma due to racial trauma and gun violence persist? This interactive discussion will analyze historical and contemporary problems and debates among the interdisciplinary fields contributing to health equity. We will critique ontologies, epistemologies, methodologies and approaches for community health research. And, we will interrogate philosophies of science and decision-making in theory, research, policy, application and praxis. Participants will leave this session historically rooted and collectively motivated to address mental health in a holistic and solutions-oriented approach.

Who should attend? *Board Members, Managers and Executive Staff, Case Managers, Frontline Staff*

Creating Cultures of Trauma-Informed Care - 1 CE

Delray Room

Lori Beyer, Community Connections

A system that is trauma informed has at its center the core principles of safety, trustworthiness, choice collaboration, and empowerment for and with the consumer. These core principles also need to be present for the staff in order for them to be able to provide a trauma-informed system. This presentation helps staff to compare the traditional human services paradigm to a trauma-informed paradigm. Participants will learn to understand the elements of trauma-informed care and the need to make changes in areas such as training and education, human resources practices, assessment and screening of consumers, and the agency setting.

Who should attend? *Managers and Executive Staff, Case Managers, Frontline Staff*

The End of Pandemic Food Assistance: Opportunities to Strengthen State and Federal Support Systems

Auburn Room

Julia Gross; Elisabet Epps; Michael J Wilson, Maryland Hunger Solutions

During the height of the COVID-19 public health emergency, federal safety net programs, such as SNAP and school meals, were dramatically expanded and strengthened to help meet the rising need for food assistance, serving as a critical lifeline for hundreds of thousands of Maryland families. While these unprecedented changes were temporary and have recently ended, they provided us with a new perspective on ways to remove longstanding barriers to participation, redefining best practices for reaching vulnerable populations. This session discusses how SNAP and school meals were able to respond during a critical moment of need and how we can take lessons learned from the pandemic to continue strengthening and supporting these programs for the future. We will also be taking a look at the current state of food and nutrition support systems in Maryland and opportunities to help mitigate the loss of pandemic-related supports through the lengthy recovery process and beyond.

Who should attend? *Board Members, Managers and Executive Staff, Case Managers, Frontline Staff*

Humanizing Data through Storytelling: How to Translate Numbers into Awareness, Volunteers, and Donations

Arlington Room

Kyle Steinle & Maranda Kosten, Do Good Video

For those working in the nonprofit industry, you know how great the need is for the service you provide, but how do you translate that data into a compelling story to bring funders, supporters and volunteers into your organization? In this workshop, Do Good Video's Kyle Steinle and Maranda Kosten will share their process of how they transform data into evocative stories for their clients.

Who should attend? *Board Members, Managers and Executive Staff, Case Managers, Frontline Staff*

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FRIDAY, MAY 5, 2023

10:30am - 11:45am

Breakout Sessions

At the Core of Success: An Engaged and Supported Community Action Board - 1 CE Hampden Room

Kathy Ghiladi, Feldesman Tucker Leifer Fidell LLP

Community action agencies must comply with Board composition and other legal requirements by virtue of their receipt of federal funding. This session will address those legal requirements and also offer practical tools and strategies for promoting Board engagement and ensuring Board members are properly supported in carrying out their duties as an engaged and supported Board is at the core of every effective organization.

Who should attend? *Board Members, Managers and Executive Staff*

How to Create a World-Class New Hire Onboarding Experience Rugby Room

Harris Fanaroff, TriBridg e Partners, LLC & Paul Younkins, TriBridg e Partners

The world of work is changing every day. It's becoming harder and harder to retain our talent. And retention efforts must start from the moment a new hire accepts our offer. Join Onboarding Expert Harris Fanaroff for an engaging presentation about how to onboard your new hires effectively. Understand where the common pitfalls are, identify where communication might be lacking in your structure, and learn how to onboard like the best companies in the world all without adding additional resources. This workshop will be interactive and engaging as we give you best practices to bring back to your organization.

Who should attend? *Managers and Executive Staff, Human Resources*

Live Learn Work: Building Homes and Growing Lives with Work Force Development Arlington Room

Dr. M A Greenstein, C4GS-ZEDlife

This interactive presentation will share the C4GS-ZEDLife "What if" vision for how a LiveLearnWork program can grow buildings and lives at the same time. The ZEDlife™ solution will engage Communities of Concern (COC), decrease complexities of construction, build low-to moderate-income housing, offer on-site workforce development training and provide low-to-ZERO energy bills in ZEDLife built spaces. Workforce Development training is key to our innovative ZEDLife / COC focus: We imagine "What if"....we aim to train a range of non-academically inclined students — from recent high school graduates to military Veterans — using our LiveLearnWork certificate program that a) offers hands-on training in a real-life solar building project and b) results in Zero-Carbon building for an affordable housing community? This presentation will address the three main tenets of our LiveLearnWork certificate program and speak to company values that enable us to promote an efficient and human-centered knowledge transfer program that models ZEDlife circular economy values. It will also call for audience questions and suggestions for other "What If" workforce development solutions to growing affordable housing and growing lives.

Who should attend? *Board Members, Managers and Executive Staff, Case Managers, Frontline Staff*

Community Reinvestment Act (CRA) 101 for Community Based Organizations Auburn Room

Cynthia DuRant, Federal Deposit Insurance Corporation (FDIC)

This session will discuss the much talked about Community Reinvestment Act (CRA). Executive directors, CFOs, project managers, service providers and community-based organizations will learn how the CRA promotes organizations serving low- and moderate-income individuals and families, as well as how collaborative opportunities with financial institutions and federal, state, and local partners may offer solutions to expand access to credit.

Who should attend? *Managers and Executive Staff, Fiscal Staff, Grant Writers*

A Trauma-Informed Approach to Staff Self Care and Vicarious Traumatization - 1 CE Delray Room

Lori Beyer, Community Connections

This training outlines why support and care for the entire staff is essential, how staff support is an organizational obligation as well as a personal or professional concern, how stressed systems can be traumatizing for the staff working in them, and how in these systems we can apply much of what we know about trauma and abuse to the program as a whole. The training will also address common stressors in human services settings, how to recognize compassion fatigue and burnout, levels of work-related stress, and what a multi-level response to stress in the workplace might look like. Participants will be asked to engage in exercises to develop work plans for creating a psychologically healthy workplace.

Who should attend? *Managers and Executive Staff, Case Managers, Frontline Staff*

12:30pm - 2:00pm

Closing Luncheon

Ballroom

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Building Stronger Communities, Supporting Maryland Families



Wes Moore, Governor
Aruna Miller, Lt. Governor
Jacob R. Day, Secretary
Owen McEvoy, Deputy Secretary



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2023 MCAP Vision & Value Award Winners

Individual Category

Ayesha Rana, *Community Action Council of Howard County*

Hyvron Jean, *United Planning Organization*

Katrina Chase, *SMTCCAC*

Maureen Larenas, *TESS Community Action Center Montgomery County*

Nicole Clark, *Allegany County Human Resources Development Commission*

Renee Caldera, *Washington County Community Action Council*

Tracy Broccolino, *Community Action Council of Howard County*

Partner Category

Dr. Reed Tuckson, *Black Coalition Against COVID*

Volunteer Category

Janice Underwood, *United Planning Organization*

Jim Ehle, *Community Action Council of Howard County*

Odessa Ellis, *Anne Arundel Community Action Agency*

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