SEIZING THE MOMENT TO BUILD A STRONGER COMMUNITY PROGRAM
WESTERN AREA PROGRAMMING

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WESTERN AREA SUMMIT
The Links, Incorporated
SEPTEMBER 14-16, 2012; HOUSTON, TEXAS
National President

Margot James Copeland
Cleveland (OH) Chapter

‘Sets the Tone and the Bar’

Leading with Excellence . . . Serving with Grace

The Links, Incorporated

Linked in Friendship, Connected in Service
National Vice President

Glenda Newell Harris
Alameda Contra Costa (CA) Chapter

‘Membership Engagement’
National Program Leadership

Barbra Ruffin-Boston, Director
San Francisco (CA) Chapter

Delores Bolden-Stamps, Co-Director
Jackson (MS) Chapter
National Strategic Planning Co-Chair

Deborah Beavers-Watford
Co-Chair
National Strategic Planning
Los Angeles Chapter (CA) Chapter
Western Area Director

Constance Fitzpatrick Smith
Stockton (CA) Chapter

‘Sets the Vision for Western Area’

*Seize the Moment . . . Strengthen the Chain*
Western Area Vice Director

Jacqueline Howard
Pasadena – Altadena (CA) Chapter

‘Membership Matters’
Western Area Program Team

Diane Scott – Program Chair
Pasadena – Altadena (CA) Chapter
Western Area Program Team

- Katie Allen – The Arts Facet Chair
  - Oakland Bay Area (CA) Chapter

- Michele Halyard – Health & Human Services Facet Chair
  - Phoenix (AZ) Chapter

- Jackie Kimbrough – International Trends & Services Facet Chair
  - Inglewood Pacific (CA) Chair
Western Area Program Team

- Shari Lamb – National Trends & Services Facet Chair
  - Plano North Metroplex (TX) Chapter

- Barbara Leonard – Services To Youth Facet Chair
  - Portland (OR) Chapter

- Charlotte Ned – Education Linkages Chair
  - Tucson (AZ) Chapter
Goals & Objectives

- To present concepts and tools to Western Area Chapter participants in an interactive format that will enable you to provide transformational programming in your respective communities.
Goals & Objectives continued

- To demonstrate programming that is integrated and sustainable.
- To provide strategies for effective program assessment.
Our STEPS for the Day

- What Does Strategic Planning Have To Do With It?

- Area Priorities – S.T.E.M. & Obesity

- The Service Delivery Model is the Foundation for Transformational Programming
Our STEPS for the Day

- How and Why Do We Integrate Our Programs?
- How Do We Know We Made The Mark?
- Wrap-Up – Tools & Q & A
What Does Strategic Planning Have To Do With It?

Separate PowerPoint presented by Deborah Watford-Beavers, Co-Chair Los Angeles (CA) Chapter

Karla Smith Fuller Mid Cities (TX) Chapter
Why S.T.E.M.?

Separate PowerPoint presented by
The Honorable Congresswoman
Eddie Bernice Johnson
Dallas (TX) Chapter
&
Argentina James
National Chair, Services to Youth Facet
Missouri City (TX) Chapter
Obesity is a National Epidemic!

Did you know?

--- Obesity is the **#2 cause of preventable death** in the United States

--- 60 million Americans, 20 years and older are obese

--- 9 million children and teens ages 6-19 are overweight
Obesity . . .

- Increases risk of health conditions and diseases including:
  - breast and colon cancer
  - coronary heart disease
  - Type II diabetes
  - sleep apnea
  - hypertension and stroke
Obesity . . .

- Through transformational programming and collective action, we can envision a healthier and leaner community and change these statistics.

- Check your Chapter’s Strategic Plan – does your programming include a goal to address obesity?
Strategies

Service Delivery Model...
Foundation for Transformational Programming
Program

- A program is a comprehensive approach to solving a problem or addressing a need or issue in a community.

- In Links, a Program is not an event or single activity.

- It is a series of related activities focused on achieving a predetermined set of goals and objectives.
The Links Incorporated Service Delivery Model
"Seizing the Opportunity to Provide World Class Leadership, Friendship and Service"
"Signature Service Provides Substantive Solutions"

Situation: (The Problem)  
Priorities:  
Mission-Vision: What drives the outcome?

Inputs/Resources:  
In order to accomplish our set of activities we will need the following:

Activities:  
In order to address our problem or asset, we will accomplish the following activities:

Outputs:  
Participation:  
We must clearly identify the clients who we are serving.

Outcomes:  
Short-Term:  
We expect that if accomplished, these activities will lead to the following changes in 1-2 years:

Medium-Term:  
We expect that if accomplished, these activities will lead to the following changes in 3-4 years:

Impact/Long-Term:  
We expect that if accomplished these activities will lead to long term societal changes.

Assumptions:  
1.  
2.  

What do you want to know?  
Evaluation

External Factors:  
1.  
2.  

How will you know it?
Situation (Problem)

A. What issue(s) are you trying to address? Is your problem clearly stated? Was there a community assessment? Facts to back up your case? Are facts specific to your community? What is your community inventory?

B. Other considerations-assumptions, etc.
At the end of the day, how do you see your community as a result of action?

- Think BIG
- Imagine a perfect community, school, person

EXAMPLES: (related to obesity and STEM)
Mission

- What will this program do to make this happen? or
- What is the intention of this program?

- EXAMPLES: (related to obesity and STEM)
Priorities (Goals)

- Must be S.M.A.R.T. Goals
  - Specific
  - Measurable
  - Realistic
  - Timely

Examples:
Transformational Programming

- What is it?
- ingredients
  - Wide ownership of outcomes
  - Community changes that are irreversible
  - High Impact
  - Collaborative
  - Aligned
  - Powerful
  - Engaging
  - Leverage for other changes
  - Community input
  - Assessment strategies
Transformational Programs

Produce Change:

- Noticeable Change
- Significant Change
- Enduring Change
- Change for the Better!!!
Transformational Programs

Changing from the . . .

. . . Modest Caterpillar

To the . . .

. . . Beautiful Butterfly
National Programs
Facets, Committees and Partnerships

Services to Youth
- Project LEAD Signature Program
- Links to Success Signature Program
- Education Linkage
- Young Achievers
- National HBCU Initiative
- National Mentoring Initiative
- National STEM Initiative

The Arts
- Classics Through the Ages Signature Program
- Poster Art

National Trends & Services
- Women’s Issues & Economic Empowerment
- Legislative Issues, Public Affairs & Disaster Relief
- AARP National Partnership

International Trends & Services
- Education Across the Miles Signature Program
- NGO

Health & Human Services
- HeartLinks Signature Program
- Linkages to Life Signature Program
- Walk for a Healthy Living Signature Program
- National Childhood Obesity Initiative
- Susan G. Komen National Partnership

National Partnerships & Collaborations
- STY: Achieving the Dream
- STY: National Cares Mentoring Movement
- STY: NASA
- NTS: Ally Financial – Wallet Wise Financial Literacy
- NTS: AARP – Are You Ready Academy
- NTS: Habitat for Humanity
- HHS: Susan G. Komen
- HHS: Heart Truth
- HHS: American Heart Association
- HHS: National Library of Medicine
- HHS: Partnership for a Healthier America
Why & How Do We Integrate Our Programs?

Why

- Conserve human and fiscal resources
- Conserve resources
- Greater impact
- Deeper and wider programming
- Opportunity for collaboration and partnerships
- To engage all members / facets in meeting needs of target groups
Why & How Do We Integrate Our Programs?

How?

- Determine main theme – choose lead Facet
- Look at goals
- Review National initiatives and programs and look for matches
- Brainstorm with facets to determine fit and add to existing program
- Strengthen all components of the program
- Umbrella vs. Integrated
Integration continued: National Trends

- Host a "Healthy Eating Luncheon"
- Partner with the Health And Human Services Facet with the Red Dress Luncheon
- Sponsor a "Career Fair" workshop and have health professionals talk to the target group and include a piece on childhood obesity
How Do We Know We Made The Mark?

- Outcomes – What do you expect to happen over what period of time?
  - Review of PRIORITIES / GOALS, timeline and expectations
  - Measurements as set forth initially
  - Interpretation of assessments
  - Recommendations / adjustments based on assessment
  - Sustainability / Impact
  - Allocation of resources going forward
Made The Mark? continued. . .

- There are two barometers that help you answer this question:

- The first is you or your chapter itself~

- Review the goals you established
  - What did you set out to do  -  did you do it?
  - What did you expect to happen  -  did it happen?
  - What was your timeline  -  did you adhere to it?
Outcomes

Short Term  |  Medium Term  |  Long Term
---|---|---
Changes in:  | Changes in:  | Changes in:
*LEARNING*  | *BEHAVIOR*  | *CONDITION*
Knowledge  | Behaviors  | Environment
Skills  | Practices  | Social conditions
Attitude  | Policies  | Economic condition
Motivation  | Procedures  | Political condition
Awareness  |  |  
Wrap-Up – we all need tools

- Glossary of Terms – *posted on website*
- Website – Area and National Documents
- Other Resources
  - Pod Leaders
  - Internet Sites
  - Stakeholders
  - Publications
  - Program Book
Closing Remarks
In Appreciation

- On behalf of the Program Team and invited speakers, we appreciate your attention and commitment to programming in the Western Area!