41st WESTERN AREA CONFERENCE
JUNE 19 – 22, 2013

Facet: National Trends and Services (NTS)

Facet Chair: Shari K. Lamb

Constance Fitzpatrick Smith, Area Director
Westin Galleria Hotel, Houston, TX
2011 – 2013 Biennium

Deliver and Sustain Transformational Programs

AREA GOALS

GOAL 1: Utilizing the Service Delivery Model, transform all chapter programs to meet the needs of the community by April 30, 2013.

Cascading Goal: By the end of 2013, utilizing the Service Delivery Model, transform all chapter programs to meet community needs.

🌐 Achieved.
• Program Year 2011-2012—Assisted the Western Area Program Team in developing, presenting, and training in webinar format, 55 chapter presidents and program coordinators on the usage of the Service Delivery Model in program planning. Chapters were specifically instructed on all aspects of the Service Delivery Model, which is the foundation for the Program Report. Chapters were trained on the importance of the SDM and its usage and they also trained on the definitions and terms involved—Situation, Priorities (Goals), Mission-Vision, Inputs/Resources, Outputs-Activities, Outputs-Participation, Outcomes—short term, medium term, and long term, External Factors, Assumptions and Evaluation.

• Program Year 2012-2013--Assisted in developing, presenting, and training in webinar format, 56 chapter presidents and program coordinators on the usage of the Service Delivery Model (SDM) in program planning. This program year
marked the beginning of the requirement that a Service Delivery Model and a Budget must be uploaded with the Program Report in order for a chapter to be considered for a program award.

For the program year 2012-2013, five programs were submitted by chapters as a single facet under the National Trends and Services Facet, and two used the Service Delivery Model in planning program strategy. The remaining three chapters did not wish their single facet NTS program to be considered for an award, and thus, did not upload a Service Delivery Model to accompany their Program Reports.

• Encouraged chapters during the biennium to use the Programming Glossary developed by Western Area Program Coordinator that provided definitions to key terms such as service delivery model, goals, S.M.A.R.T. Goals, transformational, sustainable,
integration, alignment, branding, and much more.

- Encouraged chapters to become familiar with the National Programs/National Partnerships & Collaborations Chart.

GOAL 2: Develop integrated sustainable, transformational, targeted chapter programs that address healthy living and education, specifically STEM, by the end of 2015.

Cascading Goal: By the end of 2014, all Chapters will develop integrated, sustainable, transformational chapter programs that involve at least three or more facets and include health and/or STEM, that will have long term effect on the community.

Achieved.
• All single facet programs submitted under National Trends and Services for the current Program Year targeted women, children, and families of African American descent and all NTS chapter programs are well on their way toward achieving the goal of providing transformational and targeted programs that address healthy living and education, specifically STEM by the end of 2015, and all have either incorporated in their existing programming or in their chapter strategic plan program goals the incorporation of healthy living and education, specifically in STEM, (Science, Technology, Engineering and Math) by the end of year 2015.

GOAL 3: Secure new and nurture existing partnerships with organizations and business for collaborative service delivery to meet the needs of the community by 2016.
Cascading Goals: Secure 40% new partnerships and nurture existing partnerships with organizations and businesses for collaborative service delivery to meet community needs by 2014 through 2016.

Achieved.

In alignment with The Links, Incorporated, nationally, the Western Area National Trends and Services Facet, as well as chapters across the Western Area, has embraced the National Initiative, AARP, Are You Ready? Program and incorporated it into its chapter’s programmatic thrust. The goals of the Are You Ready? Program are aligned with those of the Links, Incorporated nationally and are performable in terms of the Service Delivery Model. The Western Area is proud to have three chapters serving as pilot chapters in this program—Houston (TX), Los Angeles (CA), and San Antonio (TX). AARP will have a distinct presence at the Western Area Conference performing a workshop, at the Health Pavilion, and as a conference
sponsor. The Western Area NTS has nurtured the relationship with AARP and we appreciate the work they are doing and the results that have been achieved as a result of the partnership in the communities that we serve.

GOAL 4: Increase consumer/community involvement in 75% of Chapter service areas as a result of effective and sustainable Chapter programs by 2015 as set out in the Western Area Programs Strategic Plan.

Cascading Goals: Monitor program growth and increase in participation and/or service usage. Document and communicate success.

Achieved.

In their Program Reports, Chapters have incorporated into their current
programming or written into their strategic plans goals and activities that will result in an increased consumer/community involvement in 75% of Chapter service areas as a result of effective and sustainable Chapter programs by 2015 as set out in the Western Area Programs Strategic Plan.

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Other Accomplishments:

• Served as member of Western Area Program Team, 2011-2013; attended all conference call meetings.

• Served as member of the National Trends and Service Committee; attended all conference call meetings.

• Encouraged all chapters in the Western Area to support National Trends and Services Programs and Initiatives—Ally Financial—Wallet Wise Financial
Literacy Program, AARP Are you Ready? Program, The Links Academy, Habitat for Humanity International Homes without Borders, Bullying, Trashtalking: It’s No Joke, AARP, and the Western Area Initiative, Grandparents as Caregivers.

• Provided technical assistance and advice to chapters on program development and implementation; communicated to chapters using the Pod system and responded to all inquiries; offered congratulations and encouragement along the way to Pod members and their Chapters, extended thanks and appreciation to Pod members for their commitment to serve our communities, in friendship and in service.

• Contributed articles for The Chain and The Western Area Times; developed NTS crossword puzzle.
• Contributed web content to the Western Area website for National Trends and Services.

• Attended Governance Meeting, Washington, DC, August 2011.

• Attended Western Area Executive Committee Meeting, Houston, TX, October 2011.

• Communicated with, and gave support and encouragement to, the three (3) AARP, Are You Ready? Program pilot chapters selected by National from the Western Area—Houston (TX) Chapter, Los Angeles (CA) Chapter, and the San Antonio (TX) Chapter; Participated on all National AARP, Are You Ready? conference calls.

• Attended 65th Anniversary Gala, Washington DC, November 2011.

• Served as Program Reviewer, 2012.
• Assisted in the development of the Anti-Bullying toolkit for the National Initiative, *Bullying, Trashtalking: It’s No Joke*.

• Presented at the National Trends and Services workshop on the National Initiative, *Bullying, Trashtalking: It’s No Joke* at the National Assembly, Orlando, FL, 2012.

• Attended Western Area Executive Committee Meeting, Houston, TX, September 2012.

• Attended Western Area Leadership Summit, Houston, TX; Participated in a PowerPoint Presentation entitled, *Seizing the Moment to Build a Stronger Community Program*, September 2012.

• Served as Program Reviewer, 2012.
• Contributed to the establishment of the Barbara Leonard Memorial Scholarship, in memory of our beloved Link Barbara Leonard, a dedicated member of the Portland (OR) Chapter, who served the Western Area as Chair, Services to Youth. The scholarship was funded by the Western Area Program Team and Members of the Executive Council of the Western Area of The Links, Incorporated, and, was presented by the Portland Chapter to further the education of a deserving student.

• Assisted in the development of criteria for STEPS Chapter designation. The goal of the STEPS chapter designation is to encourage chapters to implement transformational programming through the integration of at least two (2) facets with the ultimate goal of becoming an umbrella program. STEPS Chapter designation is specific to the Western Area programming.
• Assisted in the development of program aspects of Western Area Strategic Plan

• Attended Links’ Day at the Capitol, Austin, TX, February 2013.

• Reviewed Program Reports, as Western Area Chair, National Trends and Services, from the Western Area and one additional Area.

• Developed and collaborated with the Legislative Issues and Public Affairs Committee and the Communications Committees to produce a Western Area public service announcement on the subject of bullying.

• Organized and prepared for the National Trends and Services workshops—*The Affordable Care Act (ACA): What’s In It For Me and My Family?, AARP: Are You Ready?* and *Trash Talking with Sheila Jackson Lee, U.S. Representative, D-TX (18), Advocacy & Moving the
SUMMATION - NEXT STEPS

Summation:

As Western Area Chair, National Trends and Services, I have encouraged my Pod Chapters* and chapters executing NTS programs to adhere to the implementation strategy as stated in the
Western Area Programs Strategic Plan, namely, to:

1. “Fully implement the Service Delivery Model tool for program planning, implementation and evaluation.

2. Deliver sustainable programs that address healthy living and/or education and specifically STEM.

3. Develop strategies for reaching new partnerships as we continue to strengthen current partnerships, business relationships and community collaborations in program delivery; and

4. Utilize program reports and quarterly conference calls with chapter Program Chairs and Facet Chairs to document increase in participation or use of service and to publicize successes, and recognize key contributors with local chapter communities.”¹

¹ See Western Area Strategic Plan
Next Steps:

• Continue educating Western Area Chapters on the importance of using the Service Delivery Model and Budget in their program planning.
• Continue webinar training.
• Continue to pursue and achieve Western Area Program Goals as stated in the Western Area Strategic Plan for 2014 and 2015.
• Continue to incorporate and familiarize Western Area chapters with STEPS Chapter designations and how to achieve.
• Add a FAQ page to the Program Page of the Western Area website.

*Chapters in the Lamb Pod: Austin (TX) Chapter, Inglewood-Pacific (CA) Chapter, Missouri City (TX) Chapter, San Antonio
(TX), Claremont Area (CA), Texas Spring Cypress (TX), Town Lake (TX) Chapter, Trinity (TX) Chapter, and Greater Denton County (TX) Chapter.
RECOMMENDATIONS TO THE EXECUTIVE COUNCIL (IF ANY)

List Recommendations here:

• Increased opportunities for chapter training in the usage of the Service Delivery Model and in the development of the Strategic Plan as it relates to programming.

Remarks:

I would like to extend my gratitude and heartfelt thanks to my esteemed Western Area Director, Link Constance Fitzpatrick Smith, for the opportunity to have served the Western Area as Chair, National Trends and Services for the 2011-2013 biennium. I have enjoyed every moment.