



2015 Annual Conference – May 3-5, 2015 – Miami, FL Request for Proposals for Conference Workshop Sessions

PROPOSAL DEADLINE: September 19, 2014

AJFCA Annual Conference:

The AJFCA Annual Conference is a 2.5-day interactive and informative experience for professionals and lay leaders from AJFCA member and partner agencies throughout North America.

New this year... AJFCA has developed a new framework for our conference to enhance the learning and sharing of common experience that happens when we bring together leaders in the Jewish human services field. Our opening plenary will take place at lunch on Sunday, providing the opportunity for in-depth, targeted pre-conference sessions exploring key issue areas. Also, in addition to our regular workshop sessions throughout the conference, we have reserved a block of time for extended sessions, showcases, and series sessions featuring a thread of related topics. This new, flexible format will bring relevant information to conference attendees in a tailored, meaningful and useful fashion.

Workshop Sessions—Overview:

Tracks: There are five tracks of workshops, designed to organize conference content and promote attendance. Attendees may choose to attend workshops in any of the tracks (unless otherwise noted in the session description).

Content: AJFCA is seeking workshops that present new and innovative information directly related to the operation of a Jewish human service agency. Successful proposals will be *interactive, clear, and well-organized*, with concrete take-aways for attendees. Sessions should examine challenges and present lessons learned, measurable positive impact, and strategies for excellence. Replicable program ideas are of great interest.

Presenters: Presenters include professional and lay leaders from member agencies, professionals from partner agencies, both local and international, and guest speakers. Presenters should be experienced and knowledgeable about their subject area and able to facilitate a discussion that is balanced between presenting ideas and solutions and encouraging input from workshop attendees.

Flexibility in Content and Format: The AJFCA Conference Committee is committed to creating a suite of workshop offerings that meets the needs, interests and expectations of our conference attendees. As such, the Committee may request that the proposed workshop shift or expand to include relevant content or be combined with another proposal to create a panel that will present a more comprehensive session.

Workshop Schedule: If your proposal is selected, please plan to be available for the entire conference as the workshop schedule can shift multiple times during conference planning.

Multiple Submissions: Presenters may submit more than one proposal. Each proposal must be submitted separately.

2015 Conference Theme:

The theme of AJFCA's 2015 Annual Conference is **connect | miami: building community together**. We are looking for workshop proposals that will enhance this theme by focusing on leveraging the collective impact of our network, with an eye toward building resilience in our agencies.



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Workshop Tracks:

Executive Leadership

The Executive Leadership track will feature sessions on planning strategically for the future of the agencies in our network. Sessions will be geared to agency execs and senior level management and will focus on topics that relate to sustainable growth, organizational resilience and future-oriented strategies.

Preferred topic areas include:

1. Changes in labor practices (living wage, alternative employment structures including independent contractors, exempt vs. non-exempt positions, full-time vs. part-time, changes in FLSA requirements)
2. Collaborations and collective impact (organizations working together through a common, coordinated agenda to achieve a shared vision)
3. Innovative working environments (space design, telecommuting, other alternatives), including cost-benefit analyses and measuring productivity (with applicability to a cross-section of agency sizes)
4. Out of the box approaches to organizational sustainability (including aligning with business models and funder's models)
5. Building the workforce of tomorrow (including changes we need to make to attract, engage and retain Millennials in the workforce)
6. Successful programs for leadership development in professionals at all levels

Agency Services

The Agency Services track will feature innovative, evidence based programs and services that can be easily replicated in other communities. In addition, this track will feature programs and services which have been strategically planned to meet the future needs in the community and/or address issues that are current. Programs operated in collaboration with a national partner are of particular interest.

Preferred topic areas include:

1. Safety Net Services for all ages and populations, including services related to food insecurity and financial stability
2. Services for vulnerable populations (for example LGBT, immigration services, victims of domestic violence or human trafficking)
3. Older adult services with a focus on veteran services, family caregiving, and promoting care management services
4. Disability Services with a focus on life planning, transitions from post-secondary education, vocational programs, and residential services
5. Behavioral Health services with a focus on effective models of trauma counseling, fighting stigma, and coordinated care and/or integrated care models
6. Programs designed to engage children, teens and their families



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Fund Development & Marketing

The Fund Development & Marketing track will feature strategic fundraising and marketing ideas with an eye toward the agency's sustainability into the future. We are seeking sessions that feature successful models with concrete positive outcomes in funding and raising awareness about and engagement with the agency throughout the community.

Preferred topic areas include:

1. Messaging the work of the agency to a broader audience, including fee-for-service clients and non-Jewish donors; how to get the staff and board to serve as ambassadors for the agency with consistent messages
2. Marketing, fundraising, and communications for the single person development office, including how to manage money and time and how to use technology to assist your fundraising efforts
3. Creative approaches to capital and endowment campaigns
4. Integrated marketing communications for maximum impact (how to decide which tools to use to reach diverse target markets, how to track and measure which methods work best, and how to simplify and get the most out of your communication options)
5. How to be donor-centered while remaining mission-aligned and sustainable, including how to measure and demonstrate proper donor stewardship, as well as how to communicate to donors a decision not to pursue their interests due to lack of mission alignment or financial feasibility

Board Leadership

The Board Leadership track will include issues of interest to member agency board leaders. Sessions should focus on ways for board leaders to maximize the impact of their board service for the benefit of their agencies. Interactivity among participants is strongly preferred.

Preferred topic areas include:

1. Enhancing board engagement, including educating board members about the agency's work, models of board structures that increase levels of engagement, engaging younger board members and equipping board members to serve as the face of the agency in the community
2. Building an effective board, including creating a balance of skills sets and community representation and finding the right board members to fulfil the key roles of ambassador and resource development
3. The board's role in managing a growing agency
4. Sessions that may be geared to an audience of lay leaders together with their agency's exec, with topics such as ethical scenarios, effective communication, and exec evaluations
5. Real-time strategic planning (creating a plan that is dynamic and continues to support the agency as it changes)



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Volunteer/Young Adult Engagement

The Volunteer/Young Adult Engagement track will focus on bringing up to date information from the field on best practices in meaningful volunteer/young adult engagement. Sessions may be geared to address not only Volunteer Professionals, but a wider audience as well, including CEOs, executive management, board members and volunteers.

Preferred topic areas include:

1. Successful volunteer programming models (or absolute failures, and how the agency has learned from these mistakes)
2. Core competencies for volunteer engagement: innovative ways to engage, acknowledge and sustain volunteers in the work of the agency
3. Metrics/evaluating the impact of a volunteer program – return on investment (ROI)
4. Sessions that may be geared to an audience of CEOs together with their agency's Volunteer Professional, with the goal of leveraging the collaboration & support of the entire agency in order to effectively sustain volunteer engagement
5. Models for recruiting volunteers in a more collaborative, communal manner – not focused on one agency but on an area of need which involves multiple organizations
6. Agencies that can demonstrate a proven track record of engaging young adults – through volunteering, leadership development, philanthropic or social opportunities
7. Incorporating Jewish Service Learning in the agency's volunteer experience (this may focus only on service learning, only on providing a Jewish framework, or a combination of the two)