

# Collaborative Communities: Building an Equitable Region

## 13TH ANNUAL NONPROFIT INSTITUTE CONFERENCE

Thursday, April 20, 2023



### CONFERENCE AGENDA

8 - 8:30 a.m.	Check-in, Continental Breakfast, Exhibitors, and Networking
8:30 - 8:45 a.m.	Conference Opens with Welcome Remarks
8:45 a.m.	Keynote Speaker Dr. Yolanda Wilson
9:30 - 10:45 a.m.	Breakout Session 1
11:15 a.m. - 12:30 p.m.	Breakout Session 2
12:30 p.m.	Lunch
1:15 - 2:15 p.m.	Lunch Discussion: Workforce Challenges and Creative Solutions
2:45 - 4 p.m.	Breakout Session 3

#### Building Key:

BI	Center for Business and Industry
CE	Community Education Building
LR	Learning Resource Center

*Exhibitors are located in BI hallways and rooms 103 and 104.*

The tumult of the past few years has spurred nonprofits to reassess and reimagine not only the ways in which we work within our organizations but also the incredible potential to partner with other nonprofits to serve our communities. The relationships and spirit of collaboration that have arisen against the backdrop of such upheaval have increased and strengthened nonprofits' capacity to meet needs and effect change.

This is a pivotal moment—an exceptional opportunity for the region's nonprofits to cultivate the relationships that will position and empower us to overcome present and emerging challenges and build a more equitable Southern Maryland.

### CONNECT TO CSM'S Wi-Fi NETWORK



To Connect: **CSM-WiFi**

Password: **wireless@CSM**

(password is case sensitive)

## NONPROFIT INSTITUTE

at the COLLEGE of SOUTHERN MARYLAND

[www.csmd.edu/NonprofitInstitute](http://www.csmd.edu/NonprofitInstitute)

# Collaborative Communities: Building an Equitable Region

## Conference Tracks



**Leadership** Room BI 009



**Development** Room LR 102



**Communications** Room BI 113



**Strategic Planning** Room CE 101



**Management** Room BI 113E

## Keynote

**Dr. Yolanda Wilson**  
President

[College of Southern Maryland](#)

“I am honored to address this year’s Nonprofit Institute Conference “Collaborative Communities: Building an Equitable Region,” and look forward to engaging with representatives from our region’s nonprofits in person,” said Wilson. “The College of Southern Maryland is both a connector and a convener in our communities and this year’s conference will shine a bright light on the collaborative work we all do to provide services and opportunities to our most vulnerable populations. Community college students are among those who have tremendous needs for wrap-around services offered by the lion’s share of nonprofit organizations in our region and I am excited about honoring their impactful work and building stronger coalitions for all.”



Conference speaker biographies are available on the conference webpage:

[www.csmd.edu/NPIconference](http://www.csmd.edu/NPIconference)



## Breakout Session 1

9:30 – 10:45 a.m.



**Critical Board Training for Nonprofit Execs and Board Members**

**Bonnie Grady**

President & CEO

[Charles County Chamber of Commerce](#)

Successful nonprofit organizations are built on a solid foundation of adherence to policies, guidelines, governing documents, and regulations. Sound boring? Not if it helps you keep your organization going!



**Nonprofits Can Win Contracts**

**Dawn Tucker**

President

[Lord and Tucker Management Consultants, LLC](#)

To build an equitable region, nonprofits need various sources of funding in order to stay in existence and provide services. Organizations such as the government and private sector award and manage contracts, grants, cooperative agreements, and other financial assistance. This workshop will cover how a nonprofit can increase its funding stream by winning contracts!

# Collaborative Communities: Building an Equitable Region



## Building an Equitable Community

**Mia Bowers**

Executive Director

[Community Mediation Center St. Mary's County](#)

Building an equitable community starts with providing the knowledge of and access to the tools and support necessary for community members to survive and thrive. Does your community know the tools/support that your nonprofit offers? Are you connected to other organizations that are harmonious with your mission? How broad is your horizon; are you missing out on unapparent partnerships? Are your partnerships equitable in nature? This session will examine how to anchor your organization in your community through equitable partnership-building and community connections.



## Nonprofit Resilience and Financial Stability: Explore the Evolving Sustainable Responsible Impact (SRI) Investing Landscape

**Christine Parker**

Managing Director

[Parker Financial, LLC](#)

This presentation covers the foundation and history of SRI investing, the various approaches to SRI, community investing at the local level, fiduciary responsibility, current trends, risks, and challenges.



## Parliamentary Procedure is the Leader's Friend

**Carmella Davis Watkins**

Executive Director

[Ivy and Pearls of Southern Maryland Community Charities, Inc.](#)

Parliamentary procedure equips the community in decision-making. It allows organizations to have effective meetings with sound procedures for implementing sound policies. This session will take a deep dive into

parliamentary procedure and show you how you can effectively use it in your organization.

## Breakout Session 2 11:15 a.m. - 12:30 p.m.



## Stop Crying About Your Board and Start Leveraging It

**Tom Brush**

CEO

[Advancement Designs](#)

Many nonprofit organizations struggle to truly leverage their board of directors. Some to the point where the board is their biggest frustration. How can an organization be successful if it can't fully leverage those closest supporters? This frustration usually restricts what the organization could truly accomplish and serve its community. The result - the community isn't served as effectively as possible. This session will share strategies to leverage your board, systems that will have them more connected and engaged, and help infuse confidence in those who manage their board. After implementing even a few of the tips, you will be praising your board and not cringing when someone asks.



## Foundations 101 and Maryland's Philanthropic Landscape

**Elisabeth Hyleck**

Director of Learning and Partnership

[Maryland Philanthropy Network](#)

With more than 1,400 foundations in Maryland and a growing landscape of corporate funders, donor-advised funds, giving circles, and public charities, the first step to grant-seeking is understanding the basic operations of

*...continued on the next page*

# Collaborative Communities: Building an Equitable Region

*Continued from the previous page...*

organized giving. How do different types of grantmakers make decisions? What are the current local priorities in philanthropy? How do I, or can I, get to know grantmakers? Where can you get more information? This session will attempt to answer those questions by introducing different types of foundations, how private philanthropy works, and data about the broader landscape of philanthropy in Maryland. We end with thoughts about how to identify funders and low-cost resources for further learning.



## Am I a Lion? Using Your Team's Innate Traits to Enhance Communication

**Brianna Dunbar Bowling**

Owner and Facilitator

[Retreat & Learn](#)

Why are different personalities and leadership styles important to a vibrant workplace? Your team will learn how to appreciate the things about their team members that previously drove them crazy and learn how to better communicate as a team. Each type of work style is an important cog in the workplace — for example, the over-thinker will balance the knee-jerk decision maker. Learning to appreciate and understand each other fosters a collaborative workplace so your team can better achieve their goals.



## The 7 Myths of Financial Management

**Nancy Hall**

Owner

[501\(c\) Solutions](#)

Is a nonprofit that spends 98% of funds on programming better than a nonprofit that spends only 84% on programming? Does an annual deficit mean that a nonprofit is going out of business? This session will

look at the myths of financial management and provide a framework for a realistic evaluation of a nonprofit's fiscal health. Nonprofits seldom fail because of programmatic issues; nonprofits most often struggle because of financial problems. A strong understanding of finance will help ensure success for all types of nonprofits serving all populations and being run by a diverse and inclusive staff.



## Workplace Well-Being: How to Achieve Calm

**Judi Ferrara**

Director, Adult and Community Education  
[College of Southern Maryland](#)

Collaborative communities can be within your own organization. An employee's mental health is crucial to their ability to do their job. An employer who takes the time to foster a positive culture and normalize mental health and well-being in the workplace is one who will experience a lower turnover rate and have healthier and more engaged teams.

## Lunch

### 12:30 p.m.

Pick up lunch in BI Rooms 103/104.

Conference speaker biographies are available on the conference webpage:

[www.csmd.edu/NPIconference](http://www.csmd.edu/NPIconference)



# Collaborative Communities: Building an Equitable Region

## Lunch Discussion 1:15 – 2:15 p.m.

### Open Discussion: Workforce Challenges and Creative Solutions

Join a panel of local leaders for an open discussion about workforce challenges. Microphones are available for your questions, suggestions, and creative solutions.

#### **Ellen Flowers-Fields, Moderator**

Associate Vice President  
Continuing Education and Workforce  
Development  
[College of Southern Maryland](#)

#### **Ruth A. Davis**

Director of Regional Workforce & Business  
Development  
[Tri-County Council for Southern Maryland](#)

#### **Bert Ruiz**

Managing Director  
[Impact Search Advisors by Nonprofit HR](#)

#### **Sheebah Smith**

Deputy Director  
[Calvert County Economic Development](#)

## Breakout Session 3 2:45 - 4 p.m.



### Faith and Works

#### **Corae Young**

President

[Young Consulting Services, LLC](#)

This session will focus on the dynamics and cross-collaboration efforts of faith-based and nonprofit entities working in partnership with other community-based and government entities to provide and/or expand direct services to the community. As funding becomes more challenging and competitive to receive, it is vital for agencies to build stronger partnerships that show an increase in collaboration and a decrease in unnecessary duplication of services. The session will focus on areas such as: how to build collaborative relationships; SWOT analysis for your entity; understanding the socioeconomic needs of the community and its context; and where these entities can fit into this structure. It will provide best practice examples across the region of effective partnerships between faith-based and other entities that have been sustainable and the strategies in how it was accomplished.



### Data Mining with ALICE

#### **Stephanie Rolle**

CEO

[United Way of Southern Maryland](#)

Come learn how to use data mining to drill down to the exact data you need to validate your nonprofit's valuable work in the community. This session will focus on Southern Maryland data regarding this area's population that qualify as ALICE – Asset Limited, Income Constrained, Employed – earning above the federal poverty level yet struggling to afford basic expenses.

...continued on the next page

# Collaborative Communities: Building an Equitable Region

Continued from the previous page...



## Meet the Media

A panel discussion with representatives of local print, broadcast, and online media. Find out how to bring your organization's news, events, and accomplishments to the attention of media outlets in Southern Maryland.

### **Angela Walters Small, Moderator**

Director of Media Relations | Public Information Officer  
[College of Southern Maryland](#)

### **Michelle Gordon**

Senior Sales Representative  
Southern Maryland Radio Network [STAR 98.3](#)  
[WKIK 102.9](#) | [97.7 The Bay](#)

### **David Higgins**

Publisher | Editor  
[Southern Maryland Chronicle](#)

### **Vanessa Manago**

TV Station Manager | Producer  
[College of Southern Maryland](#)

### **Jessica Parsons**

Publisher  
[Macaroni Kid](#)

### **Michael Reid**

Community Coordinator  
[Southern Maryland News](#)



## The Brilliant and Critical Intersection of Workplace Culture and Strategic Planning

### **Wendy Wolff**

Director of Consulting and Strategic Engagement  
[Maryland Nonprofits](#)

The culture within an organization is a significant part of executing a sound business strategy. It takes intention and purpose to care for and support the team that lifts the important nonprofit mission, especially in the post-pandemic workplace. Building and maintaining a values-forward, vibrant culture begins with identifying individual team member assets while implementing a unified, belief-driven strategy. It is the leadership's responsibility to nurture the internal climate which supports the strategic direction and organizational impact so that all staff members are treated as valuable pillars with helping to achieve the mission. It is this intersection of culture and strategy where the magic lies to promote and sustain a healthy, viable mission-driven organization with committed staff who are continually developed and honored.



## Strategic Solutions for Community Challenges

### **Tom Morley**

Managing Director  
[Snowflake Consulting](#)

Every individual nonprofit contributes to a greater good. How do you ensure you're doing your part, and how can you collaborate with other organizations to increase each other's impact and bring it all together? In this session, we'll discuss strategic approaches to socio-economic problem-solving both to advance your nonprofit's mission and to bring the broader nonprofit community together to magnify collective impacts.

# *Collaborative Communities: Building an Equitable Region*

## **Collaboration in Action**

Thank you to our CSM colleagues and departments, and the many volunteers and cheerleaders. Hosting this annual conference takes a village!

Tablecloth rental is courtesy of Tiffany Barber of Poiema Movement and Marchesa Whittington of Melwood. Thank you! Thanks also to all who contributed to the swag bag collection — a collaborative community effort!

Special thanks to the Nonprofit Institute Conference Advisory Group – Christie Burnett, Charles County Charitable Trust; Stephanie Rolle, United Way of Southern Maryland; and Lyndee Waldbauer, The Arc Southern Maryland. Their assistance and insight have been invaluable.

And finally, thank you to all of you who work for and support nonprofits in Southern Maryland. Nonprofits are the heart and soul of a community, providing critical services, fostering civic engagement, and contributing to the local economy in myriad ways. We truly are stronger together.

Your input is valued. Please provide your feedback on the conference overall and on each of the sessions you attend. Scan the QR codes below.

### **NPI Conference Evaluation:**



### **Session Evaluation:**



## **Participating Exhibitors**

Charles County Charitable Trust  
Community Mediation Centers of Southern Maryland  
CSM Work-Based Learning  
DLLR - Senior Community Service  
Employment Program  
DLLR Veteran Services  
DLLR Business Services  
DLLR Apprenticeship Navigator Program  
Maryland Governor's Grants Office  
Maryland Insurance Administration  
Maryland Nonprofits

Maryland Philanthropy Network  
Pure Play Every Day  
Retired and Senior Volunteer Program  
of St. Mary's County  
Rural Maryland Council  
Small Business Development Center Southern Region  
Seedco – Maryland Health Connection  
Spring Dell Center  
Tri-County Council of SOMD  
United Way of Southern Maryland  
WorkForce Center at CSM

# Collaborative Communities: Building an Equitable Region

## Upcoming Training

### Protect your Organization - Demystify the Annual Audit

Tuesday, May 23  
9 a.m. - 12:30 p.m.  
Regional Hughesville Campus/  
Room CT105



[Learn More](#)

Christa Hood of Askey, Askey & Associates, CPA, LLC, will help take the fear out of the audit process with this course on financial best practices for audit preparation. Whether your organization is gearing up for its first annual audit or may need to prepare for this important financial process in the future, this course in sound fiscal practices will help demystify the annual audit.

## Sign Up for our Mailing List!



Sign up for updates from the Nonprofit Institute with the QR code above or at our website, [www.csmd.edu/NonprofitInstitute](http://www.csmd.edu/NonprofitInstitute).

- Training, webinars, and workshops
- Updates on national, state, and local resources
- Affinity group meeting information
- Community events
- Nonprofit spotlights

**RESOURCES for BUSINESSES**  
[www.csmd.edu/Businesses](http://www.csmd.edu/Businesses)

**WorkForce Center**  
**VELOCITY CENTER** at INDIAN HEAD  
**WORK-BASED LEARNING** Learn While You Earn  
**MCET**  
**NONPROFIT INSTITUTE**  
**AMERICA'S SBDC** ACCREDITED MEMBER MARYLAND SOUTHERN REGION  
**ACT** Work Ready Communities

**The College of Southern Maryland strives to help our region's businesses and organizations get the trained staff they need to succeed. We have collaborated with employers to compile specific training and courses for their employees, as well as support programs to help small businesses from start-up to expansion.**