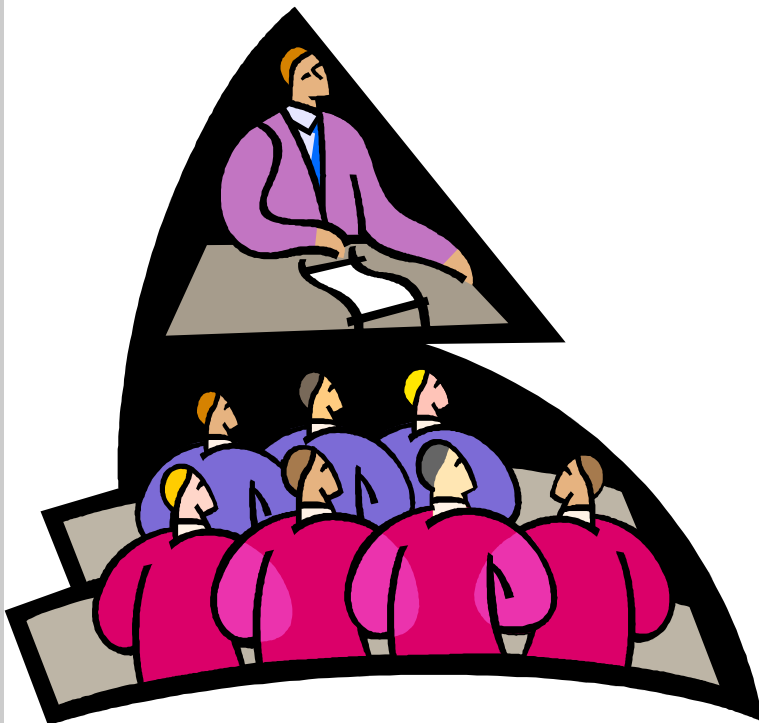


# Community/University Partnership Project (CUPP)

2009 Academy  
Training  
Series



# 2009 Academy Training Series

## About CUPP

The mission of the Greater Rochester Area Community/University Partnership Project (CUPP) is to strengthen the capacity and ability of Rochester area organizations that primarily seek to initiate the organizational, systems, and policy changes needed to address the root causes of health, social, and economic inequalities, particularly related to the underlying issue of poverty, through collaborative, comprehensive, and holistic efforts that seek to empower individuals and organizations.

## The Academy Training Series

Individuals from community groups, local nonprofits, faith-based organizations, and local colleges and universities are invited to participate in the Academy, which is a series of training sessions designed to build capacity for established and grassroots nonprofit organizations in the Greater Rochester Area.



\*\* Training facilities and planning for the Academy are provided through the sponsorship of Progress Rochester, Inc. \*\*



# Workshop Offerings



| <b>Workshop Title</b>  | <b>Date/Time</b>          |
|--|---------------------------|
| Introduction to the Community/University Partnership Project Academy   | Tues. Feb. 24, 4-6pm      |
| Fundamentals of Community Organizations I: Mission, Vision, and Values   | Wed. Feb. 25, 4-6pm       |
| Collaboration I: From the Grassroots Up  | Fri. Feb. 27, 12-2pm      |
| Don't Put All Your Eggs in One Basket: Diverse Resource Development  | Mon. March 2, 10am-12pm   |
| Collaboration II: Facilitation of Prospective Partnerships   | Wed. March 11, 10am-12pm  |
| Fundamentals of Community Organizations II: Goals and Strategies   | Wed. March 11, 4-6pm      |
| Budgeting and Fiduciary Responsibilities   | Fri. March 13, 10am-12pm  |
| Engaging the Community as a Community-Based Organization   | Wed. March 18, 4-6pm      |
| Introduction to Program and Practice Evaluation  | Fri. March 20, 12-2pm     |
| Team Building and the Wisdom of Teams  | Mon. March 23, 4-6pm      |
| Fundamentals of Community Organizations III: Putting it All Together   | Wed. March 25, 4-6pm      |
| Making A Difference: Community-Academic Partnerships to Advance an Organization's Programmatic and Community Goals | Tues. March 31, 4-6pm     |
| Incorporating and Becoming a 501(c)(3) Tax Exempt Organization   | Wed. April 1, 4-6pm       |
| Developing a Sustainable Financial Plan  | Fri. April 3, 10am-12pm   |
| Fundamentals of Web Development and Design   | Mon. April 6, 4-6pm       |
| Survey Training  | Thurs. April 9, 10am-12pm |
| Everyday Ethics  | Wed. April 15, 10am-12pm  |
| Strategic Planning and Outcome Management  | Thurs. April 16, 12-2pm   |
| Running Effective Meetings   | Mon. April 20, 10am-12pm  |
| Using Students and Volunteers  | Fri. May 1, 4-6pm         |
| Leadership Communication   | Mon. May 4, 10am-12pm     |

# Workshop Descriptions

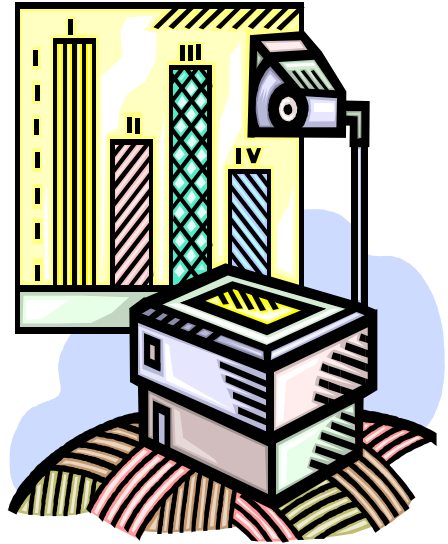
## **Introduction to the Community/University Partnership**

### **Project Academy**

*Tues. Feb. 24, 4-6pm*

Facilitator: Bill Benet, CUPP Director

This workshop will introduce the participants to key concepts that underlie the Academy and potential community/campus partnerships. The course will introduce the underlying principles of Community Based Participatory Research, Service Learning, and other elements of community/campus partnerships. It will introduce ways the organizations can use the Academy process to *improve the lives of the people and communities* they serve and *reduce or eliminate the underlying societal problems* (e.g., the root causes of health, social, and economic inequalities, particularly related to the underlying issue of poverty) that contribute to the individual and community needs that the Academy organizations seek to address. \*\*\* FREE Workshop \*\*\* (Please RSVP)



## **Fundamentals of Community Organizations I: Mission, Vision, and Values**

*Wed. Feb. 25, 4-6:pm*

Facilitators: Len Erb, Roberts Wesleyan College and Mike Bleeg, SMART

This course is the first part of a three-part series. All three parts will provide a practical approach to strengthening an organization consistent with client needs, resources/funding available, experience/expertise, and other community organizations. Participants will learn to identify their organization's mission, vision, and values, develop mission and vision statements, and begin drafting a Strategic Plan.

## **Collaboration I: From the Grassroots Up**

*Fri. Feb. 27, 12-2pm*

Facilitators: Mike Bleeg- SMART, Garry Manuel- Project URGE, and Tom Ferraro- Foodlink

This is the first part of a two-part series. Discover how collaborations can assist your organizations in regard to sharing expertise, finances, gifts, volunteers and building stronger alliances toward achieving goals. Students participating in this course will learn aspects of coalitions (purpose, networking, etc.), characteristics of partners (common cause, communication, etc.), the importance of CBO & FBO coalitions, issues that can arise, building and strengthening the coalition, and overcoming problems.

## **Don't Put All Your Eggs in One Basket: Diverse Resource Development**

*Mon. March 2, 10am-12pm*

Facilitator: Susan Beach, Finger Lakes Community College

Funding the initiatives of any not-for-profit requires multiple approaches. If you are relying on one generous donor, it is time to investigate other approaches. Some may be simpler than you think!

## **Collaboration II: Facilitation of Prospective Partnerships**

*Wed. March 11, 10am-12pm*

Facilitators: Mike Bleeg- SMART, Garry Manuel- Project URGE, and Tom Ferraro- Foodlink

This is the second course in a two-part series. Discover how collaborations can assist your organizations in regard to sharing expertise, finances, gifts, volunteers and building stronger alliances toward achieving goals. Students participating in this course will learn aspects of coalitions (purpose, networking, etc.), characteristics of partners (common cause, communication, etc.), the importance of CBO & FBO coalitions, issues that can arise, building and strengthening the coalition, and overcoming problems.

# Workshop Descriptions

## **Fundamentals of Community Organizations II: Goals and Strategies**

*Wed. March 11, 4-6pm*

Facilitators: Len Erb, Roberts Wesleyan College and Mike Bleeg, SMART

This is the second course in the three-part series. The learning will provide a practical approach to strengthening an organization consistent with client needs, resources/funding available, experience/expertise, and other community organizations. Participants will learn to prioritize stretch goals that are achievable over a three year time frame and establish specific strategies to achieve the goals.



## **Budgeting & Fiduciary Responsibilities**

*Fri, March 13, 10am-12pm*

Facilitator: Kathy Lewis, University of Rochester

This will be an interactive class with discussion based on current budget questions and dilemmas faced by participants' organizations. Topics include how to build and monitor a small agency or program budget, and how and where to get help. Samples will be distributed of a simple budget template, a mid-year financial statement, and a sample budget justification.

## **Engaging the Community as a Community-Based Organization**

*Wed. March 18, 4-6pm*

Facilitators: Jed Metzger, Nazareth College and Phyllis Moss, Salvation Army

This hands on and interactive seminar will focus on assisting organizations to capture the assets of their intended service community in order to promote the work of the organization. In every community there are untapped assets, this seminar is designed to help uncover those assets and strategically put them to use.

## **Introduction to Program and Practice Evaluation**

*Fri. March 20, 12-2pm*

Facilitators: Leanne Charlesworth and Pamela Viggiani, Nazareth College

This course exposes participants to basic evaluation terminology and tools useful in building the knowledge and skills required to develop organizational effectiveness and obtain outside funding. Provides local examples and facilitates self-assessment of opportunities to integrate research and evaluation into participants' organizational and community contexts.

## **Team Building and the Wisdom of Teams**

*Mon. March 23, 4-6pm*

Facilitators: Glenn Gardner, Alagard Consulting and Ralph Spezio, University of Rochester

In the development of teams, leaders must be aware of four key elements: a shared vision, open and honest communication, mutual support and respect for all team members, and building trust among team members. This course will address these four areas as well as other pertinent aspects of team building.

# Workshop Descriptions

## **Fundamentals of Community Organizations III: Putting it All Together**

*Wed. March 25, 4-6pm*

Facilitators: Len Erb, Roberts Wesleyan College and Mike Blegg, SMART

This is the third course in the three-part series. The learning will provide a practical approach to managing an effective implementation of the strategies within the limits of time and operational requirements. Participants will learn to establish a game plan to include actions, responsibilities, and a timeline to implement strategies. They will also learn how to manage the inevitable change that will be required given uncontrollable factors.

## **Making A Difference: Community-Academic Partnerships to Advance Organization's Programmatic and Community Goals**

*Tues. March 31, 4-6pm*

Facilitators: Ann Marie White, University of Rochester Medical Center and Pat Merle, Step-By-Step

The class will introduce how community members and organizations can collaborate with academic partners to advance common goals for real and sustainable changes, specifically by integrating systematic approaches to learning (i.e., research) within their efforts to serve and strengthen broader communities of interest. In addition to discussions and exercises to strengthen knowledge and practice of various forms of community-based participatory research (CBPR), the second hour of the session will end with a tea service so attendees can meet and discuss individual interests and activities with other academic and community members shaping CBPR in our local community.

## **Incorporating and Becoming a 501(c)(3) Organization**

*Wed. April 1, 4-6pm*

Facilitator: Len Erb, Roberts Wesleyan College

This course will lead you through the basic steps of incorporating and becoming a 501(c)(3) organization, including choosing the size of the board, type of corporation, and the development of bylaws and articles. It will also cover the common mistakes made by new 501(c)(3) organizations.

## **Developing a Sustainable Financial Plan**

*Fri. April 3, 10am-12pm*

Facilitator: Kathy Lewis, University of Rochester

This workshop will explore current financial sustainability dilemmas faced by participants' organizations and possible strategies to ensure sustainability. We will discuss the pros and cons of various revenue sources and entrepreneurial approaches, as well as the role of expense control in a sustainability plan. Samples will be distributed of a template that can be used for sustainability planning.

## **Fundamentals of Web Development and Design**

*Mon. April 6, 4-6pm*

Facilitator: Nicholas Coulter, East House

This course will provide you with a general understanding of developing a website, how to market a website, and begin to brand your organization using technology. Web development can be a complex process and this course will take the edge off and provide local resources to get your ideas off the ground.



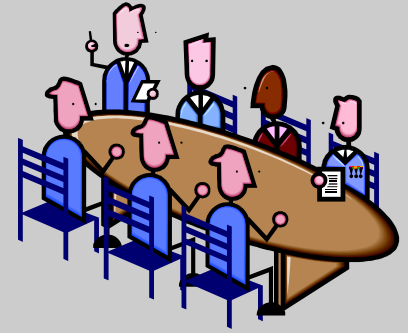
# Workshop Descriptions

## Survey Training

*Thurs. April 9, 10am-12pm*

Facilitator: Scott McIntosh, University of Rochester

This workshop will explain the importance of reliability and validity when implementing a survey, whether it's door-to-door, over the phone, by mail, or internet. Students will learn: 1) reliability and validity; 2) data safety; 3) ethical considerations; and 4) personal safety in the community.

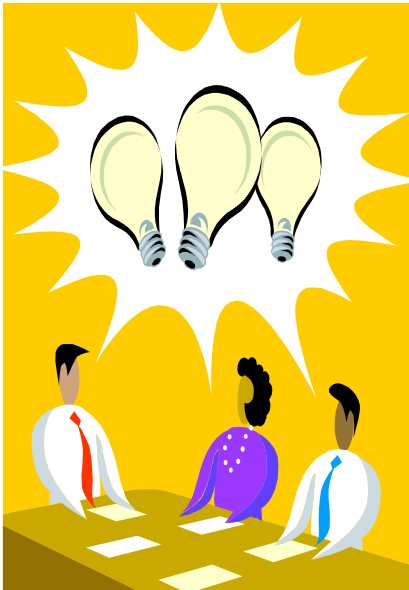


## Everyday Ethics

*Wed. April 15, 10am-12pm*

Facilitator: Ginny David, Nazareth College

This workshop will provide information on confidentiality, informed consent and boundaries in everyday practice with clients and staff. Principles of confidentiality, exceptions to confidentiality and the differences between boundary crossings and boundary violations will be discussed. Multiple ethical dilemmas will be provided for discussion.



## Strategic Planning and Outcome Management

*Thurs. April 16, 12-2pm*

Facilitator: Aaron Wicks, Action for a Better Community

Using a curriculum developed by a national network of community action agencies, this course will provide the fundamentals of the strategic planning process and the key principles of outcomes management. The course covers the development of mission and vision statements, the role of the customer, the conduct of needs assessments, the development of strategies and the design of outcomes and measures that will allow one to track progress against the plan.

## Running Effective Meetings

*Mon. April 20, 10am-12pm*

Facilitator: Brittany Campese, Nazareth College

This course will cover the basic steps to facilitating effective meetings, including planning, implementation, and follow-up. It will be an interactive workshop designed to help you gain meeting attendance and maximize the effectiveness of your meetings.

## Using Volunteers and Students

*Fri. May 1, 4-6pm*

Facilitators: Barbara Kasper and Melissa Sydor-Kauffman, University of Rochester

This workshop will talk about some of the latest research on volunteerism and discuss effective ways to attract and retain volunteers and students.

## Leadership Communication: Not Knowing What You Don't Know Can Kill You

*Mon. May 4, 10am-12pm*

Facilitators: Christine Staheli, Catholic Family Center and Robert Peter, Insights 2 Improvement, Inc.

One of the best ways of improving your personal effectiveness and leadership capabilities is by identifying your personal style disposition and behavioral tendencies. Successful people understand themselves, how their behavior impacts others and how to capitalize on their behavioral strengths. Your personal style disposition determines how you perceive the world, other people and how you act or react to those around you. DiSC is one of the most successful and widely used personal and professional development instruments.



# Register Now!

## How to register:

*Email, call, or snail mail the following information at least 48 hours before each workshop: your name, email address, phone number, affiliation, payment and the workshop title(s).*

### Email

bcampes4@naz.edu

### Call

(585) 389-2449

### Mail

Brittany Campese  
Nazareth College  
4245 East Avenue  
Rochester, NY 14618

### In-Person

Nazareth College  
Golisano Academic  
Center, Room 129

## Workshop Cancellation:

You will be notified if a course is cancelled. CUPP offers each course based upon community interest, determined by advance registration. We reserve the right to cancel a course if there is insufficient enrollment. To avoid disappointment, register early - and register with a friend, colleague, relative or your spouse!

## **\*\* Important Information \*\***

Payment Information:

**All workshops are \$10 each.**

Payments can be made by cash, check, or money order. All checks should be made out to *Nazareth College*. Payments are accepted by mail and in person.

**All workshops are taught at:**

Progress Rochester, Inc.  
40 Humboldt Street  
Rochester, NY 14609

Free parking is available in the rear of the building.

*We are grateful to be able to provide these workshops at such an affordable price. Thank you to all of the facilitators who are contributing their free time, to Foodlink for the refreshments, and to Nazareth College and AmeriCorps\* for coordinating the Academy.*

If you have questions regarding any of the information or registration procedures, please call **585-389-2449**.