

Earn up
to 18 CPE
Credits!

2010 SOCIAL SERVICES Performance Conference

Develop a Performance Measurement & Management System for Social Services

September 20–22
Arlington, VA

You will learn to:

- **Implement Performance Measurement Practices to Empower Change in Social Services Organizations:** *Develop and utilize performance measures to evaluate progress and increase program outcomes*
- **Strengthen Grants Management and Performance-Based Contracting Techniques:** *Create, implement and maintain performance-based contracts and learn proven methods for winning grants that are designed for social and human services improvements*
- **Navigate Through Transparency and Accountability Practices To Provide Excellent Services:** *Enhance organizational performance by understanding federal, state and local policy updates specific to the social services sector*
- **Utilize Data Collection and Analysis to Sustain Your Organization:** *Understand how data collection and other performance benchmarks are integral to standardization practices*

*Use
Performance
Measures
to Clarify
Your Mission
& Achieve
Organizational
Goals*

In Association with:

Monday, September 20, 2010

8:30

Conference Registration and Continental Breakfast

9:00

KEYNOTE ADDRESS: Create a Culture of Performance to Drive Innovation During Economic Uncertainty

Have you implemented a new program in the past 12 months? Have you assessed how well your services are received in your community? Do recession fears still create chaos in your organization? It is time to take control and assess the impact your work can have in today's uncertain society.

During these uncertain times, it is more important than ever for your organization to value the performance of your programs, your employees and your resources. Innovation is about putting ideas into action, helping your organization do so while still making money and serving a large population.

During this keynote address you will:

- Determine how to maintain a high level of performance and continue to meet organizational goals during times of hardship through innovation
- Identify barriers to performance and how to overcome them and be successful in today's uncertain economy
- Develop an organization focused on performance driven work to maintain or increase revenue

10:15

Break and Refreshments

10:30

Comply and Communicate Performance Initiatives in an Era of Transparency and Accountability

- Increase performance by making program information transparent and accessible to stakeholders
- Comply with government mandates to ensure performance accountability to deliver high priority needs
- Disseminate program information to promote transparency to the people you are serving

11:30

Incorporate Planning, Evaluation and Performance Measurement Practices Into Your Performance Management Framework

- Establish clear program goals and objectives to serve the high priority needs of your community
- Learn to avoid common pitfalls organizations make in evaluation and performance measurement
- Develop consistent and supportive approaches to evaluation, planning and performance measurement that can be implemented in a timely and cost effective manner

Isaac D. Castillo — Director of Learning and Evaluation, Latin American Youth Center



12:30

Lunch Break

1:15

Identify and Examine Success Factors for Enhanced Performance Management Objectives

- Gain a high return on investment with effective performance management systems that put your work into action
- Discuss internal barriers plaguing the implementation of strategy and performance management systems
- Measure organizational outcomes with performance management practices to ensure services are being executed appropriately

2:15

Break and Refreshments

2:30

Develop Results Oriented Performance Measures: The Logic Model Approach

- Learn to develop quality performance measures that help drive results across your organization that address the intent of your program offerings
- Identify and define intermediate and end outcomes for your financial management framework
- Analyze ways to audit and evaluate your measures to build a successful management system that helps capitalize on available monetary resources

4:00

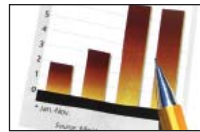
Adjourn

TOP 5 REASONS TO ATTEND:



UNDERSTAND

how implementation of performance measures will positively affect your organization



ESTABLISH

a performance evaluation system to manage grants and contracts



DEVELOP

performance measurements and evaluations to ensure continual program growth and improvement



ALIGN

performance measures with program results to maximize your budget and growth opportunity



ENACT

data management practices to streamline agency results

WHO SHOULD ATTEND?

- Federal, State and Local Social Services Officials
- Federal, State and Local Contract Administrators and Officers
- Program Managers and Directors
- Grants Managers
- Grantees
- Certified Case Managers
- ... and anyone else involved in the social services field.

8:30

Conference Registration and Continental Breakfast

9:00**KEYNOTE ADDRESS: Facing a Funding Meltdown?
Strategize to Implement Federal, State and Local
Resources to Sustain Social Services**

A year has passed since the implementation of ARRA, state and local governments are still struggling to balance their budgets, what does this mean for your agency? Many social services providers are struggling to keep their doors open and provide the programs that are so greatly needed. In this keynote address, you will hear about ways to not only sustain your work but revitalize it and prepare for the future.

- Create partnerships with organizations that can be a monetary and personnel resource
- Learn how to take advantage of money that is available to fund your work right now
- Develop a plan of action to apply for, win and maintain money from the government and other donors

10:15

Break and Refreshments

10:30**Execute Approaches to Performance-Based
Contracting for Social Services**

- Utilize performance measures to design and manage programs that meet your needs and comply with federal and state mandates
- Build partnerships to create innovative strategies to procure funding and improve efficiency
- Establish new approaches to performance-based contracting development for human services

**Lawrence L. Martin, Ph.D — Professor of Public Affairs,
University of Central Florida**

11:30**Develop Performance Measures for
Performance-Based Contracts & Grants**

- Understand emerging accountability requirements in grants management
- Set your organization apart by linking performance measures to your use of grant monies
- Acquire and utilize strategies to monitor performance and report back to stakeholders

**Lawrence L. Martin, Ph.D — Professor of Public Affairs,
University of Central Florida**

12:30

Lunch Break

1:15**Create Agency-Wide Initiatives for
Quality Data Improvement**

- Collaborate with other agencies to create an integrated approach to collection and coordination standards
- Learn to use HHS national standards while performing your data collection process
- Formulate a data collection strategy that is effective for your agency

2:15

Break and Refreshments

2:30**Balanced Scorecard 101: The Social Services Approach**

- Implement the Balanced Scorecard methodology in your department
- Learn how to focus your agency strategy using the Balanced Scorecard
- Harness growth opportunities within your agency based on the streamlined scorecard process

4:00

Conference Adjourn

Wednesday, September 22, 2010

POST-CONFERENCE WORKSHOPS are practical, supplementary application sessions which incorporate and review tools, techniques and methods presented during the event. Participants will obtain a further understanding of how to use newly acquired tools and cutting-edge strategies. Through group exercises and scenario-based learning, you'll walk away with the expertise and resources needed for immediate and practical application. Enrollment space is limited, so register today to reserve your place.

WORKSHOP A

8:30

Workshop A Registration

9:00

WORKSHOP A: Develop Performance Measures for Social Services and Nonprofit Programs: The Logic Model Approach

In this session, you will establish and utilize performance measures to develop a tactical plan to improve positive youth development services, as well as develop a framework for measuring and reporting the performance of youth development programs.

Use "logic modeling" as a tool for establishing clear intermediate and end-outcome goals and measures. Align your performance indicators so that they are consistent with long-term development goals of youth service programs and mission. Build your organization's capacity for strategic planning and achieving youth performance outcomes

- Link organizational resources to tangible end results
- Implement strategic planning and goal setting from the beginning
- Manage your workforce as a key part of the performance measurement framework

Elizabeth Holden — CEO, Primepoint

12:00

Workshop A Adjourns

Lunch Break

WORKSHOP B

12:00

Lunch Break

Workshop B Registration

1:00

WORKSHOP B: Show Me the Money: Effective Grants Management and Evaluation Strategies to Boost Organizational Success

Agencies and organizations are under increasing pressure to measure, evaluate and improve the results of their grants. Performance management is an important tool for your grant programs to ensure clearly defined outcomes and accountability.

In this workshop, explore all aspects of grants management and proposal development and create a framework to measure and report performance. Learn to stay compliant with grant guidelines including new procedures that go beyond current standards of practice to ensure success.

- Understand emerging issues in grants management and evaluation
- Create grant applications that set your organization apart by linking performance measures to the effectiveness of your grant
- Acquire and utilize strategies to evaluate your grants and report back to funders

Reid Zimmerman PhD, CFRE — Zimmerman Consulting

4:00

Workshop B Adjourns

In-House Training & Customization

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

Customization:

We realize that not all obstacles can be overcome by applying an "off-the-shelf" solution. While many training providers will offer you some variation of their standard training, The Performance Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, The Performance Institute also has the ability to accommodate organization-wide training initiatives. Utilizing multiple instructors, the Institute has the capacity to deliver courses to groups of up to 300 participants per day.

Areas of Expertise:

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Performance-Based Budgeting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Leadership and Change

For more information about in-house training and certification options, please contact Jennifer Mueller at 202-739-9619 or email her at Jennifer.Mueller@performanceinstitute.org.

Sponsorship Opportunities:

As a conference and training provider, The Performance Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solutions providers.

The Institute offers four different pre-designed sponsorship packages:


- Event Co-Sponsor
- Luncheon Sponsor
- Session Sponsor
- Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact Meredith Mason at 202-739-9707 or email her at Meredith.Mason@PerformanceInstitute.org

Venue & Hotel

Venue & Hotel:

The **2010 Social Services Performance Conference** will be hosted at The Performance Institute's Training Center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.

 ● The Performance Institute Conference Center
1515 N. Courthouse Rd., Suite 600
Arlington, VA 22201
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of **\$229** until **August 23, 2010**. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code **"Social Services"** when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

 ● Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222 / 1-800-321-2211
www.courtyardarlingtonrosslyn.com

Tuition & Group Discounts:

The tuition rate for attending **The 2010 Social Services Performance Conference** is as follows:

Offerings	Early Bird	Regular Rate
Conference	\$699*	\$799
Workshop A		\$299
Workshop B		\$299

* For the Early Bird rate, register before: July 26, 2010.

For more information on group discounts for **The 2010 Social Services Performance Conference** contact: Chris Hicks at 202-739-9548 or email him at Chris.Hicks@PerformanceInstitute.org

Quality Assurance:

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

The Performance Institute: Quality Assurance
805 15th Street, NW, 3rd Floor
Washington, DC 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts:

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by The Performance Institute (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Registration Form



CALL
877-992-9521



FAX THIS FORM TO
866-234-0680



VISIT
www.PerformanceInstitute.org/Social

Registration Form

- Yes! Register me for The 2010 Social Services Performance Conference
- Yes! Register me for Workshop A
- Yes! Register me for Workshop B
- Please call me. I am interested in a special group discount for my team

Delegate Information

Name		Title
Organization		Dept.
Address		
City	State	Zip
Telephone		Fax
Email		

Payment Information

- Check Purchase Order/Training Form Credit Card



Credit Card Number	Expiration Date	Verification no.
Name on Card		
Billing Address		

Please make checks payable to: The Performance Institute

CANCELLATION POLICY: The Performance Institute will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

Priority Code: S279-WEB