



California Alliance
OF CHILD AND FAMILY SERVICES

Winter 2010 Executive's Conference

February 3 - 5, 2010

Hyatt Regency Mission Bay

1441 Quivira Road

San Diego, CA

(619) 224-1234

Wednesday, February 3, 2010

Conference Begins

8:00 a.m. – 9:00 a.m. **Registration and Continental Breakfast** **Bayview Foyer**

9:00 a.m. – 9:15 a.m. **Welcome** **Bayview Ballroom**

9:15 a.m. – 10:00 a.m. **Eenie Meeny, Chili Beanie, the Spirits are About to Speak. Are They Friendly Spirits? Friendly? Just Listen...A State Budget and Legislation Update**

Policy/Management

Carroll Schroeder, MS

Executive Director, California Alliance of Child and Family Services

Last year's state budget was out of balance before it was signed. With the state's economy continuing to struggle, federal stimulus dollars drying up and a lame duck governor in office, next year's budget picture looks mighty bleak. But wait! A federal court has enjoined the state from cutting group home rates – at least for 60% of children – the state has just about settled with another court to fully implement Medi-Cal funded TBS, wraparound and therapeutic foster care, the first RBS reform projects are about to be implemented, and ITFC is rapidly expanding. Carroll Schroeder will set the stage for the year's upcoming state budget and legislative debates and discuss the impact their outcomes may have for Alliance member agencies and the vulnerable children and families they serve.

10:00 a.m. – 10:15 a.m. **Break** **Bayview Terrace**

10:15 a.m. – 11:15 p.m. **Results-Based Accountability** **Bayview Ballroom**

Policy/Management

Mark Friedman

Author, "Trying Hard Is Not Good Enough"

Director, Fiscal Policy Studies Institute

This session will provide the basic concepts of RBA, including the difference between population and performance accountability, and how to get from talk to action on improving community quality of life and program performance.

11:15 a.m. – 11:30 a.m. **Break** **Bayview Terrace**

11:30 a.m. – 12:30 p.m. Implication of Healthcare Reform for Children, Families and Human Services Providers Bayview Ballroom

Policy/Management

Chuck S. Ingoglia, MSW
Vice President, Public Policy
National Council for Community Behavioral Healthcare

The National Council for Community Behavioral Healthcare is pursuing a federal healthcare reform agenda which not only takes into consideration the overarching principles of the current healthcare reform debate, but strongly advocates for greater resources for community behavioral health providers to better equip them to address the health concerns of children, families and other individuals with mental illness and substance use disorders. Mr. Ingoglia will discuss the National Council's key legislative priorities that effect a range of human services providers, including Medicaid, co-location and mental health and addiction parity implementation.

12:30 a.m. – 1:45 p.m. California Alliance Membership Business Meeting, Accreditation Recognition and Luncheon Regatta Pavilion

Bill Martone
President, California Alliance
Chris Stoner-Mertz
Vice President/President Elect, California Alliance
Jim Roberts
Treasurer, California Alliance
Karen Alvord
Secretary, California Alliance
Mary Kaye Gerski
Chairperson, Membership Committee, California Alliance

The President will welcome new member agencies and executives, and the Treasurer will report on the Alliance budget for 2010. Member agencies that have completed the accreditation process will be honored with presentation of their Accreditation Certificates.

2:00 p.m. – 3:30 p.m. Concurrent Workshops (Three Workshops begin at 2:00 p.m.)

Workshop 1A Performance Accountability – Turning the Curve Bayview I/II

Management

Mark Friedman
Author, "Trying Hard Is Not Good Enough"
Director, Fiscal Policy Studies Institute

This session will allow participants to work in small groups and apply the concepts of RBA to a particular quality of life indicator.

Workshop 1B Trauma Informed Services – Getting From Here to There Belmont

Practice

Lynne Marsenich
Senior Associate, California Institute for Mental Health

Given the prevalence and consequences of the trauma experienced by the great majority of children our agencies serve, how can we most accurately understand these children and move our agencies toward serving them effectively. Our presenter will help us understand the distinction between trauma informed and trauma specific services and how these differ from traditional thinking and service delivery. She will also address the implications for an agency's culture and staff development.

Workshop 1C	Effectively Working with Older Foster Youth Living in Group Care and Moving Them into Permanency	Bayview III
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Practice

Robert Friend
Director, California Permanency for Youth Project (CPYP)

Bob Herne
Executive Director, Sierra Forever Families

Jill Jacobs, M.A.
Executive Director, Family Builders

Robert A. Ketch
Executive Director, Five Acres

Josh Leonard
Executive Director, Bay Area Youth Centers

Moderator Bob Friend, Director of the California Permanency for Youth Project, will lead a discussion among four Alliance member agencies about permanency efforts targeting foster youth in group care. Topics covered will include:

- Recent history and obstacles to achieving permanency for youth in group care;
- Ethical responsibility of all in child welfare to achieve permanency for youth;
- Emerging and best practices to collaboratively achieve permanency for youth in group care; and
- How to effectively team with public child welfare and private community based partners to achieve permanency for foster youth in group care.

3:30 p.m. – 4:00 p.m.	Break	Terrance
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4:00 p.m. – 5:30 p.m.	Concurrent Workshops (Three Workshops begin at 4:00 p.m.)		
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Workshop 2A	Performance Accountability – Selection of Performance Measures	Bayview I/II
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Management

Mark Friedman
Author, "Trying Hard Is Not Good Enough"

This session will demonstrate the RBA method for selecting the 3 to 5 most important performance measures for a program and how to use these as the starting point for continuous performance improvement.

Workshop 2B	The Adoption Constellation: Journeys in Theory and Practice	Bayview III
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Practice

Michael P. Grand, Ph.D., Clinical Psychology
Department of Psychology
University of Guelph, Canada

Drawing upon the metaphor of the adoption constellation, Dr. Grand, a leader in adoption research in Canada, currently on sabbatical at Alliance member agency Kinship Center, will highlight the key findings of the National Adoption Study of Canada and research on what adoption success means for adult adoptees.

Adoption will be cast within a framework that goes beyond the nuclear family to focus on the systemic involvement of extended family, community, adoption professionals and legislators. The use of openness will be presented as a guiding principle in all aspects of recruitment, facilitation, and post adoption service. Emerging trends and legislative proposals will be discussed. The presentation will conclude with a consideration of those aspects of policy in need of more empirical support and an expanded view of what constitutes ethical adoption practice.

Dr. Grand has published on the demographics of adoption, policies and practices of adoption professionals, adoptive identity and narrative production, open facilitation, and the relationship between legislation and empirical evidence, search and reunion and the role of theory in adoption.

Workshop 2C**Dispelling the Myths of HIPPA and FERPA, and Ensuring Effective Communication about Children and Families****Belmont****Practice/Management** Linda Kollar, JD
Hooper, Lundy & Bookman, Inc.

In an era that has created fear among caregivers about sharing protected information, clients may be adversely impacted as providers withhold information that may be related to past traumas or history. While this is law, it may also leave a child without the best support, and in worst cases, at risk of harm. This session will identify and dispel the myths related to information sharing between mental health, residential and educational providers. Participants will leave with information and tips for ensuring that a child will be offered the highest level of support while also respecting his right to confidentiality.

6:00 p.m. – 9:00 p.m.**Palm Ballroom****Thursday, February 4, 2010****Conference: 8:30 a.m. – Noon****7:30 a.m. – 8:30 a.m. Registration and Continental Breakfast****8:30 a.m. – 10:00 a.m. Concurrent Workshops (Two Workshops begin at 8:30 a.m.)****Workshop 3A**
Policy**The Fostering Connections Act One Year Later:
Extending Foster Care to Age 21 and Becoming
More Effective Advocates for the Needs of Foster
Youth****Bayview I/II**Amy Lemley
Policy Director, The John Burton Foundation

In October 2008, the Congress and President enacted the Fostering Connections to Success Act, the most significant federal child welfare law enacted in a decade. Amy Lemley, nationally recognized as a leader in advocating innovative public policy for foster youth, will present an overview of the Act and time frames for implementing the required changes, discuss what is happening in California and other states with a focus on what you need to know as a service provider and policy implementer.

In particular, Ms. Lemley will discuss efforts in California to implement the Act's option to extend care to age 21 for

foster youth.

Ms. Lemley will also ask how child welfare advocates can do a better job on the federal, state and local level to coordinate and organize more effectively to advocate for children, youth and families in California. Questions she will raise include: Are California's concerns adequately represented at the federal level? What does the success of the environmental movement tell us about what child advocates can do to organize into a highly effective advocacy unit? What tools are available that we should start to use to advocate more cohesively and effectively?

Ms. Lemley will also offer a brief update on the Homeless Youth: Capacity Building Project which seeks to organize homeless youth providers to advocate for better local, state and federal policies to reduce homelessness among youth ages 16-24 in California.

Workshop 3B
Management

Telling the Story of Your Agency

Bayview III

Stacey Ciauri
Principle, Ciauri Media

Whether it is for fund raising, grant writing, public policy advocacy or marketing, being able to develop and succinctly communicate the story of your agency and its value to the community is critical in this competitive economic environment. Ciauri Media principle, Stacey Ciauri, will share with participants some of the essential elements to crafting and delivering the key messages about the unique strengths of their agencies.

During this workshop, Ms.Ciauri will outline the "discovery" process which helps nonprofit organizations clearly identify their communication goals and objectives; determine the critical elements of each organization's unique story; and identify the best employees and clients at the organization to help deliver the message in the most powerful way possible.

The presentation will include the viewing of sample videos Ciauri Media has recently produced for Alliance members. The presenters will walk participants through the keys to those projects and discuss how participants can take the essential elements of these processes back to their agencies.

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – Noon Concurrent Workshops (Two Workshops begin at 10:30 a.m.)

Workshop 4A
Management/Policy

The Evolving Role of Community Care Licensing

Bayview I/II

Jeff Hiratsuka
Deputy Director, Community Care Licensing Division

In this workshop, the Mr. Hiratsuka will discuss his perspective on the evolving role of Community Care Licensing, including the impact of the State Budget for 2009-10, and the likely impact of the Governor's proposed State Budget for 2010-11, on the operations of Community Care Licensing and how licensees are likely to be affected. He will also discuss recent and proposed legislation, regulations, and policies in the licensing area which affect the members of the California Alliance and the children and families whom they serve.

Workshop 4B

Benchmarking for Financial Survival and Organizational Excellence

Bayview III

Practice/Management

Paul M. Lefkovitz, Ph.D.
President, Behavioral Pathway Systems

Human services and behavioral health providers are facing unprecedented financial and operational challenges in these turbulent times. Benchmarking is a powerful management tool that can help promote competitive performance and financial survival, while simultaneously ensuring the provision of high quality services. In this workshop, the rationale and practices associated with benchmarking will be featured. Attendees will learn how benchmarking can transform static outcome data into actionable and dynamic information. Such information often leads to dramatic improvements in organizational performance. The opportunities afforded by benchmarking for communal learning and the identification of best practices will be described. Participants will learn about affordable and accessible benchmarking options that are specifically targeted to children and family providers in California.

Conference Adjourns – Noon

Committee Meeting: 7:00 a.m. – 8:30 a.m.

Committee Meetings: 1:00 p.m. – 6:00 p.m.

7:00	7:30	8:00	8:30	9:00	10:00	11:00	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30	
Membership							Lunch On Your Own		Education								Practice Imprvmnt		
			Conference						Foster Family Agency					Adoption					

7:00 a.m. – 8:30 a.m.

Membership Committee

Mariner Point

12:00 p.m. – 1:00 p.m.

Accreditation Luncheon

Mariner Point

1:00 p.m. – 1:45 p.m.

Education Committee

Bayview III

1:45 p.m. – 3:00 p.m.

Charter School Conversation

Bayview III

1:15 p.m. – 3:00 p.m.

Foster Family Agency Committee

Bayview I/II

3:30 p.m. – 5:00 p.m.

Adoption Committee

Bayview I/II

5:00 p.m. – 6:00 p.m.

Practice Improvement Conversation

Mariner Point

Friday, February 5, 2010

Committee Meetings: 8:30 a.m. – 12:30 p.m.

8:30	9:00	9:30	10:00	10:30	11:00	11:30	Noon	12:30
Mental Health					Family-based Services			
					Residential Care/Juvenile Justice			

8:30 a.m. – 10:30 a.m.

Mental Health Committee

Bayview III

11:00 a.m. – 12:30 p.m.

Family-Based Services Committee

Bayview III

11:00 a.m. – 1:00 p.m.

Residential Care and Juvenile Justice Committee

Bayview I/II