

# Special Olympics 2017 Leadership Conference

## August 26<sup>th</sup> - 27<sup>th</sup>

### The Penn Stater, Penn State, PA

### Session Descriptions

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#### **Saturday: 1:30-2:45pm**

##### **Building Better Teams Building - Peter Miraldi**

We all work in teams but we may not work together as effectively as possible. Team-building activities can help bring us together to develop our communication skills and camaraderie while having fun. This workshop will challenge you with hands-on activities designed to help you work better with others.

##### **"Mindfulness": Balancing Work, Home & Volunteer Life – Lindsay Stiger**

Mindfulness benefits include a much more balanced outlook on life, and a state of mind that is less likely to bounce around from one thought to the next. This training will help you to take command of your awareness, so that you can shift your attention from stressful thoughts to more positive ones with greater ease.

##### **Planning and Accomplishing Personal Goals – Lori Miraldi**

We may work hard but, without a well thought-out plan, we often spin our wheels and, without direction, we often travel in circles. Therefore, we need to define our desires, set realistic goals, and build on our experience. This workshop will outline a model for personal goal planning and provide the tools needed to be successful.

##### **Your Personal Best - Jordan/Chelsea**

This session focuses on SOPA's new programs (Fit 5 and Team Trainer) that will educate athletes and volunteers about the importance of health which will eventually lead to improved sport performance.

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#### **Saturday: 4:15-5:30pm**

##### **Finance Department Q&A**

This year's Finance Session will focus on 3 topics. We will be discussing implementation of a Credit/Debit Card program for all local programs. We will also be discussing the Investment Opportunities now available with Haverford Trust Company. And, we will review Drillpoint, the reporting tool that is available to make Management Team reporting a snap.

##### **Competition & Training Department Q&A**

The session will kick off with Training where the new SOPA Coaches Training and Progression Plan will be unveiled, inclusive of a Coach Recognition Plan. We will also review the new process for requesting a sports skill training school and discuss continuing education opportunities that will be available in the future. Sports will follow where we will break into focus groups and brainstorm ways to improve communication, registration and discuss materials that we can produce to make your job easier! Our goal is to collect the feedback from you the volunteers and produce action steps to improve materials and the process in which they are managed. We will end with a Q&A to answer any specific questions that you may have.

##### **Marketing & Communications Department Q&A**

Join the Marketing & Communications staff for the opportunity to review what resources and tools are available to local program volunteers, discuss potential needs for additional resources, hear about upcoming global initiatives, learn what other local programs may be doing, and propose topics for future discussions.

##### **Development Department Q&A**

This session will allow for local programs and SOPA Development team members to share ideas; ask questions and engage on relevant topics related to fundraising within SOPA. Several topics that will be a focus of the session are the new Virtual Beaver Stadium Run (a shared revenue opportunity piloted in April 2017), as well as an update on other shared revenue opportunities like Polar Plunge. In addition, the session will allow for further dialogue about how local programs can leverage the 50th Anniversary as a fundraising tool. A refresher and update about online fundraising will also be given.

### **Field Department Q&A**

This session will focus on how the field department can help you team with basic "to-do" items and how to distribute task to different team members. For examples contracts, competition forms, conference calls and community involvement. Field Staff will be available to answer general questions about program management

### **Database Q&A**

This session will review the basics of Database user reports in Vsys that can help you manage volunteers as the move though the Verified Volunteers process. Discussion will include how long to keep a volunteer active in the process and consideration toward cleaning out your database records.

### **Athlete Leadership Q&A**

This session focuses on high level Athlete Leadership Updates such as Athletes as Coaches policies, which Athlete Leaders are given "priority" vs. "exclusive" consideration for different leadership opportunities and feedback from the 2017 Athlete Leadership Self Evaluation. This session also is an opportunity for all attendees to ask any questions they have about Athlete Leadership at the local and state level.

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## **Sunday: 8:30am-9:45am**

### **General Session - How to Turn Conflict into Opportunity** - Peter Miraldi

Every organization experiences conflict but not every organization deals with it effectively. The key to collaborative teamwork is training everyone on effective conflict management techniques so they can work together to resolve their differences and solve problems. This workshop will explore different types of conflicts and the appropriate styles and strategies for negotiating win-win solutions.

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## **Sunday: 10:00am-11:00am**

### **Fireside Chat** – Matt Aaron

A time to share your thoughts, ideas and questions with Special Olympics PA—CEO Matt Aaron and select members of our Board of Directors.

### **Healthy Communities** – Chelsea Drob

This session addresses the severe health disparities faced by people with intellectual disabilities (ID) through immediate and long-term community-based solutions. The goal is to reduce disparities in health status and increase access to community health and wellness resources for Special Olympics athletes and others with ID, so that can attain the same level of good health.

### **Selling Our Story - Marketing Our Brand to Your Community** – Marketing Speakers

Brand storytelling isn't a new concept, but with the explosive growth content marketing (marketing that involves the creation and sharing of online materials like videos, blogs, and social media posts), the opportunities to tell stories as part of community marketing have become a new priority. The art of writing those consistent brand stories as effective pieces of online content (and beyond) is a challenge that few are trained to do. This session will help you to turn your stories into great advertising for your program.

### **Athlete Recruitment & Retention** – Jim Binz & Field Staff

This session will not only explore where to find and recruit potential new athletes but will also discuss how to retain athletes as they transition from school to independence. The goal is to help programs identify ways to Recruit New Athletes, Re-engage Former Athletes, and Retain current Athletes. This will be done in a guided discussion format- so bring your best ideas and methods to share.

### **VSys Hands On Training** – Rita Fredrickson

This session introduces specifically Managers and/or Database Coordinators to VSysLive, notifications, bulk emails, mailing labels and much more! The first 45 minutes will be hands on learning and the remaining 30 minutes will be question / answer. Information on the required background checks will not be included within.

### **Athlete Leadership Celebration of Achievement** – Chelsea Drob & Jordan Schubert

This session will be led by the Regional Input Council (RIC) and Athlete Congress Chair. Together we will be celebrating the success from the 2016 Athlete Congress, discussing outcomes following and identifying Priority Survey topics for the upcoming 2018 Athlete Congress.

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## **Sunday: 11:00pm-12:00pm**

### **Fireside Chat** – Matt Aaron

A time to share your thoughts, ideas and questions with Special Olympics PA—CEO Matt Aaron and select members of our Board of Directors.

### **Finance Department: Hands on training** – Susan Wyland & Staff

Questions about running reports in Drillpoint? Entering deposits in FADS? Submitting check requests in Microix? You bring the questions and we will have answers. Please join us for a hands-on training session for all financial software used with Centralized Accounting.

### **Competition Events in your Community** – Alice Moat & Local Program

This session will guide your program to begin the planning process of having a local competition or invitational in your program. No matter what position you have in an event, or how big it is, there are similarities to the planning and things that need to be addressed; this session will give you these tools to take back with you.

### **Volunteer Recruitment & Retention** - Carolyn Kuhner

From Boomers to Millennials: Generation Specific Volunteer Recruitment, Retention, and Recognition Strategies. A hot topic in recent years has been the apparently insurmountable differences between Millennials, Generation Xers and Baby Boomers. Recruiting strategies have to be created in a way that's sensitive to the different priorities, needs and desires of each age demographic that is being targeted.

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