

COME TOGETHER.
JOIN THE **MOMENTUM.**



2023 ICAA Conference

CONFERENCE GUIDE



JULY 26-27, 2023

WEST DES MOINES MARRIOTT - 1250 JORDAN CREEK PKWY, WDM

*SUBJECT TO CHANGE
UPDATED 6.23.23*



Iowa Community
ACTION
ASSOCIATION

WELCOME TO ICAA'S 2023 TRAINING CONFERENCE

THANK YOU TO OUR SPONSORS

FOR THEIR SUPPORT IN BRINGING HIGH QUALITY PROFESSIONAL DEVELOPMENT
OPPORTUNITIES TO THE COMMUNITY ACTION NETWORK

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HOUSEKEEPING NOTES

- This Conference Guide will be updated as more details are available. If you plan to print a copy, we encourage you to wait to print until the week of the conference so you have the most up-to-date version. A condensed At-A-Glance Schedule will be provided, along with a conference notebook, fun magnet, & Bingo Card (sponsored by Sieda Community Action) when you check in at the conference
- Conference Registration: \$325 per person
 - To review the Health & Safety plan for this year's conference, [click here](#)
 - Cancellation Policy - Cancellations between June 31st and July 7th will receive a 50% refund. No refunds permitted if a person cancels after July 7th, however, another person can attend in their place.
- Registrants will receive instructions on how to access the CVENT event app prior to the event
 - Workshop materials and feedback surveys will be available on the CVENT Mobile App
- ICAA Conference Planning Committee members will be wearing red lanyards during the conference - let them know if you have any questions and/or you can visit the Conference Registration Table located at the SW end of the first floor foyer
- Hotel check-in: 3:00pm / Hotel check-out: 12:00pm
 - Restrooms are located south of the lobby
 - The hotel's restaurant (JC Craft & Co) is open 11am - 2pm, 3pm - 10pm
- Water, tea, and coffee will be available throughout the conference. Thank you to the following partners for their sponsorship support making these amenities available:



- Please turn in your conference lanyard to the registration table at the end of the conference
- Enjoy the ICAA Conference!



CONFERENCE SCHEDULE

TUESDAY - JULY 25, 2023

Pre-con Opportunity - Separate registration required OMB Uniform Guidance 8:30am - 5:00pm

Pre-con registrants will receive an email reminder from Wipfli one day and one hour prior to the training. Materials will be available from one hour before the training until one day after the training. When the materials become available, you can access them in the Wipfli app.

WIPFLI

Schedule

Check-in at the Conference Registration Table at the SW end of the first floor foyer (light refreshments provided)	7:45am - 8:30am
General Provisions and Administrative Requirements	8:30am - 12:00pm
Lunch (on your own)	12:00pm - 1:30pm
Administrative Requirements (continued)	1:30pm - 5:00pm

ICAA Pre Conference Social Hour 7pm - 8pm

Come Together - Join the Momentum as colleagues mix and mingle the night before the ICAA Conference kicks off. This is an optional networking social from 7-8pm at the West Des Moines Marriott's JC Craft & Co. restaurant.
Discounted drinks & food available for purchase.



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Mediacom

STARTING JULY 26TH AT 8AM

Attendees can check-in at the Conference Registration Table setup at the SW end of the first floor foyer. You'll receive conference swag and at 9am you can begin networking with vendors, get conference merch screen printed at our on-site apparel station, and pose at the conference photobooth!



The Side Garage will have ICAA Conference swag available for purchase on site Wednesday, July 26th from 9-5. To see and purchase additional merch options, check out details about our online store below.



ICAA Conference merchandise will be available to purchase online (LINK COMING SOON). The online ICAA Conference store offers short sleeve and long-sleeve t-shirts, a women's cut t-shirt, blankets, and a tote bag! The online store will be open July 1st - August 6th.



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SCHEDULE AT-A-GLANCE

WEDNESDAY - JULY 26, 2023

Registration Table Hours	8:00am - 4:00pm
DCAA Commission Meeting	8:30am - 9:45am
IDEA Subgroup Meeting - onsite & virtual	8:30am - 9:45am
Photo Booth Hours	9:00am - 4:00pm
Agency Spotlights	9:00am - 4:00pm
The Side Garage - Merch for sale onsite	9:00am - 5:00pm
Conference Kick-Off & Luncheon	10:00am - 12:45pm
<ul style="list-style-type: none">• Opening Welcome: Erin Drinnin, DHHS• Keynote: Danny Beyer, Author/Speaker/Connector• State of Community Action: Katherine Riley Harrington, ICAA; Bill Brand, Retired; Dick Sievers, Mid-Sioux Opportunity, Inc.• Leadership Recognitions: Katherine Riley Harrington, ICAA	
Session 1 Workshops	1:00pm - 2:00pm
<ul style="list-style-type: none">• Cost of Living in Iowa• Story Telling as a tool for Recruitment, Retention and Well-being• Getting to know the Community Action Partnership Data Hub• Residential Combustion Appliance Safety and Diagnostics Testing, Part 1 of 3	
Session 2 Workshops	2:30pm - 3:30pm
<ul style="list-style-type: none">• Social Determinants of Health Panel• Boards and Executive Directors Working Together Related to Finances• Best Practices to Tell a Data-Driven Story through Community Needs Assessments• Residential Combustion Appliance Safety and Diagnostics Testing, Part 2 of 3	
Session 3 Workshops	4:00pm - 5:00pm
<ul style="list-style-type: none">• Racial Healing Circle• What's Allowable & What's Working• The Long Walk to the "Open Door" - Why Listening to Employees Isn't Enough• Residential Combustion Appliance Safety and Diagnostics Testing, Part 3 of 3	
Optional Networking Event at Spare Time	5:30pm - 7:30pm
Appetizers provided. Cash Bar. Address: 340 Jordan Creek Parkway in West Des Moines	



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SCHEDULE AT-A-GLANCE

THURSDAY - JULY 27, 2023

Optional Yoga	7:00am - 7:30am
Breakfast	7:15am - 8:30am
Registration Table Hours	8:00am - 11:30am
Agency Spotlights	8:00am - 11:30am
Session 4 Workshops	8:30am - 9:30am
<ul style="list-style-type: none">• The Human Services Value Curve: A Forward-Thinking Perspective on Outcomes and Impact in Community Action, Part 1 of 2• How to Attract & Retain Diverse Talent• The Quest for the Holy Grail: Implementing Universal Intake• WAMS 101, Part 1 of 2	
Session 5 Workshops	10:00am - 11:00am
<ul style="list-style-type: none">• The Human Services Value Curve, Part 2 of 2• Why am I so Exhausted? Strategies to overcome Compassion Fatigue in Human Services• From Stat to Story• The Quest for the Holy Grail: Implementing Universal Intake Practicum• WAMS 101, Part 2 of 2	
Lunch and Awards Ceremony	11:30am - 12:15pm
<ul style="list-style-type: none">• Awards<ul style="list-style-type: none">◦ State Partnership Award◦ Friend of Community Action Award◦ Robert F. Tyson Memorial Award	
Networking & Ice Cream Sundae Bar	12:15pm - 12:45pm
Poverty Simulation	12:45pm - 3:00pm

Need to charge your devices?
Visit the charging stations in
the foyer! Sponsored by:



Workshop evaluation QR code:



DETAILED CONFERENCE SCHEDULE

WEDNESDAY, JULY 26, 2023

Welcome & Keynote

10:00am - 12:45pm



**Opening Welcome: Erin Drinnin, Iowa
Department of Health & Human Services**

Keynote: Networking in the Digital Age *Danny Beyer, Author and Speaker*

We're all networking all the time. Those who seem to get more out of life have figured out how to put their network to work for them. This fun and interactive seminar will show how easy it is to network no matter how comfortable, or uncomfortable, you are with it. Learn how to get through boring small talk and build relationships that will result in both professional and personal success. Become conscious of the network you have and use simple strategies to get more from your connections immediately.



State of Community Action

Join Katherine Riley Harrington as we bid farewell to two great leaders who are retiring from the Community Action Network this year. Dick Sievers, Executive Director of Mid-Sioux Opportunity, Inc., and Bill Brand, Division Administrator of the Division of Community Action Agencies in the Iowa Department of Health and Human Services. Dick and Bill will regale us with their wisdom as they embark on the next chapter of their stories.



CONFERENCE TRACKS

ADDRESSING POVERTY & SOCIAL
DETERMINANTS OF HEALTH

WEATHERIZATION

EMPLOYEE RECRUITMENT,
RETENTION, & WELL-BEING

DATA-DRIVEN DECISIONS

1:00-2:00PM - SESSION BLOCK 1

Cost of Living in Iowa

*Natalie Veldhouse,
Common Good Iowa*
There are over 114,000 Iowa working households unable to meet basic needs on income alone. Join Common Good Iowa policy advocate Natalie Veldhouse to learn more about how programs like SNAP and Child Care Assistance help families bridge the gap. Walk away with data showing what wages are needed to get by in your community.

Residential Combustion Appliance Safety & Diagnostics Testing - Part 1

*Caleb Copeland-Cook,
Environmental Energy
Consultants, LLC*
This workshop is a discussion about the safe use and testing of residential combustion appliances. It will take place over three session blocks and attendees will receive BPI CEUs.

Story Telling as a Tool for Recruitment, Retention, and Well- Being

*Sarah Ennis, SparkPoint,
Inc.*
Our stories connect us and build our community, help us deal with stress, and strengthen our resilience. This interactive session will walk you through the basics of effective storytelling, whether as an individual or leader, the story of your team, or the story of your organization. Powerful stories have the ability to open people up to authentic connection, shared vision, and aspirations. What does this mean for you? Most of us don't know how to build an effective message, or story. These kinds of powerful messages are key in recruitment and retention, and our ability to connect with, heal, and grow as a team. It helps us to process our feelings and re-invest in our team with regular practice.

Getting to Know the Community Action Partnership Data Hub

*Jamie Kleinsorge & Shaye Morrison, Center for
Applied Research and
Engagement Systems*
The workshop will provide a walkthrough of the Community Action Partnership Data Hub. Participants will get a step-by-step tutorial of the Community Needs Assessment tool, including how to build reports for sub-county and multi-county agencies. Participants will also learn how to make, save, and share single-layer maps about their communities. The workshop will conclude with a showcase of new and updated data from sources such as the American Community Survey (2017-2021), Federal Communications Commission (FCC/broadband), and the Center for Neighborhood Technology (Housing + Transportation Affordability Index).



2:30-3:30PM - SESSION BLOCK 2

Social Determinants of Health Panel

Iowa's Managed Care Organizations

Join leaders from Iowa's Managed Care

Organizations to learn about how Social Determinants of Health are being analyzed and evaluated in determining programming and policy around Medicaid Administration.

Residential Combustion Appliance Safety & Diagnostics Testing - Part 2

Caleb Copeland-Cook, Environmental Energy Consultants, LLC

This workshop is a discussion about the safe use and testing of residential combustion appliances. It will take place over three session blocks and attendees will receive BPI CEUs.

Best Practices to tell a Data-Driven Story through Community Needs Assessments

Jamie Kleinsorge & Shaye Morrison, Center for Applied Research and Engagement Systems

In this workshop, presenters will review best practices for making Community Needs Assessments (CNAs) through our tool, SparkMap. This workshop will focus on providing 3-5 practical takeaways that all attendees can implement in the creation of CNAs. Further, time will be spent on how to use the information gathered from CNAs to tell a compelling and accurate story of the target community.

Boards and Executive Directors Working Together Related to Finances

Denes Tobie, Wipfli

This workshop explores the many areas of fiscal responsibility that boards and CEOs/EDs need to address when working together. Topics covered include fiscal responsibility, roles, budgets, fundraising, risk and approvals. New and experienced board members, executive directors, and fiscal staff will benefit.

JULY 26TH ONLY!

Buy conference swag while you can!



Last chance to stop by the photo booth!



4:00-5:00PM - SESSION BLOCK 3

Racial Healing Circle

Carrie Sodders & Clarissa Thompson, MICA

Racial Healing Circles are designed to focus on the sharing of stories that affirm our common humanity. They take participants into the heart space by inviting people to tell their own stories, listen deeply to the stories of others, find common ground, and embrace our common humanity when we see ourselves in the perceived other. Racial Healing Circles have proven to be a useful tool for having difficult conversations about life experiences and perceived differences and creating opportunities for diverse groups to connect deeply and to create the public will to achieve permanent individual, institutional, and systemic equity transformations. They help bridge across differences, which enables CAA staff to engage in more human-centered interactions with families, ultimately leading to the activation of family voice and power and building equitable outcomes and social and economic mobility. Finally, Racial Healing Circles create pathways for collaboration and alignment with community partners and stakeholders as they engage in systems level transformation work.

What's Allowable & What's Working

Denes Tobie, Wipfli & Iowa CAA Panel

The cost principles cover the costs that a grant-funded program can charge to federal grant awards. This workshop will have a specific focus on employee wellness activities - general principles, allowable costs, unallowable costs, and costs that require prior approval. You'll also get to learn creative ways some Community Action Agencies have used funding on employee wellness programming.

Residential Combustion Appliance Safety & Diagnostics Testing - Part 3

Caleb Copeland-Cook, Environmental Energy Consultants, LLC

This workshop is a discussion about the safe use and testing of residential combustion appliances. It will take place over three session blocks and attendees will receive BPI CEUs.

The Long Walk to the 'Open Door' - Why Listening to Employees Isn't Enough

Danny Ready, ITA Group
How much do you rely on an "open door policy" for employees to tell you what problems they may have at work? Most people would rather quit than be vulnerable at work, and as one co-worker put it to me, it's a long walk to that open door. All the trends we hear about ("quiet quitting", "The Great Resignation", etc.) all point to one conclusion: Employees do not feel heard. This session will focus on the importance of trust & psychological safety in the workplace, and give you tools to ensure your employees aren't just listened to, but they feel heard.

5:30-7:30PM - NETWORKING EVENT

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The logo for Spare Time Entertainment features the words 'SPARE TIME' in a large, bold, sans-serif font. The word 'SPARE' is in black, and 'TIME' is in red. Below 'SPARE TIME' is the word 'ENTERTAINMENT' in a smaller, black, sans-serif font. The entire logo is set against a light gray background with a subtle texture.

Join your Community Action colleagues at Spare Time where we have a private space reserved, the Elite Suite, featuring luxury bowling lanes, plush seating, and a dining area for this fun optional networking event. Appetizers will be provided.

Cash bar available.

(340 Jordan Creek Parkway in West Des Moines)

7:00-7:30am

Optional Yoga

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THURSDAY
JULY 27, 2023

8:00-8:30am

Breakfast

8:30-9:30AM - SESSION BLOCK 4

The Human Services Value Curve: A Forward-Thinking Perspective on Outcomes & Impact in Community Action - Part 1

Berneitha McNair, Berneitha McNair Consulting

The session defines, discusses, and analyzes the four horizons of the Human Services Value Curve: 1) Regulative Horizon; 2) Collaborative Horizon; 3) Integrative Horizon; and 4) Generative Horizon.

Participants will learn how to implement this innovative concept and incorporate each horizon into their community action service delivery in order to achieve valuable outcomes and lasting impact. The session also provides intentional strategies to apply this forward-thinking concept agency-wide, focusing on the whole family and a holistic business strategy. This is the first part of a two part training.

How to Attract & Retain Diverse Talent

Claudia Schabel, Schabel Solutions

To succeed in the short and long-term, organizations must understand existing demographic changes and become much better equipped to attract and retain a diverse workforce. Within 30 years, the U.S. will not have a single racial or ethnic majority. Beyond our growing racial and ethnically diverse population, gender, veteran status, socio-economic status, generational status and all the other ways that we are diverse continue to impact the makeup of our ever-changing talent pool.

Organizations wanting to succeed must become well-equipped to attract and retain diverse talent in this dynamic environment. They must take steps to identify and address existing barriers preventing diverse talent from joining - and staying - at their organizations. This workshop will provide insights into how to do so.

The Quest for the Holy Grail: Implementing Universal Intake

Jaimie Adkins & Elizabeth Belden, MICA

Sometimes, the idea of universal intake seems akin to a myth - like the holy grail. Fear not, intrepid community action knights! Join us on a quest together to uncover the path toward universal intake. This workshop has practical takeaways grounded in real-world experience to equip your team with tools to ask the right questions and move your agency toward universal intake, no matter what your data architecture looks like. Shrubberies optional.

WAMS Overview - Part 1

Gwen Howe, Weatherization Consultant

Over the course of two session blocks, receive an overview of WAMS processes, including client data, reporting, and maintenance. Attendees will need to bring a fully charged laptop that has WAMS on it (on the desktop, not just a shortcut) in order to fully participate in this session.

10:00-11:00AM - SESSION BLOCK 5

The Human Services Value Curve: A Forward-Thinking Perspective on Outcomes & Impact in Community Action - Part 2

Berneitha McNair, Berneitha McNair Consulting

This is part two of a two part training. Please see previous page for a detailed description.

Why am I so Exhausted? Strategies to Overcome Compassion Fatigue in Human Services

Presenter Pending

Compassion Fatigue Syndrome can happen to anyone. With the demands of today's human services world, many providers find themselves saying "yes" to many things. We are asked to do more with less and if we do not have the resiliency and reframing skills we need, it can leave us exhausted. In this session, learn techniques to help move through compassion fatigue and burnout. This interactive workshop will re-energize you.

From Stat to Story

Lauren Ready, Forever Ready Productions

You've got the data...now what? How can you go from a great stat to a great story without overloading your audiences? What does it really take to create a move-people-to-take-action story? Get ready for moment-by-moment breakdowns from video stories told through my past work in TV news and my present work at my video production company, Forever Ready. In this talk, you'll learn 5 ways to take a stat and turn it into a compelling story, why less is more in video storytelling and how it can help you get media coverage. You'll be challenged to look beyond the headline and ditch your marketing agenda. Instead, you'll learn how to use what you have, imperfections and all, to tell a story that inspires people to DO something. More importantly, you'll feel inspired to tell stories through a brand new lens.

The Quest for the Holy Grail: Implementing Universal Intake - Practicum

Jaimie Adkins & Elizabeth Belden, MICA

Experience a hands-on opportunity to build a universal intake form for your Agency alongside your Iowa Community Action peers. Participation in "The Quest for the Holy Grail" during Session Block 4 is required.

WAMS Overview - Part 2

Gwen Howe, Weatherization Consultant

Over the course of two session blocks, receive an overview of WAMS processes, including client data, reporting, and maintenance. Attendees will need to bring a fully charged laptop that has WAMS on it (on the desktop, not just a shortcut) in order to fully participate in this session.

LUNCH & AWARDS

11:30AM-12:15PM

State Partnership Award - Shanell Wagler, ECI

The *State Partnership Award* was first given in 2008. It is the intent of the ICAA Board of Directors to honor an organization or individual who has emulated excellence and shown steadfast commitment to the well-being of children and families with low-income through a partnership with ICAA. ICAA cannot do our work alone. The State Partnership Award is an opportunity to honor those whom ICAA has collaborated in our efforts of helping people, changing lives.

PICTURE COMING
SOON

Friend of Community Action Award - Greg Pieper

PICTURE COMING
SOON

The *Friend of Community Action Award* was established in 2010 by the Iowa Community Action Association (ICAA) Board of Directors to honor individuals who have been champions for causes that benefit individuals and families served by the Iowa Community Action network

Robert F. Tyson Memorial Award - Lana Shope

Robert Tyson started his service to Community Action in 1969 as Director of the Office of Planning and Programming under Governor Robert D. Ray. Bob provided sound leadership and guidance to the Community Action movement and was a true friend to local agencies and thousands of fellow Iowans. He believed in the partnerships that can develop when the private sector and government work together for the good of all and carried that message throughout the state and to the U.S. Congress. ICAA established the *Robert F. Tyson Memorial Award* as a tribute to the friendship and support Bob gave to all of us. It is the highest honor given by ICAA and pays tribute to those who carry forward the message of Community Action



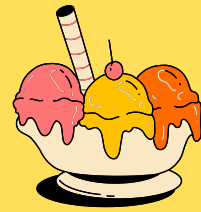
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ICE CREAM & NETWORKING

12:15-12:45PM

In the Foyer



#PovertySimulation

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WIPFLI

POVERTY SIMULATION

12:45-3:00pm

Check in for the Poverty Simulation by
12:45pm at the ICAA Conference
Registration Table

The Community Action Poverty Simulation breaks down stereotypes by allowing participants to step into the real-life situations of others. Poverty is often portrayed as a stand-alone issue - but this simulation allows individuals to walk a month in the shoes of someone who is facing poverty and realize how complex and interconnected issues of poverty really are.

After the experience, individuals then have the opportunity to discuss what they've learned with their peers. The Community Action Poverty Simulation is a tool that helps participants rethink the challenges that millions of individuals facing economic hardship must face each and every day. More importantly, this tool helps people identify areas of change that can directly impact the effects of poverty on individuals, families, and communities.

Facilitator, Beverly Maas, is a dedicated Community Coordinator for HACAP, based in the Dubuque, Iowa office. Beverly organizes poverty simulations for various organizations in Iowa. She also recruits and trains volunteers for the Volunteer Income Tax Assistance Program (VITA) and establishes VITA sites in Dubuque, Delaware, and Jackson counties. Beverly's commitment to making a difference extends beyond her professional responsibilities. She actively participates in community engagement events, working tirelessly to build stronger connections within the community.



THANK YOU TO:

The ICAA Conference Planning Committee for assisting ICAA with brilliant ideas for this year's conference and for your ongoing contributions throughout the planning process and at the event:

Rachel Albrecht, Community Action of Southeast Iowa

Elizabeth Belden, Mid-Iowa Community Action, Inc.

Keri Burian, Hawkeye Area Community Action Program, Inc.

Lorie Easter, Division of Community Action Agencies, IA Department of Human Rights

Scott Fischer, Northeast Iowa Community Action Corporation

Tammy Hotek, Sieda Community Action

Sheri Mertz, New Opportunities, Inc.

Frances Neighbors, IMPACT Community Action Partnership

Kendra Rensink, Mid-Sioux Opportunity Inc.

Whitney Sanger, Hawkeye Area Community Action Program, Inc.

The Division of Community Action Agencies within the Iowa Department of Health and Human Services for partnering to empower staff and board members with the skills and knowledge to help people, change lives.

ICAA Team:

Kathey Eady, AmeriCorps VISTA Member

Tiffany Keimig, Director of Training & Technical Assistance

Katherine Riley Harrington, Executive Director

Mary Ready, Director of Programs

Tatum Vermeer, Intern

The ICAA Board of Directors for supporting the conference and encouraging board and staff participation:

Anne Bacon, IMPACT Community Action Partnership, Inc.

Jane Drapeaux, Hawkeye Area Community Action Program, Inc.

Brian Dunn, Sieda Community Action

Brenda Fry, South Central Iowa Community Action Program, Inc.

Cindy Davis, North Iowa Community Action Organization

Barb Grant, Operation Threshold

Chad Jensen, New Opportunities, Inc.

Jean Logan, Community Action Agency of Siouxland

Danna Buls, MATURA Action Corporation

Clarissa Thompson, Mid-Iowa Community Action, Inc.

Wendy Mueller, West Central Community Action

John Murphy, Community Action of Eastern Iowa

Dick Sievers, Mid-Sioux Opportunity, Inc.

Julie Edwards, Upper Des Moines Opportunity, Inc.

Trisha Wilkins, Northeast Iowa Community Action Corporation

Sheri Wilson, Community Action of Southeast Iowa



Iowa Community
ACTION
ASSOCIATION



Iowa Community **ACTION** ASSOCIATION

MISSION

Educating, advocating for, and connecting Community Action Agencies to amplify a unified voice in service of Iowans facing economic hardship.

VISION

Iowa Community Action Association is the premier force ensuring those with less achieve more.

PURPOSE

Empowering the Community Action Network to alleviate the causes and conditions of poverty.

VALUES

COMMITMENT COMPETENCE CREATIVITY
CONNECTION COMPASSION

**COME TOGETHER.
JOIN THE MOMENTUM.**



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