



2021 BRUSHY FORK LEADERSHIP SUMMIT

AN ONLINE EXPERIENCE | SEPTEMBER 13 TO 24, 2021

Adaptive Leadership in Uncertain Times

As we emerge from the pandemic, uncertainty abounds—but so does opportunity to embrace adaptive solutions. How do these times call for a fundamental shift in how we lead, fund our work, deliver our programs, and define our desired impact? What roles can we play as the nation and world come to grips with social and systemic issues that have surfaced over the past year?

Join with leaders from throughout central Appalachia to explore questions like these, develop skills for adaptive leadership, and make connections to strengthen your organization and your work.



BRUSHY FORK
LEADERSHIP INSTITUTE

A STRATEGIC INITIATIVE OF BEREA COLLEGE

Attend one, two, or three workshop tracks—it's your choice!

Explore adaptive leadership issues

Develop your leadership skills

Strengthen your organization or effort

BRUSHY FORK LEADERSHIP INSTITUTE

A Strategic Initiative of Berea College

CPO 2164
Berea, KY 40404
859-985-3858

www.brushyfork.org
brushyfork@berea.edu

Learn more about workshop track opportunities inside!

WILL I HAVE TO ATTEND EVERY DAY FOR TWO WEEKS? It's your choice!

The 2021 Brushy Fork Leadership Summit is designed with three different blocks of workshop tracks. You may choose to attend one, two, or three tracks, plus all plenary and network-building sessions. See the schedule at the right for workshop block scheduling, and then see our workshop track descriptions to determine which block includes a track that interests you. All times are Eastern.

HOW TO REGISTER

Register online through Eventbrite at this link:

<https://www.eventbrite.com/e/2021-brushy-fork-leadership-summit-registration-149907664861>

Registration Fees

One Track and All Plenary Sessions \$150	Two Tracks and All Plenary Sessions \$200	Three Tracks and All Plenary Sessions \$250
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Prior to the Leadership Summit, you will receive links to the workshop tracks and plenary sessions for which you registered. All workshops will be offered online using Zoom.

SELECTING YOUR TRACKS

Before going to register on Eventbrite, read the workshop track descriptions in this brochure to determine which tracks you want to attend. You may only **select one track per block**, but you can choose up to three blocks.

2021 SCHEDULE AT A GLANCE

WEEK ONE

Mon, Sep 13

1 pm Opening Plenary
3 pm Adjourn

Tue, Sep 14

9 am Block One
Workshop Tracks
12 pm Adjourn

Wed, Sep 15

9 am Block One
Workshop Tracks
12 pm Adjourn

Thu, Sep 16

9 am Block Two
Workshop Tracks
12 pm Adjourn

Fri, Sep 17

9 am Block Two
Workshop Tracks
12 pm Adjourn

WEEK TWO

Tue, Sep 21

12 pm Virtual
Spoonbread Experience
2 pm Break
2:30 pm Keynote Address

Wed, Sep 22

9 am Block Three
Workshop Tracks
12 pm Adjourn

Thu, Sep 23

9 am Block Three
Workshop Tracks
12 pm Adjourn

Fri, Sep 24

10 am Closing Plenary
and Community Clinic
12 pm Adjourn



PLENARY SESSIONS



KEYNOTE ADDRESS ADAPTIVE LEADERSHIP FOR SYSTEMS CHANGE GEOFFREY CANADA, HARLEM CHILDREN'S ZONE SEP 21, 2:30 PM

Geoffrey Canada will explore how the emergence from COVID is an unprecedented time for organizations to scale up the work they are doing to serve children and families in community and how there is a moral imperative to address the inequities exposed by the pandemic. A leading advocate for children and innovator in the field of education, Canada grew up in one of the most devastated communities in the United States, the South Bronx, raised by a single mother. He earned his bachelor's degree from Bowdoin College, and eventually went on to earn a master's degree at Harvard University. He vowed to help children who grew up in disadvantaged circumstances to succeed through education.

Canada created the Harlem Children's Zone, a birth-through-college network of programs that today serves more than 13,000 low-income students and families in a 97-block area of Central Harlem in New York City. In 2011, Canada was named one of the world's most influential people by Time magazine and as one of the 50 greatest leaders by Fortune magazine in 2014. President Barack Obama created the Promise Neighborhoods Initiative to replicate the Harlem Children's Zone model across the country.

In June 2020, Canada founded The William Julius Wilson Institute (WJW), which will serve as the national platform to help communities impacted by poverty across the country design and implement their own place-based programs — and its first initiative will be to combat the devastation of COVID-19 in the Black community.

OPENING PLENARY | SEP 13, 1 PM TO 3 PM

PART 1: CONSIDERING ISSUES OF EQUITY

When your community isn't "diverse" why is it still important to engage in conversations around diversity, equity, and inclusion? In this session, Dr. Jessica Klanderud of Berea College's Carter G. Woodson Center and Dr. Chad Berry, Vice President for Alumni, Communications and Philanthropy at Berea, will lead an exploration of ways to meaningfully build relationships with diverse audiences in communities. Join the session to connect with others around challenges and opportunities to making your organizations and communities more diverse, equitable, and inclusive.

PART 2: COMMUNITY ACCELERATOR CLINIC

Hosted by What's Next East Kentucky?!, the Kentucky cities of Grayson and Pikeville will share about their "Community Accelerator" pilot projects: what they've learned and accomplished so far and where they hope to go from here, including issues they may be struggling with. Brushy Fork will invite attendees at the Leadership Summit to reconvene at the closing plenary to offer resources, connections, and lessons from their workshop tracks to cheer on and support the efforts of these two communities (and also bring back ideas, connections, and resources to their own communities)!

VIRTUAL SPOONBREAD EXPERIENCE | SEP 21, 12 PM TO 2 PM



The Brushy Fork Leadership Summit isn't complete without a meal at Boone Tavern Hotel just off Berea's campus. While we can't provide the full course meal virtually, registrants for the 2021 Leadership Summit will receive a packet of spoonbread mix to make their own version of the Tavern's world-renowned spoonbread. Bake it up and join us for this virtual network gathering where we'll share our stories of spoonbread and a whole lot more!

CLOSING SESSION AND COMMUNITY ACCELERATOR GIFTING | SEP 24, 10 AM TO 12 PM



Not all gifts come neatly wrapped and tied with a bow... but they are still important! Brushy Fork invites all attendees to join us for a closing plenary where we once again meet with our friends from Grayson and Pikeville in Kentucky to share words of wisdom and lessons learned at the Summit and beyond. This is an opportunity to give these two communities and all other attendees with nuggets of wisdom from the workshop tracks and your own leadership experience. Our goal is for everyone to walk away with at least one gift to use toward your work.

BLOCK ONE WORKSHOP TRACKS | SEP 14 & 15, 9 AM TO 12 PM

You may select one track among the tracks in Block One.

HARNESSING THE POWER IN NOT KNOWING

Caroline Carpenter

Times of uncertainty can leave leaders full of questions about the future of their nonprofit organizations and methods of leadership. How can we harness that to our advantage? How can we as leaders embrace not knowing as a path to develop powerful choices? This interactive track will provide tools and techniques for forward thinking conversations, strategic thinking, and resilience about what lies ahead— certain or uncertain. It will focus on the technique of questions for organizations and from which executive leaders, board members, staff, and clients can work more adaptively, dynamically, and collaboratively. Individual leaders working to create systemic social change will also find the approach useful.

About Caroline



Caroline never won a large lottery, so she has had a variety of job experiences and accumulated a few college degrees while rearing two sons. She landed a career in philanthropy about

25 years ago, doing award-winning work with the Benedum Foundation in McDowell County, WV. That work spread to most of that state's 55 counties. She went on to manage two programs for the Kellogg Foundation: Managing Information with Rural America and creating networks for rural policy. Upon retirement, she worked for an international nonprofit in Salzburg, Austria. She now consults and teaches English as a second language. Not letting moss grow anywhere near her, she recently began training with the Inquiry Institute to be certified to teach how question thinking offers a refreshing way to address sticky wickets.

EQUITY IN CONTEXT: REFLECTING ON WHO WE ARE, ACTING ON WHERE WE WANT TO BE

Kierra Clark and Micah Anderson

Diversity, equity, and inclusion are more than buzzwords - when they are embedded in your organization's practices and action the community, staff, and board members are better served, more engaged, and have a greater impact. This workshop track will help attendees examine their organization's mindsets, structures and programming with an equity lens, and develop concrete action steps that they can bring back to their organization's board and staff to put into action. Attendees will also hear from relevant perspectives on impactful ways to communicate about how their organization is centering equity in their work.

About Kierra and Micah



Kierra works as Program Manager across several teams at MDC focusing on program delivery of groups that aspire to remove barriers that keep individuals and families from thriving. She enjoys fostering collaboration across teams, completing analyses of program design work, exploring how to align teams, and the coordination of equitable practices. Kierra's experience varies across program management, community engagement, and event planning across 10 years with nonprofits and foundations. She leads with the line of thinking: "How can I make this happen?". She came to MDC and Raleigh, NC from working in foundations and nonprofits in Washington, DC area and she is originally from Detroit, MI. She is inspired when she sees the positive changes that occur in people's lives from programs and services that are effectively developed and executed.



Micah Anderson (he/him/his) brings experience in non-profits, secondary and postsecondary academic institutions, and community-based organizations. His focus has been to support and build systems within schools and communities that support the education and well-being of young people. His current work includes organization development, leadership development, and community change efforts that include building regional networks working against poverty, racism, and educational inequity and developing emerging leaders. He currently works as a Program Manager at MDC in Durham, NC where he works on economic mobility, educational equity for low-income students and students of color, and works on internal organizational systems to support equity. Micah obtained a bachelor's in Women, Gender, and Sexuality Studies from Washington University in St. Louis and is pursuing a Master's in Organization Development from American University. He is originally from Atlanta, GA and currently lives in Durham.

STRENGTHS-BASED LEADERSHIP

Mark Nigro

Leadership can be both rewarding and exhausting. How can grassroots and organizational leaders hone skills that enable effective leadership? Using a strengths-based model of leadership development and assessment, participants will identify and clarify their distinctive personal strengths and values. Through engaging interactive activities, we will also explore motivation and how to strengthen the forces that compel positive connection with colleagues. Attendees will gain knowledge to develop their innate and distinctive leadership potential and will identify specific practices to sustain a positive motivational environment. This track will help emerging leaders discover and explore their unique capabilities, while experienced leaders will sharpen their existing leadership practices.

About Mark

Based in Berea, KY, Mark delights in helping people share, learn, lead, and collaborate. As a leadership consultant and training facilitator, he delivers high quality soft-skill programs that improve individual work habits, strengthen team performance, enhance organizational leadership, and build community success. With degrees in business, journalism, and education, he has provided effective training since 1983. From 2003 through 2021, Mark served Berea College. Now, as an independent consultant, he provides customized programs for individuals, groups, and organizations. Mark's approach is influenced by his experience as a classroom teacher, outdoor educator, human resources professional, entrepreneurial coach, youth soccer coach, and corporate analyst.



BLOCK TWO WORKSHOP TRACKS | SEP 16 & 17, 9 AM TO 12 PM

You may select one track among the tracks in Block Two.

SHARING POWER AND CO-DESIGNING FOR EQUITABLE RESULTS	ADAPTIVE PROGRAMMING
Maddy Day and Julie Winegard	Heather Schill
<p>Improving the lives of young people is about changing hearts and minds while staying focused on results. This challenging work is more effective when you bring young people into co-designing conversations that lead to solutions. Shifting from the status quo allows us to root into lived experience as the foundation from which our strategies grow and co-create new collaborative work cycles that honor the voices of young people and system partners. In this two-day interactive workshop session, co-designed and delivered with young people, participants will deepen their understanding of how professionals can effectively partner with young people to bring lived experience into the design and decision-making process. Broken out into two parts, day one will focus on how to show up in partnership, how to create a space for young people to fully collaborate, and tools that support an authentic engagement framework. Day two will focus on lifting and sustaining youth voice as data and creating strategies to keep the work focused on results.</p> <p>About Maddy and Julie</p>  <p>Maddy Day, MSW, co-founded the University of Washington Champions Program in 2012, directed the Fostering Success Michigan statewide initiative at Western Michigan University from 2012-2018, and is the Proprietor and Senior Consultant with Maddy Day LLC & Associates. As a child welfare and education expert, Day provides consulting for the Annie E. Casey Foundation's Jim Casey Youth Opportunities Initiative and other organizations focused on improving the lives of older youth and young adults with experience in foster care. Day is working towards becoming a Results Count Advanced Practitioner</p>  <p>Julie Winegard, MBA, worked for 15 years in business and marketing before shifting to the nonprofit sector where she served as the evaluation lead for the Michigan Youth Opportunities Initiative team until 2015. Since that time, Winegard has served as a consultant to the Annie E. Casey Foundation's Jim Casey Youth Opportunities Initiative. Julie is a child welfare and youth engagement expert and provides consultation to organizations focused on addressing the systemic barriers impacting the lives of older youth and young adults with experience in foster care. Winegard is a Senior Consultant with Maddy Day LLC & Associates and is working towards becoming a Results Count Advanced Practitioner.</p>	<p>As organizations come out of the crisis caused by the pandemic, many are finding that they have to make tough decisions in order to continue meeting the needs of those they once served. In this session, you will be introduced to the concept of a continuous improvement cycle and the many practical ways in which continuous improvement tools can make your organization more effective and efficient while saving both time and money. From role clarification tools to specific problem-solving techniques, you will walk away from this session with ideas you can immediately implement in your organization.</p> <p>About Heather</p>  <p>Heather McNew Schill serves as the Director of Continuous Improvement at Berea College. Schill has over 20 years of experience managing the day-to-day operations of community outreach and college access programs. In addition, she has over a decade of experience designing, implementing, and evaluating programming designed for employees, community partners and young people. Using a strength-based approach, Schill works in partnership with organizations to empower them in becoming more effective and efficient while saving time and money. Schill graduated from Berea College, where she majored in Psychology. She also holds a M.Ed. in College Counseling and Student Development from Azusa Pacific University.</p>

It's your choice!

You may select one, two, or three workshop tracks. Be sure to check out the other two blocks if you plan to take only one workshop track this year. You may select one track from each block because workshops happen concurrently in each block. Contact Brushy Fork at brushyfork@berea.edu or call us at 859-985-3858 if you have questions!

BLOCK THREE WORKSHOP TRACKS | SEP 22 & 23, 9 AM TO 12 PM

You may select one track among the tracks in Block Three.

MOVING FROM TALK TO ACTION: RESULTS-BASED ACCOUNTABILITY

Andy Beichler and Thomas Johnson

Do you know whether or not your organization is making an impact for your community? Do you and your team (no matter how big or small) feel comfortable discussing data? Thomas and Andy will show you how Results Based Accountability, a relatively simple process for identifying and using data to track the difference your organization is creating, can help you improve and support a culture of continuous improvement. The session will be informal and engaging. Thomas and Andy have many years of experience working with and in communities throughout Appalachia and neither plans to wear a tie.

About Andy and Thomas

Andy Beichler moved to Appalachia in 1986 for college and fell in love with the people and the mountains. Graduating with a degree in Elementary Ed, he made Berea his home. He spent his first years out of college teaching preschool and kindergarten and has remained involved in education across Appalachia and the U.S. He currently works for Partners for Education at Berea College supporting collective impact and continuous improvement.



Thomas Johnson is a U.S. Navy veteran with a bachelor's in communication studies from Eastern Kentucky University. His last ten years have been in the non-profit world focusing on

education and substance use disorder recovery. Thomas serves as an Organization Learning and Practice Coordinator with Partners for Education. Using a strengths-based approach and results-based practices, he walks beside staff and community partners to accomplish their goals and celebrate their accomplishments.

BUILDING A LOCAL LEADERSHIP TABLE FOR COLLABORATIVE IMPACT

Katie Basham and Shanda Crowder

A cross-sector leadership table is a key piece of civic infrastructure to support collective impact efforts for improving community outcomes. Whether your community has a leadership table in place or is in the early stages of forming a leadership table, this session will help participants unlock the potential of leadership tables to accelerate community results. Participants will use Annie E. Casey Foundation's Results Count™ frame and methodology, along with best practices from other rural communities, to assess the current state of their leadership table, identify next steps for building and sustaining the leadership table. Elements of the Results Count™ framework support the growth of leadership table members.

About Katie and Shanda

Katie Basham is the director of rural impact for Partners for Education. With nearly 15 years of experience in higher education, her various roles have focused on interfaith cooperation, civic engagement, diversity and inclusion, and program development. In the past several years, she led the Rural Accelerator Initiative, working with national organizations including StriveTogether and Save the Children to leverage national networks and resources to support locally led collective impact efforts in rural communities across the country. She holds a bachelor's degree from Berea College and a master's degree from the Lexington Theological Seminary.



Shanda Crowder, EdD is a Senior Associate within the Leadership Development Unit at the Annie E. Casey Foundation. Before joining Casey, Dr. Crowder was the Senior Director of Collaboration for the Family League of Baltimore. Prior to joining the Family League she was the inaugural Director of the Positive

Schools Center at the University of Maryland School of Social Work. With over 15 years of experience in education and human services, Dr. Crowder is an accomplished professional with a passion for serving children and families. She received her Doctorate in Education from Morgan State University in 2014, Masters of Education in School Psychology from Howard University in 2003, and a bachelor's degree in biology from North Carolina Central University in 2001.

STRATEGIES FOR PRIVATE AND PUBLIC FUNDING DEVELOPMENT

Dr. Melissa Newman

Some organizations are savvy with raising public dollars and some at bringing in private dollars while others are still working to build a fundraising strategy. For most, however, the ideal state is having knowledge on both fronts. Join our panel fundraisers and funders who will give insights on navigating the ever-changing advancement and development landscape of securing both private and public dollars. Participants will come away from this session with the tools they need to think about bringing dollars to their organizations in a new way.

About Melissa

Dr. Melissa Newman dedicates her career to elevating Kentucky's Appalachia through fundraising, grant writing, public and community relations, and research. As Special Projects Officer for Partners for Education, she leads the Blue Meridian Partners' Place Matters investment in Kentucky's Promise Zone counties. She supports convening strategically aligned organizations and partners that share a mission and vision to create a cradle to career systems shift. As a former journalist, public relations practitioner, and a published novelist, her research focuses on how the news media sustained negative stereotypes in Appalachia and reveals that changing the region's story can positively impact individuals, communities, and the economy.

