Managing the Challenge of Homelessness

April 10 & 11, 2008
Wilshire Grand, Los Angeles
Founded in 1985, the National Network for Social Work Managers (NNSWM) is the only social work organization dedicated to management. NNSWM recognizes, supports and represents the unique skills and competencies required for the delivery of knowledge-based and people-centered programs and services. Located at the University of Illinois at Chicago, NNSWM is affiliated with Administration in Social Work, a journal published by Taylor & Francis.
Thursday, April 10

9:00 a.m. Registration
Foyer

10:00 a.m. Welcome
Pacific Ballroom
Bruce Friedman, NNSWM President

Keynote Address: Lessons from Los Angeles - The Homelessness Capital of America
Torie Osborn, National Consultant on Homelessness

Response to Keynote
Alicia Lara, Vice President of Community Investment, United Way of Greater Los Angeles
Marvin Southard, Director, County of Los Angeles Department of Mental Health

Audience Q&A

11:30 a.m. Break

11:45 a.m. Awards Luncheon sponsored by Taylor & Francis
Pacific Ballroom
Presentation of the Exemplar Award and Organizational Excellence Award
Recognition of Mark Moses Social Work Management Fellows

Plenary Presentation
Michalé Mer Barak, Lenore Stein-Wood and William S. Wood Professor in Social Work and Business in a Global Society, University of Southern California School of Social Work

1:15 p.m. Break

1:30 p.m. Concurrent Workshops
Fernwood Room
Building Effective Partnerships
Jennifer Chang, Managing Director, PATH Partners Associates
Shane Goldsmith, Executive Director, PATH Ventures

Glenwood Room
Nonprofits as Businesses, Not Just Causes: The Theory and Practice of Social Enterprise
Mark Lanagant, Vice President, Chrysalis Enterprises, Chrysalis – Changing Lives Through Jobs
Toni Reins, Executive Director and Co-Founder, New Directions, Inc.
Adia Wertman, Professor of Clinical Social Responsibility, University of Southern California Marshall School of Business

Westwood Room
Survival Strategies for Nonprofits in the Era of Performance Accountability: Defining Results
Lawrence Martin, Professor, Public Affairs, Public Administration and Social Work, University of Central Florida College of Health and Public Affairs
Bea Stotzer, CEO, NEW Capital

3:30 p.m. Break

4:00 p.m. Reception and Exhibits
Pacific Ballroom

Friday, April 11

8:00 a.m. Registration
Foyer

8:30 a.m. Continental Breakfast and Discussion Tables

9:30 a.m. Concurrent Workshops
Fernwood Room
Impacting Services to Runaway and Homeless Youth: A Hollywood Story
Daniel Balin, Director of Clinical Services, Covenant House California
Heather Carmichael, Associate Executive Director, My Friend’s Place
Arlene Schner, Program Administrator, Children’s Hospital Los Angeles

Glenwood Room
Ending Family Homelessness through “Housing First”
Ryan Mary-Hurley, Coordinator, Institute for Research, Training, and Technical Assistance, Beyond Shelter
Tanya Tal, President/CEO, Beyond Shelter

Westwood Room
Executive Director’s Session
Mike Hoff, President, Hoff Consulting

11:30 a.m. Break

11:45 a.m. Annual Membership Luncheon
Golden State Room
Plenary Presentation
Gretchen Dykstra, Strategic Communications and Program Development Consultant

1:30 p.m. Concurrent Workshops
Fernwood Room
Services for Homeless Veterans
Richard Caines, Director, Workforce and Economic Development, Weingart Center Association
Rachel Feldstein, Associate Director, New Directions, Inc.

Glenwood Room
Housing Strategies for the Chronically Homeless in Los Angeles
Fian Hutchins, Policy and Planning Analyst, Los Angeles Homeless Services Authority
Tamur Khan, Policy and Planning Analyst, Los Angeles Homeless Services Authority

Westwood Room
The Community Model: Bringing Housing and Harm Reduction Together
Shannon Murphy, Deputy Director, Lamp Community
Jonathan Bryan, Supportive Housing Advocate, Lamp Community
Jeffrey Sutton, Resident, Parker Apartments

3:30 p.m. Adjourn
Thank you to Watt Housing for generously underwriting the NNSWM 19th Annual Management Institute: Managing the Challenge of Homelessness.

The Watt family of companies, headed by Ray Watt and Scott Watt, has developed homes for over 100,000 families and eight million square feet of industrial and professional office space, including Watt Plaza, a twin 23-story office complex in Century City. The organization has built 50 shopping centers, three major first class hotels, six major master-planned communities on 1,200 to 3,600 acres incorporating golf courses, commercial centers and other major amenities.

Ray Watt has been a major contributor to many charities including the Boy Scouts of America, USC School of Architecture and the American Heart Association. He has served on the Board of Directors of several civic organizations, including Los Angeles public television station KCET, the Los Angeles Area Council of the Boy Scouts and HOBY. He has also been director of the Corporate Fund for Housing, a nonprofit corporation dedicated to providing low-income housing in Southern California.

Upon graduating from the University of Southern California in 1968, Scott Watt started his own homebuilding company and it soon became the fastest growing company in the West. From 1973 to 1976, Scott went back to school to obtain his masters in education at the University of Miami. In 1976, Scott returned to the Watt family of companies to serve as senior vice president of forward planning. Seven years later, as president of Watt Investment Properties, he completed $50 million in office buildings, shopping centers and industrial buildings. In 1986, he became president of W & B Builders, parent to several Watt subsidiaries. Under his leadership, the division completed more than a million square feet of commercial and industrial properties during a three year span.

Scott, a board member at Union Rescue Mission, believes we are called to feed the hungry, clothe the poor and visit the sick as it is stated in Matthew 25. Scott's vision is to end homelessness and create a campus environment at Skid Row. Scott views education as an essential component to the growth of the community and sits on the USC Alumni Board, USC Board of Associates and the USC School of Social Work Board of Councilors. He is also a benefactor of the Los Angeles Opera and is on the Development Board of LACMA.
Institute Workshops

Building Effective Partnerships
Jennifer Chang, Managing Director, PATH Partners Associates
Shane Goldsmith, Executive Director, PATH Ventures

The needs of people experiencing homelessness are complex and no one agency can do everything for every individual. We all "refer" clients to other agencies, but these linkages often become the "weak link" in the chain of recovery. This workshop will share strategies and practical steps for building and managing meaningful partnerships with the agencies you need to better serve your mutual clients. The workshop is divided into two sections: integrated supportive services and integrating services into housing programs.

Nonprofits as Businesses, Not Just Causes: The Theory and Practice of Social Enterprise
Mark Laranger, Vice President, Chrysalis Enterprises, Chrysalis – Changing Lives Through Jobs
Tori Reins, Executive Director and Co-Founder, New Directions, Inc.
Adia Weltman, Professor of Clinical Social Responsibility, University of Southern California Marshall School of Business

What is social enterprise? How do we define it and what does it look like? Nonprofits are experiencing increased pressure to create and manage self-sustaining models. How realistic are the expectations? Can social enterprise grow? Can it be replicated?

This panel discussion followed by question and answer session will address these issues through the personal experiences of three seasoned professionals.

Survival Strategies for Nonprofits in the Era of Performance Accountability: Defining Results
Lawrence Martin, Professor, Public Affairs, Public Administration and Social Work, University of Central Florida College of Health and Public Affairs
Bao Slater, CEO, NW Capital

Trends in performance accountability are discussed together with ten strategies nonprofits can adopt to ensure their future survival. In addition, the topics of network cultivation, benchmarking, and measures of effectiveness will be discussed.

Impacting Services to Runaway and Homeless Youth: A Hollywood Story
Daniel Ballin, Director of Clinical Services, Covenant House California
Heather Carmichael, Associate Executive Director, My Friend’s Place
Arlene Schneir, Program Administrator, Children’s Hospital Los Angeles

Hollywood Homeless Youth Project (HHYP) agencies have collaborated for many years in bringing a high quality of services to the Runaway and Homeless Youth (RHY) in the Hollywood Community. Recent grants have increased the need for a higher level of collaboration to successfully impact services in the areas of data collection, preventing youth violence and implementation of “trauma informed” services. This workshop will address the characteristics of RHY, describe the process utilized to build collaboration between the agencies, and discuss the major obstacles in this approach as well as the skills used to overcome them.

Ending Family Homelessness through “Housing First”
Ryan Macy-Hurley, Coordinator, Institute for Research, Training, and Technical Assistance, Beyond Shelter
Tanya Tu, President/CEO, Beyond Shelter

Beyond Shelter has been successfully operating a “Housing First” Program for families since 1988, and promoting this innovative approach to ending family homelessness nationally since the early 1990s. This presentation will examine “housing first” for homeless families and discuss: (1) how it generally differs from “housing first” for chronically homeless individuals; (2) the philosophy and basic components of the methodology; (3) the links between “housing first” programs and emergency and transitional housing systems, as well as mainstream systems; and (4) strategies that are being used to transition traditional homeless programs and entire “continuums of care” to the “housing first” model.

Executive Directors’ Session
Mike Hoff, President, Hoff Consulting

This session will address executive team management, network building and improving communication.

Services for Homeless Veterans
Richard Gaines, Director, Workforce and Economic Development, Wentworth Center Association
Rachel Feldstein, Associate Director, New Directions, Inc.

This workshop will touch on issues of mental health, substance abuse and transitional housing as they apply to homeless veterans, as well as discuss the changing face of America’s veterans and the subsequent need for a shift in services.

Housing Strategies for the Chronically Homeless in Los Angeles
Fran Hutchins, Policy and Planning Analyst, Los Angeles Homeless Services Authority
Taimur Khan, Policy and Planning Analyst, Los Angeles Homeless Services Authority

This presentation will discuss the promises and challenges of “Housing First” and Permanent Supportive Housing models, including current implementation in the Los Angeles Continuum of Care.

The Community Model: Bringing Housing and Harm Reduction Together
Shannon Murphy, Deputy Director, Lamp Community
Jonathan Bryan, Supportive Housing Advocate, Lamp Community
Jeffrey Sutta, Resident, Parker Apartments

This workshop will discuss Lamp Community’s unique and successful approach for housing people who are homeless with co-occurring disorders, using harm reduction, community building and housing first.
To request more information, please contact:

Admissions Office
Jane Addams College of Social Work
University of Illinois at Chicago
1040 W. Harrison Street (M/C 309)
Chicago, IL 60607
(312) 996-3218
Email: jacswadm@uic.edu
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Creasie Finney Hairston, PhD, Dean

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We are proud to co-sponsor NNSWM Management Institute 2008.

The mission of the NASW, California Chapter, is to participate in the improvement of the conditions of life for all residents of California through promoting the quality and effectiveness of social work practice in the state.
At Union Rescue Mission, we pray that we can create an environment of love and compassion that will help peel away the layers of hurt and despair that lock people into homelessness. Every day can be a miracle in someone’s life and become an opportunity for someone to start over again.