

# New Executive Director Institute 2024

December 3 – 4, 2024

Embassy Suites by Hilton San Diego Bay Downtown  
601 Pacific Highway, San Diego, CA



## Agenda

December 3, 2024	
Time	Topic
Buffet breakfast is available for those staying at the Embassy Suites, see hotel for times.	
9:00am – 9:45am	<b>Welcome, Introduction of Facilitators, Sponsors, and Attendees</b>  <i>Denise Harlow, CCAP, Chief Executive Officer, National Community Action Partnership</i>  <i>Tawny Stottlemire, CCAP, Co-Chief Operating Officer, National Community Action Partnership</i>  <b>Sponsor remarks from Wipfli, Mutual of America, and eCAP</b>
9:45am – 10:15am	<b>Community Action Purpose, Context, and Models</b>  <i>Discussion of the unique aspects of Community Action and its potential.</i>  <i>Denise Harlow, CCAP, Chief Executive Officer, National Community Action Partnership</i>
10:15am – 10:30am	<b>Break</b>
10:30am – 11:15am	<b>Working With Your State Association and State CSBG Office</b>  <i>Hear from a State Community Action Association (Association) leader about the role of the Association and the benefits to CAAs when the Association is strong and focused. Learn more about opportunities that emerge when the Association works with State CSBG, WAP, and other officials and builds collaborative relationships.</i>  <i>David Knight, Executive Director, California Community Action Partnership Association, Sacramento, CA</i>
11:15am – 12:00pm	<b>Community Action Advocacy</b>  <i>Community Action leaders are engaged in a variety of advocacy efforts at the local, state, and federal levels with elected, appointed and career officials. This session will provide an opportunity to learn more about the role of Community Action and executive directors in advocacy. Network resources and approaches will be highlighted, and attendees will be invited to share their practices and ask questions.</i>  <i>Denise Harlow, CCAP, Chief Executive Officer, National Community Action Partnership</i>  <i>David Knight, Executive Director, California Community Action Partnership Association, Sacramento, CA</i>

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12:00pm – 1:00pm	<b>Lunch Session and Networking</b> (Lunch Provided)
1:00pm – 2:30pm	<p><b>Board Governance</b></p> <p><i>During this session, Allison Ma'Luf, CAPLAW Executive Director and General Counsel, will provide an overview of the unique aspects of Community Action board governance using common scenarios encountered by Community Action leaders.</i></p> <p><b>Allison Ma'Luf</b>, Executive Director and General Counsel, CAPLAW</p>
2:30pm – 2:45pm	<b>Break</b>
2:45pm – 3:45pm	<p><b>Centering Community Action Leadership in Equity and Belonging</b></p> <p><i>During this session, participants will learn about the intersection of equity and the Community Action mission and vision. Best practices, and strategies for applying the racial equity lens in this moment will be discussed.</i></p> <p><b>MaríaElena De La Garza</b>, Chief Executive Officer, Community Action Board of Santa Cruz County, Inc., Watsonville, California</p>
3:45pm – 5:00pm	<p><b>Experienced Community Action Executive Journey</b></p> <p><i>This session will provide an opportunity for attendees to hear from seasoned Community Action leaders and ask questions.</i></p> <p><b>MaríaElena De La Garza</b>, Chief Executive Officer, Community Action Board of Santa Cruz County, Inc., Watsonville, California</p> <p><b>Tawny Stottlemire</b>, CCAP, Co-Chief Operating Officer, National Community Action Partnership</p>
5:00pm – 5:30pm	<p><b>Challenges of Leading in Today's Environment</b></p> <p><i>During this time, we will begin to unpack some of the common challenges and opportunities leaders are experiencing.</i></p> <p><b>Denise Harlow</b>, CCAP, Chief Executive Officer, National Community Action Partnership</p>
5:45pm – 7:00pm	<b>Wipfli Reception</b>

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December 4, 2024	
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9:00am – 9:10am	<p><b>Welcome Back and Temperature Check</b></p> <p><i>Denise Harlow, CCAP, Chief Executive Officer, National Community Action Partnership</i></p>
9:10am – 10:40am	<p><b>Community Action Financial Leadership for Executives</b></p> <p><i>This session will focus on the role and responsibilities of executive directors in financial administration and management. Financial considerations and suggested priorities related to governance and agency operations will be highlighted. Attendees will have an opportunity to raise questions during the session.</i></p> <p><i>Denes Tobie, CPA, Partner, Wipfli LLP</i></p>
10:40am – 11:00am	<b>Break</b>
11:00am – 11:45am	<p><b>Peer Connection and Special Topics</b></p> <p><i>Attendees will have an opportunity to engage with peers and discuss leadership challenges and opportunities encountered since stepping into their roles.</i></p> <p><i>Tawny Stottlemire, CCAP, Co-Chief Operating Officer, National Community Action Partnership</i></p>
11:45am – 1:00pm	<b>Lunch (on your own)</b>
1:00pm – 2:00pm	<p><b>Human Resources, Talent Management, and the Community Action Workforce</b></p> <p><i>Human capital is the most important resource the organization has. This session will create space for attendees to discuss current talent management challenges and share best practices to improve recruitment and retention strategies. This session will also include highlights of NCAP tools and resources to support Community Action staff development and organizational excellence.</i></p> <p><i>Tawny Stottlemire, CCAP, Co-Chief Operating Officer, National Community Action Partnership</i></p>

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December 4, 2024	
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2:00pm – 2:30pm	<p><b>Creating a Data Culture</b></p> <p><i>How do we as leaders build an organizational culture that uses data to be good and not just look good? Many Community Action leaders are finding new ways to move from a funder-centered data approach to one that is more community-centered and focused on learning.</i></p> <p><b>Denise Harlow</b>, CCAP, Chief Executive Officer, National Community Action Partnership</p>
2:30pm – 3:00pm	<p><b>Outreach, Marketing, and Fundraising</b></p> <p><i>This time will provide an opportunity to learn and discuss Community Action branding tools and share best practices for marketing and fundraising.</i></p> <p><b>Denise Harlow</b>, CCAP, Chief Executive Officer, National Community Action Partnership</p>
3:00pm – 3:30pm	<p><b>Final Reflections &amp; Adjourn</b></p>

## Sponsored By

