

The Resource for Great Programs, Inc.

presents:



A performance-driven management workshop exploring powerful techniques that build great civil legal aid programs, including:

- **Practical legal needs assessments**
- **Outcome-focused program assessment**
- **Results-driven strategic marketing**

October 10-12, 2007

(9:00 am Wednesday, October 10, through Noon Friday, October 12)

Early Registration
Deadline:

August 20

**Bayshore Resort
Traverse City,
Michigan**

Regular Registration
Deadline:

September 9

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A Performance-Driven Management System Can Help You Grow a Great Program

Every program or project leader can benefit by applying a more strategic approach to building a better civil legal aid program. This workshop will introduce participants to the essential elements of what we call “performance-driven management” — an approach to program enhancement that **The Resource** has distilled from more than 20 years of helping civil justice programs and their funders achieve extraordinary results. The essential elements of “performance-driven management” include:

- **Practical legal needs assessments.** Use affordable techniques and existing data to craft a powerful strategic tool that not only identifies clients’ critical legal needs, but yields fundable projects to address them.
- **Outcome-focused program assessment.** Measure the results of your projects, and then make the data pay — in better outcomes for clients, improved staff morale, and a compelling “story” for funders.
- **Results-driven strategic marketing.** Tap new resources by linking the interests of potential funders and partners to your program’s great story of identified need, high performance, and powerful results.

What to Expect:

- **A hands-on approach.** **The Resource’s** workshops are active experiences. You do not simply sit and listen. We engage you in discussions. You get input from your peers. And most importantly, you apply the tools we teach to the “back home” situation that brought you to the workshop. We want you to walk away with specific, concrete steps you can take to improve your program’s performance and increase its resources.
- **“Big picture” time.** Getting away from the office is important. Busy managers and advocates rarely have time to hone their professional skills and consider “the big picture” while tending to the daily demands of office life. This workshop provides a unique environment for professional growth. We bring experienced people together in a relaxed, resort setting. We provide great facilitators. And we provide enough time for people to get their hands around the topic. The result is a learning experience that will make you a better leader of a stronger program.
- **A great locale.** Traverse City is a gem of a small town on northern Lake Michigan’s Grand Traverse Bay. It is at the hub of a five-county resort area that boasts some of the Great Lakes’ finest beaches, walking and biking trails, wineries, golf courses and

"I didn't really want to attend. My director put the brochure on my desk and said I was going. I'm really glad I did. It gave me a whole new outlook on my work."

-Managing Attorney and past Resource workshop attendee

a National Park. In mid-October, fall colors should be stunning and salmon will be making their annual trek up river from Lake Michigan. You will be able to take in the vistas from our conference site, the Bayshore Resort. It sits on the beach in the heart of Traverse City, just a ten-minute walk to downtown shops, restaurants, and galleries.

- **Fun.** We’ve built in time for you to share food and laughter with your colleagues from across the country. A wine and cheese reception greets you Tuesday evening as you arrive. Optional group dinner outings are scheduled for Wednesday and Thursday evenings at a couple of the local gathering spots that make Traverse City a regional favorite for visitors — cost will be \$15-25. You are also encouraged to stay over after the workshop and explore other attractions in the region. See the Visitors Bureau website for more information on things to see and do: www.VisitTraverseCity.com.

Dates to Remember

- **August 20:** Early registration deadline.
- **September 9:** Regular registration deadline.
- **October 9:** Reception for participants (5-7 pm).
- **October 10:** Workshop begins!

Agenda at a Glance

Tuesday, October 9

Afternoon *Travel to Traverse City.*
 5:00-7:00 pm *Wine & cheese reception.*

Wednesday, October 10

9:00 am *Welcome and Overview*

- Introductions;
- Exploration of projects, goals and issues brought to the workshop by participants;
- Presentation: We can achieve full access to civil legal aid.

Noon *Lunch Break**
 1:00 pm *Outcome-Focused Program Assessment.* What results are we seeking in our work? How do we measure them? How do we *double* them? This session will review the state-of-the-art of outcome measurement and program evaluation in civil justice programs, and explore how to use these tools to make our programs stronger.

5:00 pm *Wrap up for the day.*
 6:00 pm *Meet for dinner outing (optional).**

Thursday, October 11

9:00 am *Practical Legal Needs Assessments.* We will explore the affordable, practical, powerful tools available to engage stakeholders in the needs assessment process, gain critical insights into target populations' legal needs, and develop fundable projects to meet those needs.

Noon *Lunch Break**
 1:00 pm *Results-Driven Strategic Marketing.* This session will explore how to market your program to funders, legislators, potential partners and others based on its great story of high performance and powerful results.
 3:00 pm *Putting it All Together: Peer Consulting.* Hands-on application of performance-driven management tools to participants' "back home" situations.
 5:00 pm *Wrap up for the day.*
 6:00 pm *Meet for dinner outing (optional).**

Friday, October 12

9:00 am *The Peer Consulting Pay-Off.* Get concrete ideas from our staff and your highly experienced peers on steps you can take to improve your program when you return home.
 11:00 am *Summary / Wrap-up / Parting Thoughts.*
 Noon *Travel home or stay to explore the Grand Traverse region.*

** Lunch and dinner costs are not included in the workshop registration fee.*

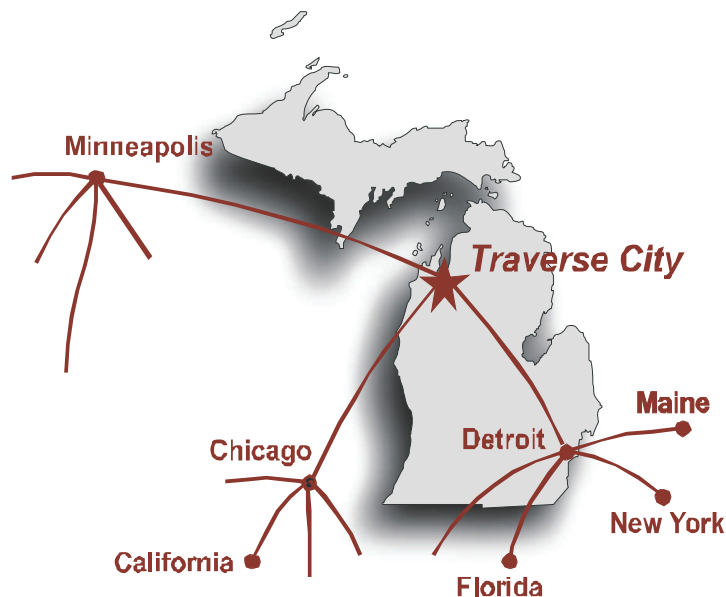
"These were the best, most useful training events I've attended . . . Ever."
 -A veteran Program Director and past Resource workshop attendee

Air Travel

Northwest, American, Delta and United Airlines provide good connections to Traverse City with comfortable jet and large-propjet service, connecting through Detroit, Chicago and Minneapolis.

Local transportation

You probably will not need a car during the workshop. The Bayshore Resort will supply free shuttle service from Traverse City Cherry Capital Airport, and restaurants, shops and recreational facilities are within easy walking distance from the resort. For those who wish to do further sight-seeing while in the area, car rentals from Avis, Budget, Enterprise, Hertz, and National are available at the airport.



You should attend if you are . . .

- **An executive director or program manager** seeking to dramatically increase your program's impact on the legal needs of the client community.
- **A resource development professional** seeking new strategies that will improve the success of your campaigns.
- **A funder** seeking to better understand how to improve the performance of the programs you are overseeing.
- **A participant in an Access-to-Justice group** seeking to expand resources for civil justice in your state.
- **An advocate** seeking practical tools to make you more effective in your work.

Who We Are

At **The Resource for Great Programs, Inc.**, we are intent upon helping state justice communities expand access to the civil justice system for the poorest and most vulnerable members of our society. We know state justice communities can do it. We know we can help.

We focus our work on three key leverage points through which small dollar investments can yield extraordinary results:

1. **Resource Development.** We work with program managers and leaders to generate new funding streams, recruit new partners and attract new volunteers.
2. **Service Delivery Technology.** We help our clients apply the powerful tools of performance-driven management to dramatically improve program effectiveness.
3. **Leadership.** Leadership is about making something happen that wouldn't have happened on its own. We build a "leadership expectation" into everything we do. The outcome of our work with programs and funders is not just a report, but a clearly-defined set of action initiatives by which our clients can take the next step of enrolling colleagues and partners in moving forward together on the path to Full Access!

Our principals are seasoned national experts in core management, research and leadership disciplines. They include **Ken Smith**, founder and president of the company, **Kathleen Brockel**, **Kathy Garwold**, **Susan Lucas**, **Kelly Thayer**, and **Matt Weber**. For more information, visit us on the web at: www.greatprograms.org

REGISTRATION: Great Programs and How to Grow Them — Register by September 9, 2007

Name: _____

Title: _____

Program Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Daytime Phone: _____

Fax: _____

E-Mail: _____

- \$395 Regular registration fee \$ 395
- \$50 off for early registration (postmarked by August 20) \$ _____
- \$50 off for second and subsequent registrants from a program \$ _____
- \$75 off for current clients of **The Resource** \$ _____

Total: \$ _____

Accommodations:

The workshop will be held at the Bayshore Resort, 833 East Front Street, Traverse City, Michigan, 49686. The Bayshore is a Victorian style beach-front hotel that is fully equipped with indoor pool, Jacuzzi, exercise room, wi-fi and wired access, and other amenities. A block of rooms at special conference rates is being held until September 9. **Participants must make their own reservations by calling (800) 634-4401.** Prices range from \$81 for a standard room to \$111 for a full Bay view room. *All rates are plus tax (eight percent).*

NOTE: The Bayshore Resort is an entirely smoke-free facility. Smoking rooms are available at the Holiday Inn, located within a five minute walk from the conference site (phone: 800-888-8020).

Send check and registration form to: **The Resource for Great Programs, Inc.**, 3055 Cass Road, Suite 102-B, Traverse City, MI 49684. For more information, call (231) 947-3280 or e-mail workshops@greatprograms.org, or visit us on the Web at www.greatprograms.org.