**Marketing Content**

**The Missouri Coalition’s Directors’ Academy Makes a Comeback**

The Missouri Coalition Against Domestic and Sexual Violence (MCADSV) Directors’ Academy returns in 2020, and we are so excited. Academy focuses on the skills development and community-building of executive-level directors so you can thrive in your position of leadership. By attending the Academy, you have the opportunity to engage with your peers, develop skills and gain the tools you need to move your organization forward and succeed in your job.

During the hiatus of Academy, we were able to make some changes that we believe will enhance your experience as well as extend the tenure of those who participate. We know there is value in ongoing learning and having a community of peers. Directors’ Academy offers both. Here are some highlights:

* Academy is an investment in yourself and your own professional development. We ask that you commit to attend the entire Academy.
* Academy is a two-year program focused on executive directors who have been in their position five years or less.
* Academy now includes eight courses, four each year. Courses are specifically selected and designed to enhance your skills to meet the demands of the primary aspects of the work you do as a director: coalition-building, personnel, finance, public policy, fund development, outreach to your community, quality assurance and coaching a team.
* Each course includes three elements: a required in-person session, a voluntary extension day and a supplemental online module to be completed on alternate months.
  + **Course Extension Days** are a new addition to the Academy. Come for the first day of in-person training, then stay overnight to attend a second day focused on specific situations and questions you might have regarding the course topic, personnel. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff and other attendees to discuss specific problems you face, and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary.
  + **Modules** include online reading assignments and/or exercises that are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training. There is a brief quiz to complete at the end of the module. Completion of the quiz is required for Academy completion.
* Join at any time. Academy has a rolling enrollment and completion. Completed all eight courses, and you are done.
* Academy attendees receive priority status when scheduling one-on-one consultations with MCADSV staff. You have access to the knowledge of people who hold expertise in admin, best practices for service provision, and court advocacy, to name a few. You can come in person, we can come to you or we can meet as needed by Zoom video-conferencing.

We know this is a commitment. What we also know is that previous attendees stayed in their positions longer and felt more confident when they committed to and completed as many sessions as possible. The peer support and community they found continue today, and many remain a resource to each other. If you need more convincing, give us a call at 888-666-1911. Or we can give you the contact information of a prior attendee, and they can tell you how much they valued being a part of MCADSV’s Directors’ Academy.

**Directors’ Academy Courses**

**Course 1, Coalition-Building**

**March 26-27, 2020**

In this session we will talk about the relationship between MCADSV and member programs, including understanding the opportunities for you and your program to be an active part of the Coalition. In addition, being able to tell the story of your program is critical, not only to convey the good work of your program to your community, but also to funders and others. Being able to tell the story of your program, both when things are good and when they are bad, is a key part of the role you play as the leader in your organization. This grounding session will provide a foundation for later Academy sessions.

**Course 1, Coalition Building: Extension**

Extension is focused on specific situations and questions you may have regarding the course topic, Coalition Building. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff as needed, and other attendees to discuss specific problems you face and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary.

**Course 1, Coalition Building: Modules**

Online reading assignments and/or exercises are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training. There is a brief quiz to complete at the end of the module. Completion of the quiz is required for Academy completion.

* **Insurance coverage review –** this activity will assist you in identifying what insurance coverages your agency has and what you might need.

**Course 2, Personnel:**

**May 28-29, 2020**

Being a leader in your community and your organization requires a concerted focus in many areas, one of which is working with personnel. In this two-day session, we will discuss better practices in hiring, job descriptions, documentation, plans to improve performance, firing, and employment law requirements. Attendance is required for Academy completion.

**Course 2, Personnel: Extension**

Extension is focused on specific situations and questions you may have regarding the course header, personnel. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff as needed, and other attendees to discuss specific problems you face and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary.

* In addition to issues brought to the group you can also bring your personnel handbook and ask questions about policies and policy updates.

**Course 2, Personnel: Modules**

Online reading assignments and/or exercises are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training. There is a brief quiz to complete at the end of the module. Completion of the quiz is required for Academy completion.

* ***The Resource: Policy Development.*** At the end of this module you will: identify at least one policy that needs to be revised or created; develop a plan to identify all elements required to write the policy, and have a completed policy to put into place at your agency. You may receive direct assistance with this process from MCADSV staff upon request and as can be scheduled. Staff assignment will be based upon expertise on the type of policy work you have identified. This team member will assist you as needed to complete this assignment. To complete this module, a finished policy must be completed within your two-year Academy enrollment.

**Course 3, Improving Your Agency’s Financial HealthJuly 30-31, 2020**

As the person responsible for your agency’s day-to-day financial well-being, you need to be able to answer questions and translate numbers into a language that allows for fiscal responsibility by you and your board. This session will help you read your agency’s financial statements, create a working budget, prepare for an audit and create high standards of internal controls. The session is designed to ground directors in the tools and techniques of good financial management and resource allocation.

**Course 4, Public Policy   
November 5-6, 2020**

**Did anyone tell you? Public policy is part of your job.**

You are the public face and voice of your organization. This relationship-building includes engaging local, state and federal legislators who represent your agency’s service area to change laws and secure funding for life-changing services. You’ll have the opportunity to learn about your role in public policy to inform your community’s legislators about the work being done to end rape and abuse. Join us to hone your advocacy skills as you learn about the legislative process, lobbying, how to engage legislators and your role in MCADSV’s public policy priorities. Together, we change laws. We change lives.

**Course 5, Strategic Fundraising   
Dates to be determined**

As one of the people responsible for your agency’s day-to-day financial well-being and mission impact, you must be prepared to be good stewards of public and private funds. You will learn how to understand and use a nonprofit business model, manage a working budget, employ fundraising strategies, and to write and manage grants. Learn how everyone can help move your organization from surviving to flourishing.

**Course 5, Strategic Fundraising: Extension**

Extension is focused on specific situations and questions you may have regarding the course header, fundraising. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff as needed, and other attendees to discuss specific problems you face and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary.

* In addition to issues brought to the group you can also bring your grants, marketing materials, or appeal letters to strengthen your fundraising activities.

**Course 5, Strategic Fundraising: Modules**

Online reading assignments and/or exercises are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training.

* ***Funding Sources for Missouri Domestic and Sexual Violence Programs.*** This publication is an essential resource for MCADSV member programs to have a baseline understanding of available funding for Missouri programs. These core grant programs comprise the majority of most organizational budgets and are the cornerstone of your revenue streams.

**Course 6, More than Words: Telling Your Community Who You Are and What You Do**

**Dates to be determined**

Whether your agency is growing as an organization or just trying to expand your influence in the community, your messaging/marketing strategy is vital to your success. An effective messaging strategy can simultaneously deepen your connection to current supporters and donors and increase visibility in your community. In this session, you will evaluate your agency’s current messaging and marketing strategies and will identify innovative approaches to increase your agency’s reach.

**Course 6, Extension:**

As part of this course extension, participants will practice a mock press conference with MCADSV staff, develop an editorial calendar to track annual messaging/marketing events, and review where to find marketing images that are inclusive and representative of diverse communities. Attendance is voluntary.

**Course 6, Online module:**

Additional readings and an activity to provide further understanding of community outreach, message framing, and communications evaluation.

* Cause Vox article, “Nonprofit Community Partners: Who They Are, Why They Matter & How To Use Them To Promote Change”

<https://www.causevox.com/blog/nonprofit-community-partners/?utm_campaign=Blog%20Notification%20Emails%20-%202016&utm_source=hs_email&utm_medium=email&utm_content=65210532&_hsenc=p2ANqtz-96PNBzPCw6fLbqQdibq5UlwKc4J5tYHA--9S-s-GNHK4XTRjJ4HE4pCm4fCr-u-JbtBW3qi1OFCeso6sjtbdNWe8n16g&_hsmi=65210689>

* Berkeley Media Studies Group publication, “Moving toward prevention: A guide for reframing sexual violence”

<http://www.bmsg.org/resources/publications/moving-toward-prevention-guide-reframing-sexual-violence/>

* HootSuite social media audit:

<https://blog.hootsuite.com/social-media-audit-template/>

**Course 7, Quality Assurance   
Dates to be determined**

MCADSV Service Standards were developed to assist domestic violence, sexual violence and batterer intervention programs in providing quality services and adhering to best practices in the provision of core services. Advocates from around the state first met to develop service standards beginning in 1991, and the first MCADSV standards were published in 1993. Over the years, advocates from around the state have participated in workgroups to update, revise and add new standards as needed.

Since their initial development, the goal of standards has been to support consistent high-quality services and accountability to anyone seeking or receiving services from a domestic violence, sexual violence or batterer intervention program in Missouri. During this session, participants will examine the service standards and evaluation tools and learn how to review an individual program’s policies, procedures and practices to comply with standards and how to support staff in providing services that adhere to best practices. Attendance is required for Academy completion.

**Course 7, Quality Assurance: Extension**

Extension is focused on specific situations and questions you may have regarding the course topic, Quality Assurance. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff as needed, and other attendees to discuss specific problems you face and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary

**Course 7, Quality Assurance: Modules**

Online reading assignments and/or exercises are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training. There is a brief quiz to complete at the end of the module. Completion of the quiz is required for Academy completion.

* Review MCADSV Service Standards. This activity will assist you in making sure that your agency follows agency and program services best practice.
* Complete the MCADSV Service Standards Self-Evaluation Tool. This activity will assist you in rating your organization in each element of the MCADSV Service Standards. You will be able to examine what areas are on track and where improvement is needed.
* Complete on-line MSR and Outcome training video or attend day long MSR and Outcome statewide training
* Complete on-line Ethics training video

**Course 8, Coaching and Building a Team   
Dates to be determined**

Your role as a supervisor is critical to the success of your organization. Being a manager requires that you wear many hats, often at the same time. Your attention must be focused on all areas of your agency’s success—from ensuring the quality of services provided to survivors and expanding your organization’s reach to managing budgets and enabling the success of employees reporting to you. Of the many hats you wear, join us for a day devoted to the Coach’s hat. Participants will take home ideas on providing opportunities for others to perform to their highest potential, correcting unproductive or disruptive behaviors, and encouraging and recognizing when others succeed.

**Course 8, Coaching and Building a Team: Extension**

Extension is focused on specific situations and questions you may have regarding the course topic, Coaching and Building a Team. Return to the classroom and spend as much time as you need with course instructors, additional MCADSV staff as needed, and other attendees to discuss specific problems you face and use the power of a group to help find solutions, develop strategies, and gain insight and support. Attendance is voluntary

**Course 8, Coaching and Building a Team: Modules**

Online reading assignments and/or exercises are designed to complement the in-person training topic. This content has been specifically chosen or created to build upon the in-person training. There is a brief quiz to complete at the end of the module. Completion of the quiz is required for Academy completion.

* Complete the Basics of Board Service online training module
* Complete on-line Ethics training video