

TRAINING CATALOG

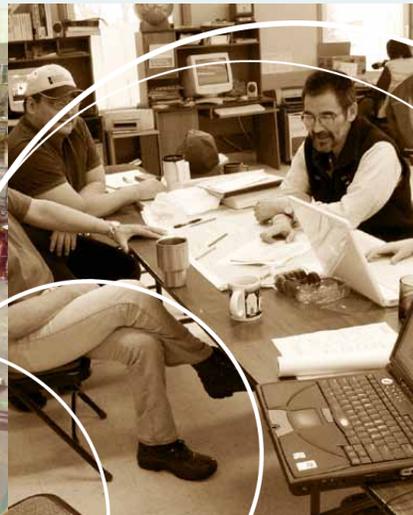
AGNEW
::BECK

Agnew::Beck facilitates a wide range of interactive, discussion-based trainings for our public, non-profit and private sector clients in rural and urban locations in Alaska and across the western states. We believe that by strengthening the agents of change within communities, we help create healthy, economically thriving communities that improve the quality of life for all residents.

Using our expertise in the areas listed below, we tailor training materials to suit the objectives and style of your organization. Our trainings help leaders, entrepreneurs, staff and volunteers, in tribal and city governments, community-based organizations, businesses and coalitions to build skills and capacity to affect positive change.

We understand how to convey information to adult learners in ways that are fun, engaging, and help participants apply what they learn to their needs. Please contact us to discuss how we can adapt our training materials to meet your needs.

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TRAINING MODULES

LEADERSHIP + PUBLIC ENGAGEMENT

Board Training | In this 4-6 hour workshop, participants will learn how to be more effective board members of tribal and not-for-profit organizations. The training will discuss board member responsibilities, organizational culture and leadership development, decision-making and how to develop effective working relationships between board members and staff. Participants will come away with an action plan for increasing board and organizational capacity.

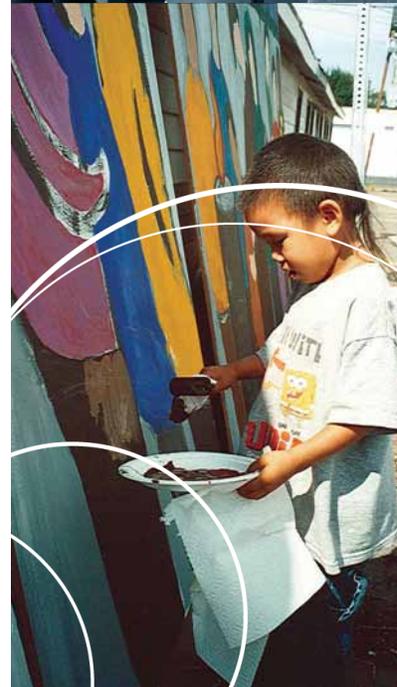
Strategic Planning | In this 6-8 hour session, participants will create a strategic plan to set the direction of their organization. Participants will learn how to assess current challenges and opportunities, describe a desired future with a clear vision, and identify concrete strategies and action steps to accomplish their goals. Participants will come away with an updated or new strategic plan for their organization.

Meeting Facilitation | In this 2-hour training, participants will learn how to effectively prepare for and facilitate a meeting. This training will include how to set up for the meeting and prepare yourself for success, facilitation techniques and troubleshooting, and fun, interactive practice facilitation sessions. Participants will leave the training with practical advice and tools for their future facilitation efforts.

Public Engagement | In this 5-hour workshop, participants will learn how to use public engagement to improve outcomes for any project or process that affects the public or specific stakeholder groups. Participants will come away with an understanding of the key components to implement effective public engagement.

Youth Engagement | In this interactive 2-hour workshop, participants will learn how to develop activities and forums for engaging young people in public processes. The training simulates a youth engagement session and includes lessons learned from working with youth. Participants will leave the training with activities that involve teamwork, movement and visualizations and a set of tools and plan for conducting their own youth engagement process.

Community Coalition Development | This 4-6 hour workshop will excite and empower community leaders and residents to come together effectively to improve their community on a wide range of topics. It focuses on establishing and operationalizing the coalition's identity, purpose and ultimate goal and demonstrating how to use that clear identity and purpose to engage people from many sectors of the community to achieve the coalition's goals.



TRAINING MODULES

PROGRAM DESIGN, PERFORMANCE MONITORING + EVALUATION

Design Effective Initiatives | This 6-hour workshop will demonstrate the necessary steps to designing effective community initiatives. It will cover the formation of a design team, identifying the community issues to address, analyzing root causes and identifying which to address, the role of data and best practice research in identifying effective strategies, and how to maintain momentum during program design.

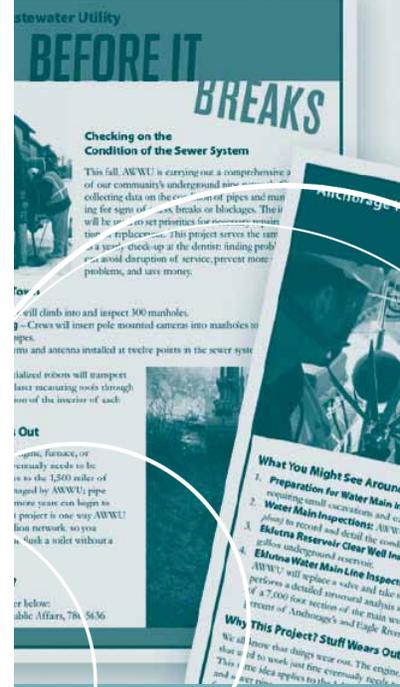
Digestible Data | In this 2-part workshop, participants will learn how to use community data to create tools that help people and organizations develop goals and to track and measure success. The second part of the workshop will demonstrate tools that help organizations and communities select and track indicators related to community or program goals.

COMMUNICATIONS

Brand and Communicate Community Initiatives | In order to achieve broad improvements in population health or gain support for new community initiatives, it is essential to reach out “beyond the choir” to engage residents who are not yet aware of the importance of these efforts. This 4-hour training will demonstrate how to brand an initiative, create focused and impactful messages, and to use paid, earned and social media to build a community buzz to support the initiative.

Share, Learn, Respond | In this 2-hour workshop, participants will learn effective messaging techniques that organizations can use to reach their target audience and make an impact.

Visual Communication for Planning and Policy-Making | In this 4-hour workshop, participants will learn how to create and use images to explore how planning and policy decisions will impact the real world. Practitioners without a design background are often required to create public outreach materials. Participants will review types of materials used in public outreach efforts and assess which pieces are most effective in particular situations; review basic design principles and identify uses (and misuse!); understand tools for creating materials; and work with Microsoft Word to create a draft public engagement piece for their own (real or imagined) project.



TRAINING MODULES

COMMUNITY + PROJECT PLANNING + IMPLEMENTATION

Comprehensive Community Planning | In this 4-hour training, participants will begin with an introduction to the purpose and outcomes of a comprehensive plan, including the history, legal basis and requirements for local government planning in the U.S. and at the state level. The training will cover a number of specific comprehensive plan issues, including a review of the plan's authority, required and recommended plan components, timeframe, public involvement, and practical advice about successful comprehensive planning in the context of rural communities and small towns. Participants will receive a guidebook they can keep as an ongoing reference.

Community and Health Needs Assessments | In this 4-6 hour workshop, participants will learn the steps in completing a comprehensive needs assessment for their community. Participants will learn the critical elements of quantitative and qualitative data gathering and analysis, facilitating community leadership and involvement, and completing an assessment that positions them to focus future efforts on the priority issues for their community.

Facility Planning | In this 4-hour workshop, participants will learn about the elements of facility planning. It may be tempting to jump right into the design and details of a new building, but when it comes to building, renovation or sustainably operating a facility, planning ahead will make all the difference. Learn to think like a developer and building manager to ensure a more successful project.

Master the Financial Pro Forma | In this 4-6-hour workshop, participants will learn the basics of developing financial models to help assess project feasibility and develop business plans. Participants will use Microsoft Excel to develop a pro forma for a real or hypothetical project.

Write a Successful Grant Proposal | In this workshop, participants will learn the key requirements of most major state, federal and private funders; learn tools for getting organized and developing a clear plan for the grant writing process; and discuss common stumbling blocks and how to take proposals from good to great. Participants will come away with a strong foundation for developing winning proposals.

Development Planning and Fundraising | This workshop will discuss the various sources of donor funds such as annual campaigns, major donor campaigns and planned giving. Participants will determine which strategies best align with their organizational vision and strategic plan, build skills in planning for the financial needs of their organization, and determine how to secure funds from multiple sources. This workshop can be tailored to meet the needs of beginning or advanced practitioners, board members, staff, capital campaign committee members or any other type of volunteers.



TRAINING MODULES

SPECIAL TOPICS

Develop Long-term Services and Supports in Your Community | In this 4-6 hour workshop, participants will learn about the system of care and supports for Elders and people with disabilities, and the fundamentals for developing supports to help maintain independence and health across the lifespan. Participants will come away with an understanding of how the LTSS system currently operates, important trends and policies shaping the future, and how to plan for and develop necessary supports.

Redevelopment 101 | In this 4-6 hour workshop, participants will learn why public-private partnerships are important to real estate redevelopment, how to craft partnerships, and how to assess viability of particular projects and important community policies to encourage redevelopment.

Rural Housing Development | In this 4-6 hour workshop, participants will learn about the processes, advantages and opportunities for planning and developing new housing in rural communities. This workshop will teach participants how to develop partnerships between tribal and community organizations and how to identify and leverage funding sources to maximize development opportunities. This workshop can also address community policies that facilitate affordable rural housing development.

Supportive Housing Development | In order to attract and retain retirees, support residents with special needs, and address homelessness, communities need new tools for developing housing that includes supportive services. This training will include case studies of both rural and urban projects describing planning, development, financing and program design. Participants will gain practical skills, including financial planning and analysis, to help develop their own project.

Evidence Based Prevention Practices for Public Health | This training will focus on how communities have confronted issues such as underage drinking and illegal drug use by changing the social environment one step at a time. Participants will learn the key elements for prevention through environmental-level policy change, including developing strong coalitions, engaging the broader community and identifying and passing strong community policies that promote health and wellness.

Advocacy Versus Lobbying | Many community organizations working to improve community health are funded primarily through public-sector programs, which prohibits lobbying. This 2-hour training will teach participants the basic differences between education, advocacy and lobbying to ensure that their organization maximizes opportunities for education and advocacy, while remaining within the boundaries required by funders.

