



Registration is now open for the AIRS 2021 E-Conference
Virtually Yours: Frontline Edition
to be held October 12th, 13th, and 14th, 2021 with a pre-conference
DEI Symposium “Check Your Blind Spot” on October 6th, 2021.

All times Eastern

For additional information, visit <https://learn.airs.org/strong-foundations-2021>

Tuesday, October 12th

11am – 12:30pm

Welcome to the Conference and Opening KEYNOTE

This 90-minute session opens with an icebreaker, followed by a tour of the ‘venue’. Following this is the first ‘mini-class’, a guided meditation with Emily Szajda.

Build Resilience and Shift Mindset

Dr. Kathy Gruver, Santa Barbara, California

Following the kick-off activities, Dr. Kathy Gruver will speak about how being positive can improve health outcomes, increase productivity, and enhance life satisfaction. Dr. Gruver will end the session with a 15-minute Q&A for those who wish to stick around for a few extra minutes.

1pm – 2pm

Shattered Glass: Challenging Assumptions and Implicit Bias

Anna Hollander, 211 LA, Los Angeles, California

Vanessa Gentle, 211 LA, Los Angeles, California

Everyone wears their own rose-tinted glasses, viewing the world through their unique lens based on their own knowledge and experiences - or Mental Maps. In this session, you will shatter those glasses and learn how to challenge your assumptions and implicit bias to create a more accurate view of the world.

1pm – 2pm

Multiparty Resource Data Management

Greg Bloom, Open Referral, Miami Beach, Florida
Tim Sullivan, Washington 211, Yakima, Washington
Kate Lambacher, KCL Software Solutions, Burlington, Ontario

Managing resource data is hard enough – managing resource data that’s being used by multiple organizations for multiple purposes is even more complex! And yet this kind of multi-lateral resource data management is increasingly important for I&Rs. This panel will take a deeper look into unsolved problems of managing resource data that is used by (or even maintained by) multiple partners and engage participants in discussing tactical approaches and strategic opportunities to find new kinds of solutions.

1pm – 2pm

Texting Models of I&R Service Delivery, Quality Assurance, & Phone Traffic Support

Quinton Askew, 211 Maryland, Baltimore, Maryland

Presenters will use real-time demonstrations to show service delivery methods and data summarization from mock encounters provided by participants during the presentation. Presenters will offer their experience and discuss the methods available with a focus on how to easily adopt the newest technologies for integrated I&R including telephony and CRM systems.

2:30pm-3:30pm

Trauma-informed Communication

Leanne Lytle, United Way of Greater Richmond & Petersburg, Richmond, Virginia

What does it mean to be trauma-informed in our communication? How do we communicate in ways that acknowledge where folks are (stressed out, frustrated, in crisis, angry) and then encourage them to take a step with us toward finding solutions? We'll talk about the invisible ‘noise’ that's present in all of our communication efforts and then discuss approaches to overcoming that noise in ourselves and our clients.

2:30pm-3:30pm

Veterans Justice Outreach Program and the Health Care for Reentry Veterans Program

Matthew Miller, St. Louis VA Healthcare System, St. Louis, Missouri

Veterans with police involvement, criminal charges, or incarceration often have difficulty navigating traditional justice systems and obtaining positive outcomes. The VA has two programs that partner with justice systems to improve outcomes for those Veterans and their communities. This workshop will describe the missions, methods, and partnerships of those programs. Professionals who provide I&R to Veterans will learn how and when these programs can help, and how to refer Veterans to them in their communities.

2:30pm-3:30pm

How Internet Search Engines Work and How to Use that to Your Advantage

Anna Finch, Toronto, Ontario, Canada

Have you ever wondered what drives the results when you search the internet? Why is this important and what does this mean for your I&R service information and for your inquirers? How can everyone at your I&R Service contribute to making your valuable online information eligible to be found in search? This session will help participants understand how internet search engines work, why this is important and how to start looking at matching 'user intent' or helping inquirers get the appropriate information and referrals, all while meeting search engine requirements.

4pm – 5pm

How to Train Your Supervisor

Margaret Telsch-Williams, 211 Virginia, Roanoke, Virginia

Training programs geared for leaders are often flooded with lessons on communication. However, frontline staff are rarely trained in the nuances of communicating with their supervisors. "How to Train Your Supervisor" is focused on teaching frontline staff how to not only talk to their supervisor but also how to teach their supervisor to hear them. This session shows staff how to identify what they need, and how to ask their supervisor for support in achieving their goals. Attendees will leave this session empowered to drive conversations with their supervisors with confidence.

4pm – 5pm

Ontario 211's Taxonomy Customization Transition

Corinne Gallois, Findhelp Information Services/211 Central, Toronto, Ontario

ON211's transition to a new data management system has been an opportunity to consider Taxonomy customization from new perspectives: the perspective of a new tool with different processes and designs; and the perspective of new users, such as navigators searching for services, or planning bodies receiving reports on callers' needs.

This workshop will present the core rationales and principles to consider when making Taxonomy customization/indexing recommendations that facilitate consistency among multiple data contributors while meeting needs for varied purposes.

4pm – 5pm

Tools of the Trade: Tips for Making it a Good I&R Day

Lacey Hanson, ADRC of Oregon, Portland, Oregon

Providing I&R these days is like building a house of cards on the roof of a city bus. There's COVID, a social justice revolution, wildfires, tornadoes, and floods. Add in mass evictions, a worsening housing crisis, and a shrinking safety net. You need to ask and enter demographic questions, search for services, and tune out the background noise from coworkers at the office, or pets and family at home. It's a LOT. This session will help fill up your toolbox with ideas for managing your own stress and that of your callers while fulfilling data entry requirements and providing useful information and resources. You will leave with more confidence in your ability to make it a good I&R day.

Wednesday, October 13th

10:15am-10:45am

Morning Mini: Chair Yoga

Catie Lasich, Office Meet Yoga

Grab your chair, get up and stretch! This session will include gentle breathing and stretching exercises to combat the effects of sitting. No yoga mat, sweat, or change of clothes needed. Better than coffee!

11am – 12pm

Combating Workforce Burnout and Compassion Fatigue Remotely: Coffee Time Conversations

Sandra Ray, 211 Texas/United Way Helpline, Houston, Texas
Casey Harvey, 211 Texas/United Way Helpline, Houston, Texas
Nancy Weatherall, United Way of Greater Houston, Houston, Texas
Shondria Criss, United Way of Greater Houston, Houston, Texas

Workforce burnout and compassion fatigue: frontline specialists are at even more risk now than ever. United Way of Greater Houston's 211 Texas/United Way Helpline recognized the impact of stressful calls and work isolation of remote-working specialists who were handling those calls. About 30 days after moving to a remote environment, the Helpline implemented twice-monthly Coffee Time conversations. These conversations meet specialists where they are, providing a safe space for discussion. Although the facilitator will present a topic, coffee time takes on a form of its own becoming whatever the group needs it to be. Some specialists describe it as 'magic', while others say they can't miss the

sessions but have difficulty putting into words exactly why Coffee Time is an important component of their work experience.

11am – 12pm

Making the Connection: Transportation, Aging and the ADA

*Heather Edmonds, National Aging and Disability Transportation Center,
Sara Tribe Clark, Eldercare Locator, Washington, D.C.
Ken Thompson, National Aging and Disability Transportation Center,
Silver Spring, Maryland*

Managing resource data is hard enough – managing resource data that’s being used by multiple organizations for multiple purposes is even more complex! And yet this kind of multi-lateral resource data management is increasingly important for I&Rs. This panel will take a deeper look into unsolved problems of managing resource data that is used by (or even maintained by) multiple partners and engage participants in discussing tactical approaches and strategic opportunities to find new kinds of solutions.

1pm – 2pm

The Role Resources Play in Hispanic and LatinX Suicide Prevention

*Nichole Angel, Gryphon Place, Kalamazoo, Michigan
Maricela Alcala, Gryphon Place, Kalamazoo, Michigan*

Resources play an important role in suicide prevention work and we want to ensure that Hispanic and Latinx communities know how to effectively access these resources. Learn the data behind the growing population of Hispanic and Latinx communities in Michigan and help us build bridges that connect them with the help they need during these difficult times.

12:30pm-1:30pm

Responding to the Needs of LGBT Older Adults in Rural Communities

Sherrill Wayland, SAGE, New York, remote office in St. Louis, Missouri

More and more, aging and disability providers across the country are seeking to ensure that they are providing culturally responsive services to lesbian, gay, bisexual, and transgender (LGBT) older adults – including agencies located in rural parts of the country. Rural organizations face additional challenges due to the lack of existing LGBT community infrastructure and must seek new solutions to reach and serve LGBT older adults in culturally responsive ways. This presentation provides a firm grounding in SAGE’s best practice guide for the Aging and Disability network LGBT outreach and planning.

12:30pm-1:30pm

Two Sides of The Same Coin: Call Efficiency and Connection with Callers

Ari Breeding, 211 Tampa Bay Cares, Clearwater, Florida

Kimberly Curnan, 211 Tampa Bay Cares, Clearwater, Florida

We developed a renewed quality assurance model to facilitate a natural rapport with our callers while simultaneously being purposeful in promoting efficiency and timely results. We regularly calibrate calls as a leadership team to ensure consistency is achieved in regard to the expectations of the phone agents. We've emphasized the importance of backing away from the data and focusing on establishing a unique human connection with our callers.

2:30pm-3:30pm

Get Back to Living the Good Life

Mary C. Turner, Family to Families, Kansas City, Missouri

Have you begun to wonder why you don't feel enthusiastic to go to work each day? Have you noticed feeling heavy and burdened when your day has ended? Do you find you are struggling to be engaged with your family and friends because your mind is never at rest and work is holding a cloud over what should be your 'good life'? Resources and tools for managing the impact of regularly helping people who experience traumatic stress that results in burnout and compassion fatigue will be introduced, practiced, and provided. Join this session to learn more about how to identify compassion fatigue, and strategies for developing a self-care plan to help you get back to living your 'good life.' This session is intended for people in all positions - leaders, staff, and volunteers.

2pm – 4pm

Disaster Symposium – Stronger Together

Chad Veaser, Michigan 211, Traverse City, Michigan

Chiara Cameron-Wood, AIRS, Lehi, Utah

Catherine Rea, Heart of Florida United Way, Orlando Florida

Janna Shoe, United Way of Greater Houston, Houston, Texas

This two-hour symposium will feature a variety of speakers who will focus on disaster specific topics.

2pm – 4pm

Serving the Military Symposium – A Focus on Resources

Lucinda Lorej, Headquarters US Marine Corps, Quantico, Virginia

Kelly Smith, Office of the Deputy Assistant Secretary of Defense

This 2-hour symposium will feature a variety of speakers who will focus on resources for active military and veterans.

2pm – 4pm

Aging and Disability Symposium

Nanette Relave, ADvancing States, Arlington, Virginia

This two-hour session will feature a variety of speakers on topics related to aging and disability issues.

4:30pm – 4:55pm

Taking Control of Your Wellness: Using Practical Tools to Thrive in Stressful Times

Kate Hanson, Whole Life Wellness, Roseville, Minnesota

Do you want to feel more in control over your own health and wellness? When demand is greater than our capacity, we experience stress. In this session, we will learn about one practical tool anyone can use on a regular basis to recognize and generate uplifts for their own health and well-being.

4:30pm – 4:55pm

Agents of Change: Using Motivational Interviewing to Make a Difference

Shadé Owolabi, Emory Prevention Research Center, Atlanta, Georgia

As social service agents, we often wonder: are we making a difference? How can we facilitate change? In this session, we will discuss how to encourage healthy lifestyle changes among our clients with the use of motivational interviewing (MI), an evidence-based approach to behavioral change. We will learn about the core principles of MI and how this person-centered approach can help build your client's motivation for change. Attendees will also hear how motivational interviewing successfully helped individuals create smoke free homes. After this session, attendees will have a better understanding of motivational interviewing and how they can be agents of change.

4:30pm – 4:55pm

Tools, Tips and Tricks: Getting Your Community Partners to Update Their Own Information

Cathleen Dwyer, CDK Consulting, New York, New York

Updating information in your provider database is never easy, and often not fun but what if you had more tools, tips, and tricks on how to get

your community partners to help you update your database? It May not be more fun, but it will be easier! Participants will gain information about how (and why) to keep their community provider database up to date; share ideas about what worked and what didn't and take away more tools for their toolbox.

Thursday, October 14th

10:15am-10:45am

Morning Mini: Eye Yoga

Jesse Jarvis, Office Meet Yoga

In an era where vision is increasingly fixed on screens, it is important to remember that the health of your eyes is in your hands! In this session, you will practice exercises to improve eyesight and discover how to strengthen your vision naturally with yoga.

11am – 11:45pm

Taxonomy 101

*Laura "LJ" James, United Way North Carolina, Cary, North Carolina
Kathy Sheridan, Michigan 211, Rochester, Michigan*

Using the 211 LA County Taxonomy of Human Services to index or search for services can seem overwhelming. We're here to show you the basics of using the Taxonomy effectively so your resource database will help connect people to the services they need.

11am – 11:45pm

The Effectiveness of Active Listening in a Crisis: Why It Works

Sherrard Crespo, VIA LINK, Inc. New Orleans, Louisiana

Have you ever wondered why we perform active listening as de-escalation in a crisis and why this is effective? This presentation will outline what is happening in the brain when a person is in a crisis state and why performing active listening can restore neocortical functioning. The presenter will discuss the evolution of a crisis state and the changes in the brain during the build-up to a crisis to when a person is in an active crisis state. The presenter will review how to practice active listening with a caller and how this technique works to de-escalate and restore the brain to its 'resting' state. Active listening builds rapport and establishes trust and also literally returns the caller to a state of de-escalation and rest. Come learn why this tool should be the foundation of crisis call work!

11am – 11:45pm

Creating Inclusive Workspaces for Both Staff and Clients of all Diverse Gender Identities

Gabriela Cano (she/her), Community Service Council Tulsa, Tulsa Oklahoma

Our communities are becoming more open and diverse, with community members, clients, and staff identifying as LGBTQ+ and gender expansive. But are our workplace policies and training catching up with this growth? Now is the time to make sure our workplaces are equipped to be safe, welcoming, and inclusive environments for all diverse gender identities. In this training, we'll explore introductory definitions around LGBTQ+ identities, as well as pronouns and how to create inclusive workspaces for both staff and clients, what gender-neutral pronouns are and how to use them, and finally, why it is important to use expansive & inclusive language. This training seeks to provide an open space for vital conversations on gender inclusivity in the workplace.

12:15pm-1:15pm

Behind the Curtain: The Multifaceted Impacts of Stress (and How to Get a Handle of Them!)

Lynn Breuer, Jewish Family Service of Metropolitan Detroit, West Bloomfield, Michigan

Almost everyone's stress levels are at an all-time high as we adjust to life with a global pandemic. It is critical to address stress as it impacts us emotionally, cognitively, mentally, and physically. Many of us have read books or listened to lectures on the topic, but we still walk around carrying too much stress. In this presentation, you will learn the science behind the stress process, including what starts it, as well as many quick techniques to manage stress in our daily lives. Attendees will leave with a wide variety of tools to put into practice.

12:15pm-1:15pm

Dread Them No More - Working with Challenging Calls

*Julie Nurmi, Canadian Mental Health Association, Edmonton, Alberta
Dagr Fjell (they/them), Canadian Mental Health Association, Edmonton, Alberta*

Working with challenging calls can be one of the most difficult tasks required of us during our work as Community Resource Specialists. The reasons a call may be challenging can vary and as such, different approaches and techniques will be more or less effective depending on the type of caller you have. In this workshop, we will discuss various categories of challenging calls, talk about approaches to tackling the challenges presented, and role-play several scenarios.

1:45pm-2:30pm

“Coping Ugly”: Dispelling the Myth of the “One True Path” to Resilience

Chiara Cameron-Wood, AIRS, Lehi, Utah

George Bonano, professor of clinical psychology at Columbia University, has learned through his intense studies of grief that there is no one way to cope that is best, and that resilience is an outcome...not an aspect of character or even a skill you acquire.

Using Bonano’s research we will explore more about how eating a bag of chips can be considered adaptive coping and how talking to friends about the problem can be maladaptive coping. We will further outline and explore a 3X3 model (see takeaways below for additional details) of recognizing and even cultivating resources in your life that can lead you to a resilient outcome every time... on the path and in the way that feels best to you.

1:45pm-2:30pm

Social Media as an Engagement Asset

Connie Melendez, MCCS Marine & Family Programs, MCAS Miramar, San Diego, California

Social media has evolved to impact a variety of elements of the customer experience. On average, 84% of customers believe that the experience they receive from an organization is just as important as the products and services they provide. Military and community I&R agencies often have no extra budget to develop a social media outreach campaign. More so, the military community presents an additional challenge, as it is a highly mobile workforce. Therefore, this workshop will teach you how to use social media as more than just a marketing tool at no extra cost, but as an engagement asset that will not only help you maintain your current customer base but help you expand it as well. This workshop will discuss five factors that have a significant impact on customer engagement and how to build a stronger platform for your customers where they can connect, interact, and grow.

1:45pm-2:30pm

Superheroes of Data Quality

Dr. W. Douglas Zimmerman, VisionLink, Boulder, Colorado

You are the Superhero of Data Quality. You are on the front lines every day, responding to different and sometimes dire needs from the people in our community, state, or across the country. They've called because they're out of options and they need your attention, empathy, and experience to help them take the next steps. And given all that, we are talking data quality? Yes! This session will help explain why it matters more than you might think, and will provide information and handouts to share with your colleagues back home.

3pm – 4pm

AIRS Annual General Meeting and Closing KEYNOTE

Catherine Rea, Heart of Florida United Way, Orlando Florida

This session will begin with our AIRS Annual General Meeting where we will review important pieces of federally required disclosures and introductions to board members. Facilitated by Catherine Rea, AIRS Board President.

Flowing Through Change, Walking Through Fears, and Stepping into the BEST You

Janice Burt, Spanish Janice, Sacramento, California

Following the AGM, we will enjoy an inspiring closing conversation with Janice Burt about flowing through change, walking through fears, and stepping into the best you. She will talk about some tools and concepts that have helped her get through and rise above the pain and obstacles inherent in life itself. Her goal is to have you walk away feeling uplifted, supported, encouraged, and hopeful. The best is yet to come!