

The logo consists of the letters 'CLI' in a bold, white, sans-serif font, centered within a solid orange square.

CLI

ANNUAL NEIGHBORWORKS
COMMUNITY LEADERSHIP INSTITUTE

The background of the central section is an aerial photograph of Los Angeles, showing a dense urban landscape with various buildings and green spaces. The image is partially overlaid with diagonal lines: yellow lines on the left and blue lines on the right.

**Powerful Teams
Build Strong
Communities**

LOS ANGELES, CALIFORNIA

October 12– 15, 2017

**Registration deadline:
Thursday, July 20, 2017**

Working Together for Strong Communities®

The logo features the text 'NeighborWorks' in a bold, sans-serif font, with a registered trademark symbol. Above the 'i' in 'Neighbor' and the 'i' in 'Works' are small house icons. Below this, the word 'AMERICA' is written in a smaller, all-caps, sans-serif font, separated from the text above by a thin horizontal line.

NeighborWorks®
AMERICA



Powerful Teams Build Strong Communities

Community development in the 21st century is more than the construction of affordable housing. It is good jobs, quality education and healthy, safe neighborhoods. In short, opportunity. At NeighborWorks America, we embrace the vision that every community should be a place of opportunity. To make this vision a reality requires strong resident engagement and leadership.

Our work today exists because of the commitment of a resident leader to driving positive change in her community. In the 1960s, Dorothy Richardson joined with her neighbors to save their Pittsburgh neighborhood. Together, they addressed problems that needed the city's attention, such as a lack of police protection, poor streets, clogged sewers and street lights that hadn't been lit for years. Together, they not only strengthened their own neighborhood, but also changed the nation's approach to community development.

The Community Leadership Institute (CLI) is the cornerstone of our work to strengthen neighborhoods. Over the years, thousands of participants have come together to learn new skills, explore tools and techniques, and work with their neighbors to bring about positive change. The CLI experience includes workshops led by experienced practitioners, networking with others from around the country who are tackling similar issues, tours that highlight the host city's resident-led efforts, sessions that offer inspiration and hope, and grant funding for participating teams to carry out a local project.

This year, we will especially highlight the power of teams and collective action to create change. Dorothy Richardson emphasized “we” and “our” instead of “I” for a reason. She recognized that all of her neighbors had a role to play in saving their community and that her vision and success were shared. So, as we plan to convene in Los Angeles this year, come ready to learn from the wisdom and experience of older generations, the voices of new and emerging leaders, and the diversity of our communities.

We look forward to learning with you in Los Angeles.

Agenda At A Glance

Thursday, October 12

4:00 p.m. – 6:30 p.m.	Registration
6:30 p.m. – 8:00 p.m.	ROC USA Dinner and Meet & Greet Event

Friday, October 13

7:30 a.m. – 8:20 a.m.	Registration Continues
7:30 a.m. – 8:20 a.m.	Welcome Breakfast
8:20 a.m. – 9:45 a.m.	Opening Plenary
9:45 a.m. – 10:05 a.m.	Break & Transition
10:05 a.m. – 11:30 a.m.	ROC USA Training
11:30 a.m. – 1:00 p.m.	ROC USA Luncheon
1:00 p.m. – 4:30 p.m.	Concurrent Workshops (<i>see listing on the next page and descriptions start on page 5</i>)
4:30 p.m. – 6:00 p.m.	Free Time
6:00 p.m. – 8:00 p.m.	Dorothy Richardson Awards for Resident Leadership Dinner

Saturday, October 14

7:30 a.m. – 8:20 a.m.	Continental Breakfast
8:20 a.m. – 8:30 a.m.	Transition to Workshops
8:30 a.m. – 12:00 p.m.	Concurrent Workshops
12:00 p.m. – 1:30 p.m.	ROC USA Luncheon
1:30 p.m. – 3:30 p.m.	ROC USA Training
3:30 p.m. – 3:45 p.m.	Proceed to Learning Labs: Tours, Films and Discussion Sessions
3:45 p.m. – 6:15 p.m.	Learning Labs: Mobile Tours
3:45 p.m. – 6:15 p.m.	Learning Labs: Films and Discussion Sessions
6:30 or so	ROC USA Dinner & Event

Sunday, October 15 *

7:00 a.m. – 8:00 a.m.	Multi-Denominational and Multi-Lingual Interfaith Service (optional)
8:15 a.m. – 10:00 a.m.	Plenary, Group Breakfast, CLI Closing, and Distribution of Certificates

Attendance and Certificate Policy:

Workshops start promptly and end on time. A Certificate of Completion is awarded only to participants who complete 100 percent of the event. NeighborWorks America’s Training Division reserves the right to cancel any workshop at any time. If a workshop is canceled, you will be assigned to another session. Every attempt will be made for the substitute session to be comparable to the initial request. NeighborWorks America is not liable to you for any damages, including, without limitation, any obligation to provide a refund for any travel and/or lodging costs associated with attending the NeighborWorks Community Leadership Institute or other direct, indirect or consequential damages.

*** There will be some free time on Sunday, a ROC USA Strategic Plan Session, and another Dinner. (Four people are choosing to fly home instead.)**

MONDAY, OCTOBER 16

Breakfast and Final Strategic Plan Session, then flights home afterward.

Workshops At-A-Glance

Friday, October 13 » 1:00 p.m. – 4:30 p.m. and Saturday, October 14 » 8:30 a.m. – 12:00 p.m.
Friday's workshops are repeated on Saturday, unless otherwise indicated.
Select a workshop on Friday and a different one on Saturday!

To take advantage of the simultaneous Spanish translation services during the workshop, please use the workshop number next to the Spanish title when you register.

BUILDING LEADERS

- CL101 Developing Your Leadership Potential
- CL102 Keeping Your Balance
- CL106 Speaking with Confidence
- CL110 Leading with the Spirit: Finding Your Inner Leader
- CL122 Emotional Intelligence and Conflict Resolution: "Keep Cool, Get Results!"
- CL138 Coaching Skills, Tools and Techniques
- CL300 Careers in Community Development: Turn Your Passion into Your Profession!

FOCUS ON DIVERSITY

- CL125 Working with Faith-Based Institutions in Community Development
- CL127 Celebrating Differences in Our Communities: Building Bridges across Lines of Race, Age, Gender and Ethnicity
- CL176 Building Strong Communities for People of All Ages

REVITALIZING NEIGHBORHOODS

- CL129 What Makes a Neighborhood Tick (and How to Make it Tick)
- CL142 Organizing for Neighborhood Safety

REVITALIZING NEIGHBORHOODS (CONTINUED)

- CL143 Building on the Assets of Your Community
- CL144 Influencing and Impacting Decisions in Your Community
- CL161 Community Genius: Small Strategies for Big Neighborhood Impact
- CL167 Making Sense of Your Neighborhood's Economy and How to Improve It
- CL186 Developing Your Neighborhood Brand

STRENGTHENING ORGANIZATIONS

- CL115 Organizing Volunteers for Maximum Impact
- CL123 Facilitating Group Decision-Making
- CL128 Team-Building Skills and Working Together
- CL134 Measuring the Impact of Our Community Efforts
- CL145 Linking Home, School and Community
- CL160 Understanding Your Role in the Board of Directors
- CL163 Running Effective Meetings
- CL166 Fundamentals of Community Organizing
- CL168 Fundraising for Small Organizations
- CL200 CLI Team Staff Coordinators Summit: CLI and Beyond

WORKSHOPS OFFERED ONLY ONCE

Friday, 1:00 – 4:30 p.m.

- CL113 Getting—and Keeping—People Involved in Small Towns and Rural Areas
- CL117 Leading and Managing a Volunteer Construction Project
- CL126 Realizing Your Leadership Potential (FOR YOUTH LEADERS)

Saturday, 8:30 a.m. – 12:00 p.m.

- CL105 Ready to Train? How to Design Successful Community Workshops
- CL116 From Volunteer to Leader in Rural Communities
- CL201 Using Social Media as a Community-Building Tool

TALLERES EN QUE SE PROVEERÁ INTERPRETACIÓN SIMULTÁNEA AL ESPAÑOL

(WORKSHOPS WITH SIMULTANEOUS TRANSLATION TO SPANISH)

VIERNES

- CCL143 Building on the Assets of Your Community
- CL143AS Cómo progresar sobre la base de los recursos de su comunidad
- CL160 Understanding Your Role in the Board of Directors
- CL160AS Cómo desempeñar su parte en la Junta de Directores
- CL176 Building Strong Communities for People of All Ages
- CL176AS Cómo desarrollar comunidades vigorosas para personas de todas las edades

SÁBADO

- CL101 Developing Your Leadership Potential
- CL101BS Cómo desarrollar su potencial de liderazgo
- CL163 Running Effective Meetings
- CL163BS Dirigiendo reuniones eficaces
- CL186 Developing Your Neighborhood Brand
- CL186BS Cómo desarrollar la imagen de su vecindario

Learning Labs At-A-Glance

(Tours, Films, and Discussion Sessions)

***Saturday, October 14, 2017 >> 3:45 p.m. – 6:15 p.m.
(end times may vary)**

Breaking News: Learning Lab Options Currently Under Construction!

After your Saturday morning workshops, you'll be able to participate in a mobile tour (where you can learn about exciting programs in neighborhoods around Los Angeles) or an in-house discussion group (where you can share ideas with resident leaders from around the country). We're working with our onsite partners to develop a full list of learning lab options to enhance your learning experience on Saturday afternoon.

As we get closer to the event, you will receive a list, with titles and respective descriptions of the Learning Labs to register your Team. The complete list of options, with registration instructions, will have a link to an online survey that allows you to choose preferred sessions. When you receive the Learning Labs list, please select a first and second choice for each Team member. Registration is on a first-come, first-served basis. So, be on the lookout, and get ready for an exciting afternoon!



What is the CLI?



The annual NeighborWorks Community Leadership Institute (CLI) is a training event that aims to strengthen the voices and skills of community, resident, and volunteer leaders from coast to coast. Participants attend in teams of eight members from areas served by NeighborWorks Network organizations.

The CLIs provide a framework for learning and a forum for discussing community issues and the sharing of best practices and solutions to the challenges faced by underserved communities around the country. They also offer a broad choice and a rich offering of quality workshops and learning labs. These will help team members develop new skills and enhance their experience at the CLI. The annual CLI also enhances opportunities to collaborate with national partners.

At the end of the CLI, each participating team will create an action plan so it can effectively bring the knowledge the team has gained at the CLI back to the communities and use it to effect sustainable positive change where they live, work, play, and worship.



Workshop Descriptions

*Workshops are offered on Friday from 1–4:30 p.m. and repeated Saturday morning from 8:30 a.m. – noon; except those indicated with an “**”. To take advantage of the simultaneous Spanish translation services during the workshop, please use the workshop number next to the Spanish title when you register.*

CL101 Developing Your Leadership Potential

CL101BS CÓMO DESARROLLAR SU POTENCIAL DE LIDERAZGO

What does it mean to be a community leader? What responsibilities do they have and what challenges do they face today? This workshop will share some of the values, qualities, and skills of effective leaders. Then, we'll identify the personal strengths and skills you bring to your leadership role and ways to build upon them. Learn how best to use your assets to broaden your impact in your community. (Se proveerá interpretación simultánea al español en la sesión del sábado.)

CL102 Keeping Your Balance

How do you balance your life between your job, community work and family? Learn ways to accomplish the work you love and still have time for the people you love. Discuss how to set realistic goals and work-plans that others in your organization will accept. Explore how to set limits, not take on too much and how to say no when you have to. Develop skills that help you prioritize your work time and help you sustain yourself for the long haul.



CL105 Ready to Train? How to Design Successful Community Workshops

Do you need to design and facilitate trainings and/or workshops in your community but have little experience doing so? This session will look at the basic elements that go into creating a successful learning environment. Participants will examine learning styles, practice effective participatory teaching methods that help people learn by doing, and practice using a training design model. Includes ice-breakers, visual aids, small and large groups, other elements of workshop design that get people become active learners and help them use new skills and information for the benefit of the community.

****Saturday only**

CL106 Speaking With Confidence

The way you express yourself can have a significant effect on your ability to get things done, particularly when you're dealing with politics and government. Explore ways to improve your communications with public agencies and figures. Get specific tips for advocating your position and keeping a group's attention. Practice speaking with confidence to help you become more self-assured and able to get your points across with more impact.

CL110 Leading with the Spirit: Finding Your Inner Leader

This session will take a close look at how the interdependence between community leadership, life experiences, spirituality and faith has been a driving force in many community-based organizations, with a particular focus on the field of community development. Participants in this session will hear from both instructors and local nonprofit leaders on how their various faith traditions, early life influences and personal spiritual direction have influenced their community-based work and helped them decide on how to find their "life's calling."

CL113 Getting—and Keeping— People Involved (in Small Towns and Rural Areas)

How do you work in large geographic areas when distance is an obstacle to organizing? How do you get people excited enough to give time to efforts toward bettering their communities? Learn what outreach methods work best in rural settings. Discuss strategies to keep people connected and focused on the issues that concern them, taking into account challenges like transportation, meeting sites and times, and childcare.

****Friday only**

CL115 Organizing Volunteers for Maximum Impact

Getting folks to the meeting is the easy part. How do you ensure that volunteers have a tangible, meaningful role that constructively – and demonstrably – impacts a project or program? Identifying, recruiting, sustaining, evaluating, and rewarding volunteers are all important component of a comprehensive strategy to maximize their impact. Matching volunteer interest with tasks that advance the strategic goals of the community and organization is also critical. In this workshop you'll learn the tools and techniques that have proven successful in organizing volunteers for maximum impact.

CL116 From Volunteer to Leader in Rural Communities

Come to this interactive session to learn more about the key roles that residents play as leaders in community-based organizations, not just in meetings but in day-to-day community life. Geared especially to residents of rural and small towns, we'll take a look at:

- Moving up as a volunteer into a position of leadership, how to test for “fit” and answer the question – am I right for this job?
- Why “brand” is so valuable to a community-based organization, and how resident volunteers are the heart of that value.
- What it means to be an ambassador for any organization or cause, how to be effective and why it's important.

****Saturday only**

CL117 Leading and Managing a Volunteer Construction Project

Do you have to organize construction work crews and projects? Is volunteer work day or clean-up day on your docket this year? Then this workshop is especially designed for you. We will work through some of the principles and ideas that will assist you with running an effective construction project. We'll talk about organizing, motivating and leading a crew. We'll explore project planning - what's your timeline and what are your milestones? All of this to provide information on how to professionally and smoothly run a short-term construction project. The lessons and the leadership skills from this class will make you a valued crew leader and will help you organize your projects as well.

****Friday only**

CL122 Emotional Intelligence and Conflict Resolution – “Keep Cool, Get Results!”

Keeping cool in times of conflict is not always easy, and conflict is not always bad. This interactive and engaging workshop is focused on managing conflict constructively and productively. During this workshop you will: identify your “hot buttons”; learn to recognize the signs that they have been pushed; understand how they affect your ability to communicate effectively; and practice proven techniques to manage your emotions for productive outcomes. You'll also hear from others about their “hot buttons” and how you can recognize signs when someone else is about to “blow up.” You will learn about the internal and external factors that contribute to conflict and you will come away with some concrete skills to put to use in managing conflict on your board, in your neighborhood, at work, and in your family!

CL123 Facilitating Group Decision-Making

Community leaders often feel they are alone in “getting things done.” What if you could harness the creativity, excitement and labor of your whole group, board, or team? One way for a leader to increase participation, make decisions that get acted upon, and achieve outstanding results is to intentionally make decisions as a team. In this workshop you will have the opportunity to learn, and practice, how to facilitate your group's process in a participatory way to make decisions, build relationships and commitments for long-term success, and develop additional leaders who share the responsibility to “get it done.” You will learn about the dynamics of group decision-making, how to choose the appropriate process when solving problems or taking action, and you will practice your facilitation skills. Become a more effective leader by intentionally engaging group members in making decisions.

CL125 Working with Faith-Based Institutions in Community Development

Churches, synagogues, mosques, and other faith-based institutions are an important part of a community. Oftentimes they offer leadership in rebuilding efforts and are willing to volunteer to help neighborhoods “come back,” be cleaner, safer, and more attractive. Sometimes they may even be willing to donate money and resources, or to get directly involved in sponsoring events, building homes, creating jobs, and/or working to address other community concerns. Learn how faith organizations have been involved in other communities and see how you can engage them as helpful partners in your neighborhood.

CL126 Realizing Your Leadership Potential (FOR YOUTH LEADERS)

THIS WORKSHOP IS OFFERED EXCLUSIVELY FOR YOUNG PEOPLE UNDER 25 YEARS OLD. What does it mean to be young and a community leader? What responsibilities do you have and what challenges do you face? In this workshop we'll share the values, qualities, and skills of effective leaders and explore the unique obstacles that young people face to fulfill community leadership roles. We will work on building our leadership strengths and developing strategies to overcome obstacles and to create opportunities to be recognized for our abilities and capacities.

**Friday only

CL127 Celebrating Differences in Our Communities: Building Bridges across Lines of Race, Age, Gender and Ethnicity

Diversity strengthens our communities by bringing different views, backgrounds, languages, races and orientation into our communities and into our work. Often, differences are met as a challenge instead of an opportunity, due to factors such as lack of information, stereotypes and limited personal experiences with other groups. In this workshop, you will examine ways to reach out and build bridges to members of different groups. We will also discuss ways that diversity strengthens our communities, and learn ways to recognize and celebrate the power this brings.

CL128 Team-Building Skills and Working Together

Acquire skills to assess your team's effectiveness, identify and remove roadblocks to effective teamwork, enhance team decision-making and problem-solving capabilities. In this course, you will explore the relationship between successful teams and leadership, and increase your understanding of group dynamics. Also examine such issues as the use of power, inclusion and exclusion, competition within the team, and team norms of openness and communication.

CL129 What Makes a Neighborhood Tick (and How to Make it Tick)

Do you really know your neighborhood, what makes it “tick” or what keeps it from “ticking?” In this hands-on workshop you will use your knowledge of your neighborhoods to conduct a thorough neighborhood assessment. We'll introduce and define neighborhood planning and revitalization concepts, and explore obstacles to effectively assess and plan to improve neighborhood conditions. Each participant will use a questionnaire to assess her or his neighborhood. Following the assessment, in a series of small group exercises we'll compare our neighborhoods and explore ways to set priority action areas from among the 5 areas of study.



CL134 Measuring the Impact of Our Community Efforts

How will you know if your action plan is successful? What data will you use as evidence of your impact on your community? How will you present this data in a way that is understood by your funders, your stakeholders, and the general public? We will discuss the various ways to measure your outcomes around action plans. We will identify and review some of the basic sources of this kind of data, and will illustrate some ways to make this data meaningful to others outside your project. You may not be ready to call yourself a “data geek” after taking this workshop, but you will definitely have some useful tools to tell your story.

CL138 Coaching Skills, Tools and Techniques

An effective leader must be a good coach. This interactive workshop will provide a basic understanding of the roles and core skills for effective coaching. Participants will have the opportunity to practice using coaching tools and techniques to help others set and achieve personal and professional goals.

CL142 Organizing for Neighborhood Safety

Safety in our communities is oftentimes issue #1. Fighting crime can be all-consuming for a neighborhood organization; it can seem overwhelming. Rampant drug dealing, pervasive drug addiction, and the crime that accompanies these illegal activities can ravage a neighborhood. Individual call for action can be effective, but when the community comes together to address safety, it can have a much more powerful impact. Learn what neighbors can do together to go beyond just fighting crime - to make a neighborhood a safe place to call home. Find out how to develop effective collaborations among residents, police departments, schools and businesses. Get tips on how to mobilize people who are anxious and maybe fearful about getting involved, and learn about innovative efforts taking place around the country that help fight crime and create a better sense of community.



CL143 Building on the Assets of Your Community

CL143AS CÓMO PROGRESAR SOBRE LA BASE DE LOS RECURSOS DE SU COMUNIDAD

Looking around your neighborhood it is easy to identify its best features: its assets. Often, however, when we talk about why we like our communities, the focus is placed on the development of things you can see: houses, businesses, gardens. The development of human or social capital is just as important to a neighborhood as its physical infrastructure. How can it be built effectively? What role does it play in your community? Participants in this session will analyze the role that individual and organizational capital play in their community's ability to determine and pursue its own vision for change.

(Se proveerá interpretación simultánea al español en la sesión del viernes.)

CL144 Influencing and Impacting Decisions in Your Community

It is YOUR neighborhood, so shouldn't you and your neighbors be able to bring public officials to the community to hear what you have to say? Shouldn't you be able to hold them accountable for what they do and what they don't do? If you think so, this workshop is for you. Learn what a Public Accountability Session is and how to use it to educate public officials about issues in your community, to ensure they consider and reflect the community's best interest, and to hold them accountable when they don't. After participating in this workshop you will be equipped to organize Public Accountability Sessions in your neighborhood on any issue that affects quality of life in your community.

CL145 Linking Home, School and Community

Healthy communities have strong bonds with neighborhood schools. Collaboration between residents, parents, and educators is critical to forge a winning partnership that truly benefits all in the community. Come to this workshop and find out ways communities have improved local schools through grassroots organizing and strengthening of school-community links. Get common-sense tips to help you and your organization work with your neighborhood school, whether to strengthen after-school programs, improve communication between parents and school officials, make the school more accessible to the community, or make community resources more accessible.

CL160 Understanding Your Role in the Board of Directors

CL160AS CÓMO DESEMPEÑAR SU PARTE EN LA JUNTA DE DIRECTORES

The Board of Directors of a nonprofit organization sets the agency's strategic direction, develops its policies, and ensures its financial accountability. In this workshop we will explore board members' roles and responsibilities to identify the information and skills you need to become a more effective voice for your community. You will also develop action plans to strengthen the recruitment and orientation of new members and to make you and your peers better ambassadors for your organization. (Se proveerá interpretación simultánea al español en la sesión del viernes.)

CL161 Community Genius: Small Strategies for Big Neighborhood Impact

Looking for low-cost, simple programs that can change the neighborhood overnight? Look no more. In this workshop we'll take a close look at the straightforward, uncomplicated ways many communities around the country are going about improving their neighborhoods. It's called Guerrilla Urbanism—people getting together to leverage their limited resources and boundless creativity to come up with small actions that transform whole neighborhoods. We'll learn about turning parking lots into community-building spaces, pavement into plazas, opening streets up for children to play safely, sidewalk gardening, and many other fantastic ways to do more than you thought possible with less than you thought necessary.

CL163 Running Effective Meetings

CL163BS DIRIGIENDO REUNIONES EFICACES

Meetings are a fact of life for community work. Learn how to plan meetings and make them run smoothly, including setting effective agendas. Hear about techniques to increase attendance and participation so that greater ownership is generated over the issues under discussion. Explore the roles and responsibilities of the chair. Compare different methods for making decisions in meetings and determine which is right for your group.

(Se proveerá interpretación simultánea al español en la sesión del sábado.)

CL166 Fundamentals of Community Organizing

Community organizing is key to the success of our neighborhoods. The most sustainable community-building initiatives come from a well-organized, enthusiastic and accountable group of neighborhood residents. In this workshop you will learn how to facilitate capacity building in communities, teaching residents how to take a leadership role in decision making for their neighborhoods. You will also explore techniques for conducting outreach, identifying and recruiting new members, and developing neighborhood activities for groups to work on. You will practice how to do door knocking, conduct house meetings, and make presentations to community groups – that is, how to organize your community!

CL167 Making Sense of Your Neighborhood's Economy and How to Improve It

Do you understand the building blocks of your neighborhood economy? What makes it work or not work, and how does it fit within the “bigger picture?” Why are whole neighborhoods being left out of economic success? Deepen your understanding of the national and global economic forces that are shaping our lives, and hear about ways to participate in local economic issues. Identify organizing strategies to bring in more resources to improve your neighborhood's economy and benefit the people who live there. Look at ways to strengthen our local economies, and hear about innovative efforts underway in other parts of the country.



CL168 Fundraising for Small Organizations

Small organizations are oftentimes the most strapped for resources. Whether it is money to do a project or pay staff, it seems that the smaller the organization the more difficult the fundraising effort. But it does not have to be so! In this workshop you'll learn about specific approaches to identify the resources to get your work done, regardless of how small your organization is. The many facets of fundraising will be discussed as they pertain to small organization. The workshop highlights how sometimes "small is beautiful" and how you may be in a better position to fundraise than you think – because you are small!

CL176 Building Strong Communities for People of All Ages

CL176AS CÓMO DESARROLLAR COMUNIDADES VIGOROSAS PARA PERSONAS DE TODAS LAS EDADES

How can we build strong coalitions and partnerships across generations? What type of strategies can we apply to bring teens, young adults, middle aged people and elders together to build on the strengths of each other? In this interactive and dynamic workshop, you will hear stories, develop strategies and create a plan of action to take back to your community and take advantage of cross-generational strategies for community leadership.

(Se proveerá interpretación simultánea al español en la sesión del viernes)

CL186 Developing Your Neighborhood Brand

CL186BS CÓMO DESARROLLAR LA IMAGEN DE SU VECINDARIO

In order to rebuild distressed neighborhoods, community stabilization efforts need to do more than restore the housing stock. Neighborhoods need to take charge of their image to attract new residents and give neighbors a reason to stay! This session explores the tools and strategies to help reframe community image from one of distress to one based on positive community assets. Participants will take away techniques to develop or enhance neighborhood marketing efforts in support of community stabilization.

(Se proveerá interpretación simultánea al español en la sesión del sábado)

CL200 CLI Team Staff Coordinators Summit: CLI and Beyond

This workshop is organized for staff assigned the responsibility of accompanying and coordinating their organization's CLI Resident Team. We will work to help you identify ways to build on the energy generated at the CLI and to use the Action Plan project to deepen your organization's connection to resident leaders. Join us in an intensive peer exchange to share and explore ways to transform our organizations' culture in a way that values and promotes resident leadership in the community and within the organization.

CL201 Using Social Media as a Community-Building Tool

Online connections can be a tool for change in the real world. In this session, participants will discuss how online tools can connect people and build a sense of community that can support positive change. Participants will learn what it takes to build a reputation as a credible, authentic and a legitimate source on the internet. You will also be able to understand what works and does not work when trying to connect with and engage a community using social media and your online presence while developing a local focus to your marketing efforts.

****Saturday only**

CL300 Careers in Community Development: Turn Your Passion into Your Profession!

You love what you do to improve your community and wonder if you could turn it into a career. You can! The community development field offers a wide range of career opportunities in many different areas: community organizing, real estate development, construction and rehabilitation, homeownership counseling and education, neighborhood planning and rehabilitation, fundraising and public relations, information technology and administrative support, and much more. Come learn about what is meant by “community development” and its wide range of career options. Get tips on how to leverage your experience, the skills and relationships you have developed as a volunteer, and market yourself effectively as a professional asset to community development organizations. A panel of professionals—some of whom, like you, started as volunteers—will share their journeys and answer your questions to help you position yourself for a career doing what you love best.



Accommodation and Registration Information

NeighborWorks Community Leadership Institute
October 12 - 15, 2017 • Los Angeles, California
Registration Deadline: Thursday, July 20, 2017
Substitution and Cancellation Deadline:
September 8, 2017



The national NeighborWorks Community Leadership Institute is an integral component of NeighborWorks America's commitment to supporting the NeighborWorks Network.

NeighborWorks America's organizations and specially invited guests will each send a team of eight participants to attend this event. Registration for this event is on a first-come, first-served basis. Register early! CLI Team spaces are limited.

Each of the network organizations has identified and selected a Resident Team Coordinator (RTC) who will provide support to the team from the community, and will register the team to attend the event.

Tuition Fee

For the 2017 Community Leadership Institute, all NeighborWorks network participants will receive a tuition package including airfare, course tuition, selected meals, and the option to choose single-room accommodation or no lodging. When completing the CLI Registration form, the CLI primary contact must indicate for each individual either the option for single-room lodging for three nights at \$360 per person, or the option of no lodging for \$110 per person which is the cost of registration only.

NeighborWorks no longer provides roommate pairing services, nor are we responsible for lodging or lodging costs for those who choose the \$110 no-lodging option; that responsibility will rest with the teams for each organization. Past experience shows that over 60% of CLI participants opted to pay a separate upgrade fee for a single room, and this year, the total cost for a single room will be similar to previous years.

For those teams that opt to have a mix of individuals with lodging option (\$360 per person) and without lodging (\$110 per person), NeighborWorks will automatically request that the individuals with the lodging request receive a guestroom with two double beds. This will allow your team to arrange for room sharing amongst yourselves if you choose.

Payment for each Team member must be included with CLI Team Registration form—payable by check or credit card. The CLI Registration form is mailed directly to the invited sponsoring organization.

Accommodation

The following hotels will host the NeighborWorks Community Leadership Institute:

WESTIN BONAVENTURE HOTEL AND SUITES

404 South Figueroa Street
Los Angeles, CA 90071
(213) 624-1000
www.thebonaventure.com

THE L.A. HOTEL DOWNTOWN

333 South Figueroa Street
Los Angeles, CA 90071
(213) 617-1133
www.thelahotel.com

Expected arrival date: Thursday, October 12 and departure date: Sunday, October 15

Lodging Included Tuition Package *[Deposit for incidental expenses at the hotel]*

An incidental expense deposit requirement is a standard hotel business practice. The event hotel(s) request that each hotel guest leave a deposit of \$50 per day/per person to cover incidental expenses (it is recommended that you use a credit card, although the hotel will accept cash or a debit card.) When using a debit card your deposited funds may not be available to you for several days depending on your bank's policies. For this event, a 3-night stay will place a "hold on funds" of up to \$150 on your credit or debit card. One team member may leave their credit card for the entire team members' incidental expenses; however, the credit card holder must be present upon hotel check-in, show identification, and must provide the hotel a completed credit card authorization form signed by the card holder. If one credit card is used for a team of eight (8), that would mean a hold on funds of approximately \$1,200 on the credit card for the 3-night stay.

If you need a credit card authorization form, please contact the hotel where you are being lodged directly after September 27th. The hotel(s) will not have your reservation in their system until after September 27th to set up a credit card authorization. To access the Westin Bonaventure's authorization form, please visit our member's website at member.nw.org or you can call the hotel directly at (213) 624-1000, and the form will be emailed to the specified email address. Please call the L. A. Hotel Downtown's main line (213) 617-1133 and the front desk can fax or email the form to the requester, if members of the team are lodged there.

If you have questions regarding registration or tuition payment, please call or e-mail (para más información se habla español):

NeighborWorks America — Training Division (800) 438-5547 • E-mail: nti@nw.org

Neighborhood Reinvestment Corporation d/b/a NeighborWorks® America's Tax ID is 52-1148078.

Powerful Teams Build Strong Communities

Annual NeighborWorks Community Leadership Institute

Dorothy Richardson Awards for Resident Leadership



Over 35 years ago, the NeighborWorks network was founded by community resident Dorothy Richardson, who had the vision to look at the dynamics at play in her neighborhood and find a way to bring people together to find solutions. The CLI has always fostered such activism. Hard working people, concerned about their communities and their cities, are coming together to learn, network, have fun and nurture their grassroots.

Dorothy Richardson Award for Resident Leadership is an honor bestowed annually in recognition of outstanding contributions by dedicated community leaders.

NeighborWorks America

Questions about the event, contact your respective Regional Operations Manager:

MIDWEST REGION

(Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin)

Office

Diana Mitchell
Regional Operations
Manager
dmitchell@nw.org
(816) 931-4176

NORTHEAST REGION

(Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Puerto Rico, U.S. Virgin Islands)

Office

Gillian Hedden
Regional Operations
Manager
ghedden@nw.org
(212) 269-6553

SOUTHERN REGION

(Alabama, Arkansas, Florida, District of Columbia (Washington DC), Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia)

Office

Sharon Kent
Regional Operations
Manager
skent@nw.org
(404) 526-1270

WESTERN REGION

(Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Texas, Utah, Washington, Wyoming)

Office

Kenneth Chu
Regional Operations
Manager
kchu@nw.org
(303) 782-4805

Community Building and Engagement

116 Huntington Avenue
Boston, MA 02116
Sarah Parmenter
Manager
617-585-5084
sparmenter@nw.org

Field Operations

DC Office
NeighborWorks America
999 N. Capitol St. NE,
Suite 900
Washington, DC 20002
Teresa Gammon
Senior Admin Associate
Field Operations
tgammon@nw.org
(202) 760-4145

Questions about the event registration, single occupancy accommodation and event logistics, contact (se habla español):

TRAINING DIVISION

999 North Capitol Street, NE, Suite 900
Washington, DC 20002
nti@nw.org
(800) 438-5547

About NeighborWorks America: For more than 35 years, NeighborWorks America, a national, nonpartisan nonprofit, has created opportunities for people to improve their lives and strengthen their communities by providing access to homeownership and to safe and affordable rental housing. In the last five years, NeighborWorks organizations have generated more than \$27.2 billion in reinvestment in these communities. NeighborWorks America is the nation's leading trainer of community development and affordable housing professionals..