

CONVENTIONS

WESTERN REGIONAL CONVENTION

DAY ONE—JUNE 13, 2018

AGENDA

- 9:00 am **Welcome to Regionals**
- 9:30 am **Youth Kick Off Panel**
- 10:45 am **Goal Setting for Convention**
- 11:15 am **Setting the Stage for Convention**
- 11:45 am **Networking Lunch**
- 12:45 pm **Plenary: Increasing Our Impact**
 Led by Stacey Dakin, BBBSC
 Focused on elements of critical mentoring, how can our network demonstrate its full commitment to Equity, Diversity and Inclusion? What are our training needs, and success stories?
 This session will be followed by a 15 minute Q&A with the audience! Have your questions ready!
- 1:30 pm **Workshops**
- 2:30 pm **Networking Break**
- 2:45 pm **Plenary: Amplifying Our Voice**
 Led by Jody Lundrigan, BBBSC
 Looking at volunteering and donor data inside and outside the BBBS network, what are the best practices for the future of volunteer recruitment and donor acquisition?
 This session will be followed by a 15 minute Q&A with the audience! Have your questions ready!
- 3:30 pm **Workshops**
- 4:30 pm **Day One Wrap Up**
- 4:45 pm **Work/Networking Time**
- 6:30 pm **Celebration of Mentoring**



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WORKSHOPS—1:30 PM

YOUTH ENGAGEMENT STRATEGIES

Anastasia Russell, BB Vancouver

Anastasia will share what her agency has done to incorporate more opportunities for youth to participate with their agency and to build important skills that will help them not only be better mentors but also more engaged citizens within their communities.

MAKING THE MOST OF YOUR COMMUNITY: HOW TO MAKE PR DRIVEN FUNDRAISING WORK FOR YOU

Tim Bennett & Darbi Brand, BBBS Prince George, Garner Beckett, BBBSC

This workshop is ideal for those who are interested in expanding their reach in their community and looking for new and fresh ways to engage existing, and foster new relationships, with businesses and organizations in their community. We will present on BBBS PG's Big Squeeze and Pink Shirt Day and leave a majority of the workshop for a brainstorming session on other PR driven fundraising events that would tie into the BBBS brand and a Q&A period.

MENTORING WITH INDIGENOUS COMMUNITIES

Joanne Angel-Andrusiv, BBBS Wood Buffalo

This workshop will provide insight into the world of indigenous mentoring. Using the knowledge collected from AMP, and taking examples from two programs that are actively running in the Regional Municipality of Wood Buffalo—to help agencies gain a better understanding of how they can start working in the indigenous communities in their surrounding areas.

THIS IS WHERE I WANT TO BE: ME, MY AGENCY AND EDI

Stacey Dakin, BBBSC

This discussion-based workshop will build on findings from the Equity, Diversity and Inclusion (EDI) self-assessment to engage managers, directors, EDs/CEOs to reflect upon their Agency's organizational culture, policies and practices around equity, diversity and inclusion. By the end, participants will have developed an action plan (road map) to take back to their organizations that will outline the necessary steps needed to be taken around EDI in their organization.



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DAY ONE—JUNE 13, 2018

WORKSHOPS—3:30 PM

SUPPORTING BOYS IN THE AGE OF #METOO

Valerie Lambert, BB Vancouver and Matthew Chater, BBBSC

Through a careful review of relevant literature, we identified a number of areas in which boys are increasingly at risk compared to their female counterparts. Mentoring coordinators and policy setters/influencers within our organization will benefit from this workshop in which we review some of the literature and statistics surrounding our historical experience at a national level in serving boys.

RUNNING AN EFFECTIVE BBBS MONTH CAMPAIGN

Jody Lundrigan, BBBSC

The workshop's goal is to provide a clear understanding of how to implement an effective public awareness campaign, using the 2018 BBBS Month campaign as our primary example. Beginning with an overview of the 2018 BBBS Campaign, associated materials, and where to access resources, this workshop will work through the key elements to running an effective awareness campaign: public relations (traditional media and marketing stunts), social media, event management, partnership engagement (government and corporate), and creating ambassadors (mentee, mentor, alumni, donor engagement).

LEVERAGING BRAIN SCIENCE TO MEASURE AND COMMUNICATE THE IMPACT OF MENTORING

Cynthia Wild, BBBS Calgary

Explore the Frontal Lobe to Logic Model in this workshop, which will showcase how the core story of childhood brain development has shaped our mentoring program, mentor training, and the development of an outcome and evaluation framework that includes short, mid and long-term outcomes informed by brain science. Cynthia will profile the outcomes her agency hopes to achieve through their program, as well as indicators and specific tools that will allow the agency to determine needs, set match goals, and ultimately measure program impact.

SO YOU HAVE DATA - NOW WHAT?! DATA MINING TO FUEL INFORMED DECISIONS

Malcolm McAuley, BBBSC

By virtue of your team doing their day-to-day work in Dynamics 365, you've accumulated a significant amount of data. Using data to understand trends and patterns helps shift away from guess work and into informed decision making practices. But how do we get at this information, and what do you do when you have it?

Join Malcolm to explore how to take the data that's already at your fingertips and pull it into your grasp. We'll cover the basics of finding the information, as well as explore various options to leverage the information to visualize the trends. We'll examine aggregate data from your region during the session and explore what's happening.

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DAY TWO—JUNE 14, 2018

AGENDA

- 8:00 am **Networking Breakfast**
- 9:00 am **Welcome to Day Two**
- 9:10 am **Plenary: Strengthening Our Leadership**
Led by Matthew Chater, BBBSC
What does a Pan-Canadian Mentoring Strategy look like and how can Organizational Health and Vitality Assessments set us up for success in this environment?
This session will be followed by a 15 minute Q&A with the audience! Have your questions ready!
- 10:00 am **Workshops**
- 11:00 am **Networking Break**
- 11:15 am **Regional Feature: Social and Emotional Learning**
Kimberly Schonert-Reichl,
Director, the Human Early Learning Partnership (HELP), UBC
- 12:30 pm **Networking Lunch**
- 1:30 pm **Plenary: Enhancing Our Sustainability**
Led by Garner Beckett, BBBSC
Fundraising in our Federated Model: How can we develop a coordinated fundraising strategy?
This session will be followed by a 15 minute Q&A with the audience! Have your questions ready!
- 2:15 pm **Workshops**
- 3:15 pm **Wrap Up and What's Next**
- 3:30 pm **Youth Led Session**
- 4:30 pm **Closing Remarks**

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DAY TWO—JUNE 14, 2018

WORKSHOPS—10:00 AM

ROLE OF MENTORSHIP IN RECONCILIATION

Rose Higgins, BB Vancouver

This panel-based workshop will help you increase your knowledge in the area of reconciliation as it relates to mentorship within the context of BBBS; to honour and include Indigenous voices and perspectives in the regional convention; to build cross-cultural understanding; and to discuss tangible action steps so participants can leave with ideas/perspectives for implementation in their own programs.

BIG BROTHERS BIG SISTERS IN CANADA: DISTRIBUTED LEADERSHIP FOR COLLECTIVE SUCCESS

Matthew Chater, BBBSC

In 2017, Big Brothers Big Sisters in Canada was introduced to the Draft Roles and Responsibilities Framework—a critical resource to clarify the roles, responsibilities, and decision authorities of Member Agencies and the National Office. Reception of the resource has been mixed across the network which has prompted both reflection and revisions to the draft framework and its implementation. This workshop, designed specifically for Executive Directors/CEOs and Board Members, will focus on the revisions made to date, implementation across the federation, and provide opportunity for participants to have their questions addressed by the National President and CEO and members of the Strategic Framework Implementation and Evaluation Working Group.

SOCIAL MEDIA MAGIC MASTERCLASS

Crystal Zens, BBBS Lacombe

This game changing Social Media Master Class will be fun, interactive, and hands-on, with an overload of take home tool box ideas! The Master Class will provide a brief overview of the power of social media, the psychology behind the success, real BBBS examples of major impacts to our campaigns and mission. A customized “tool box”—designed for Big Brothers Big Sisters participants—will bring fresh, new and innovative ideas, the power of collaboration and demonstrate how to make the most impact with social media engagement and stand out above the crowd. We will also host an open forum for participants to share successful ideas they've used.

Each participant will leave with a Tool Box that they can immediately begin applying to their agencies social media. The goal is to enhance and enrich their social media foot print on a daily basis and learn how to evaluate the stats of their social media engagement. Participants are asked to bring one their logon credentials for one form of social media if possible, to enable immediate, live learning. This will enhance your social media engagement and leave you with a stronger social media presence and plan. This will be the Magic of the Masterclass.

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LEVERAGING DYNAMICS TO UNDERSTAND YOUR PROGRAMMING TRENDS

Malcolm McAuley, BBBSC

This session is relevant to Executive Directors and Program Leaders who are interested in understanding how you can make data-driven decisions at your agency.

Dynamics is a platform to help support service delivery staff to stay on top of their day-to-day workload. When a team is using the platform effectively, there are a great deal of operational insights that can be reviewed by management team members to understand what's happening. From understanding how many matches/children/mentors are actively matched at a given time, to review why matches are closing to fuel discussions around the service delivery meeting table, to visibility into how matches are progressing and what supports are necessary – there is plenty of information at your finger tips.

We'll cover off the basics noted above, but also dive deep into features of Dynamics that your team can explore to help them increase efficiency and improve consistency. In a world where data informed decision making is the norm, this session is a must see!

REGIONAL FEATURE—11:15 AM

SOCIAL AND EMOTIONAL LEARNING

Kimberly Schonert-Reichl,

Director, the Human Early Learning Partnership (HELP), UBC

Dr. Kimberly Schonert-Reichl is an Applied Developmental Psychologist and a Professor in the Human Development, Learning, and Culture area in the Department of Educational and Counselling Psychology, and Special Education in the Faculty of Education at the University of British Columbia (UBC). She is also the Director of the Human Early Learning Partnership (HELP), an interdisciplinary research unit focused on child development in the School of Population and Public Health in the Faculty of Medicine at UBC.

Known as a world renowned expert in the area of social and emotional learning (SEL), Dr. Schonert-Reichl's research focuses on identification of the processes and mechanisms that foster positive human qualities such as empathy, compassion, altruism, and resiliency in children and adolescents. She also conducts interdisciplinary research in collaboration with neuroscientists. [Read Dr. Schonert-Reichl's full bio online>](#)



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DAY TWO—JUNE 14, 2018

WORKSHOPS—2:15 PM

RECRUITING MALE MENTORS

Wes Martin, BB Vancouver

The major goal of this workshop will be to give a fully articulated methodology and strategy for recruiting male volunteer mentors. This workshop should be of interest to anyone with a volunteer recruitment component in their role at their BBBS agency. We'll run through a broad overview of how to set up a fully fledged volunteer recruitment campaign incorporating digital and traditional marketing best practices, followed by an interactive Q&A period.

UNDERSTANDING THE ORGANIZATIONAL HEALTH & VITALITY ASSESSMENT

Jennifer Kirkham, Change by Choice Design Collective & Malcolm McAuley, BBBSC

The Organizational Health and Vitality Assessment is a tool created to help increase visibility into key measures critical to organizational health and stability. Join Jennifer and Malcolm to understand more about where the measures came from, how to interpret and understand your agency's results, and to connect with other agencies around effective practices in achieving positive results in the various measures.

This session will be instructor led but will also include insights and input from you, the participants, based on your experiences.

COLLABORATIVE FUNDRAISING IN A FEDERATED MODEL

Garner Beckett, BBBSC

Let's work together to raise money! This workshop will dive into our collaborative fundraising efforts to build internal trust, share our successes and build more significant and more effective fundraising asks.

We will review our prospect clearance system, information sharing mechanisms, case for support materials, pitch documents and examples of collaborative success in the BBBS Federation.

PLANNING FOR KNOWLEDGE MOBILIZATION

Stacey Dakin, BBBSC

How do we share what works with others across Canada and around the world? How do we find new ideas from research and practice to use in our own work?

Ever wonder what is Knowledge Mobilization (Kmb) exactly or why it would be a priority in the 2018 National Workplan?

During this participatory workshop we will demystify the concept, explore the National Offices themes of focus, and give you tools to start building your own Kmb plan.

Together we will explore questions like: What are the main messages your agency that you want to share? Why are these messages meaningful? Who are your champions and key mobilizers? Who will help support and promote your Kmb efforts?

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