



EMPOWER YOUR FUTURE

The Meals on Wheels Leadership Academy offers a robust curriculum designed specifically to support leadership and staff of senior nutrition programs through the ongoing education needed to meet the evolving demands of your communities.

ACCESS OUR COMPREHENSIVE EDUCATION AND TRAINING

Leadership skills are critical for all roles within senior nutrition programs. Our Certificate Program provides comprehensive and focused training designed to flexibly meet your needs – whether you're raising funds, organizing volunteers, running a kitchen, creating awareness, managing finances or leading a program.

BUILT WITH YOUR NEEDS IN MIND

The Academy combines hands-on practical knowledge, skills and expertise with networking opportunities that allow you to build supportive peer-to-peer relationships. Each Leadership Academy course is designated to a specific concentration of study that focuses on a single aspect of working at a senior nutrition program. We also classify each course by one of the six key competencies needed to build your general leadership skills.

CONCENTRATIONS

- Thought Leadership
- Management
- Development and Fundraising
- Communications
- Nutrition
- Volunteer Management
- Financial Management

KEY COMPETENCIES

1. Planning for the Future
2. Relationship Building
3. Organizational Planning
4. Fiscal Responsibility
5. Food Service Knowledge
6. Revenue Development

WHEN AND WHERE YOU WANT IT

Leadership Academy courses are available in a variety of ways. You can participate in live sessions and workshops at the Meals on Wheels Annual Conference and Expo with other senior nutrition professionals. Or, you can attend any of the more than 20 webinars offered each year at low or no-cost. In the near future, you will be able to take eLearning courses online as well!

START EARNING YOUR LEADERSHIP CERTIFICATE TODAY

Earning a Leadership Certificate requires completion of 14 credits, including a three-credit intensive workshop at the annual conference. All participants must earn a minimum of one credit in each of six key competencies.

Each Concurrent Session and Intensive Workshop offered at the 2015 Meals on Wheels Annual Conference fits into one of these six competencies.

PLANNING FOR THE FUTURE

- *The Challenges and Opportunities for Nutrition Programs in Health Care Integration - 1 credit*
- *Big Shifts That Will Spark the Volunteers of the Future - 1 credit*
- *Engaging Your Board in Strategic Thinking - 1 credit*
- *Leading While Governed - 3 credits*
- *Collaboration, Consolidation, Regionalization: A Structured Discussion for Large Program Executives- 1 credit*
- *Collaboration, Consolidation, Regionalization: A Structured Discussion for Small and Medium Program Executives - 1 credit*

RELATIONSHIP BUILDING

- *Rise and Shine: How to "Google Proof" Your Fundraising...Before Anyone Else Wakes Up! - 1 credit*
- *Leverage Your Most Under-Leveraged Asset: Your Brand - 1 credit*
- *Using Stories to Raise More Money During Year-End Fundraising - 3 credits*
- *Seven Essential Building Blocks for Successful Volunteer Management Programs - 1 credit*
- *Unidentified Community Assets - 1 credit*
- *Building Strategic Partnerships - 1 credit*

ORGANIZATIONAL PLANNING

- *Business Acumen: Positioning Your Program in the Healthcare Market – An Interactive, Skill Building Workshop - 1 credit*
- *Leveraging Goodwill: Inspiring Deeper Engagement in Short-Term Skilled Volunteers - 1 credit*
- *Redesigning Consumer-Centric Care Through Digital Health Technology and Quality Improvement - 1 credit*
- *Panel: More Than a Meal – What's Next? - 1 credit*
- *Supporting LGBT Identified Constituents, Staff and Volunteers - 3 credits*
- *From Surviving to Thriving: A Research-based Volunteer Capacity Building Model - 3 credits*
- *Track Today, Metrics Tomorrow: The Key to Better Marketing Plans - 1 credit*
- *Measuring Impact and Success: Using Data to Enhance your Storytelling - 1 credit*

FISCAL RESPONSIBILITY

- *Using Your Form 990 to Benchmark Against the Competition - 1 credit*
- *Together with Your Board Identify Red Flags in Nonprofit Financial Management: Part 1 - 1 credit**
- *Together with Your Board Identify Red Flags in Nonprofit Financial Management: Part 2 - 1 credit**

**If taken together, attendees earn 3 credits for attending Parts 1 and 2.*

FOOD SERVICE KNOWLEDGE

- *Improving Your Diverse and Changing Customers' Food and Dining Satisfaction Levels: The Baby Boomers and Beyond - 1 credit*
- *Panel: Meeting the Needs of the Congregate Participants - 1 credit*
- *How to Incorporate Spatial Data into Your Future Plans - 1 credit*
- *Dining with Panache: How to Entice Today's Clients at Meal Sites with Restaurant Quality Cuisine - 3 credits*
- *Cross Sector Partnerships and Initiatives - 1 credit*
- *Food Fitness, Food Spirals and More - 1 credit*

REVENUE DEVELOPMENT

- *Open the Floodgates to Sustainability: 7 Nonprofit Income Sources - 1 credit*
- *Gender Marketing and Fundraising: Boost Revenue through Better Gender Intelligence - 1 credit*
- *Crass Commercialism? Partnering with For-Profits - 1 credit*
- *YouTube for Nonprofits: 25 Strategies to Attract Donors - 3 credits*
- *Inbound Marketing: The Latest Techniques to Attract More Donors - 1 credit*

Visit www.mealsonwheelsamerica.org/leadershipacademy for more information. If you have any questions, please contact us at academy@mealsonwheelsamerica.org or 703-548-5558.