

# FRONT AND CENTER

**News and Updates from the National Center for Nutrition Leadership**

September 2011 | Special Conference Edition

## COMPETENCIES AND INSTITUTES AND TRACKS – OH MY!

### *A Guide to Navigating the Leadership Certificate Program at Conference*

Based on feedback from our Members, in the Spring of 2011 we made several major changes to the Center Certificate Program. A full explanation of the new requirements can be found at [www.mowaa.org/CertificateRequirements](http://www.mowaa.org/CertificateRequirements). The following *Quick Guide* explains the important terms you'll see in the Conference Program and Course Catalog.

#### Certificate Courses, Credits & Enrollees

**What's This?** The National Center for Nutrition Leadership offers a wealth of webinars, Institutes and other educational programs, developed as part of our robust Leadership Certificate Program curriculum. Anyone is welcome to register for and attend these courses. When you formally enroll in the Leadership Certificate Program, we will record your attendance at these sessions (provided you sign in), keep track of the “credits” earned and recognize your completion of professional development milestones with a formal Certificate.

**What Do I Need to Know?** To earn a Leadership Certificate you must formally enroll in the Center Certificate Program, and you must earn a minimum of 14 credits. Most, but not all, Center-sponsored events will provide you with the opportunity to earn credits.

#### Live Institutes & Specialist Certificates

**What's This?** An Institute is a specific series of courses that, taken together, act as building blocks for gaining comprehensive, in-depth knowledge in a particular subject area. Several Institutes are being offered within this year's Annual Conference, and one-, two- and three-day Live Institutes are held periodically.

**What Do I Need to Know?** Individuals who complete all courses offered as part of a Live Institute will

be awarded a Specialist Certificate, recognizing the professional knowledge gained.

#### Key Competencies

**What's This?** There are six core characteristics and abilities that a true leader in the senior nutrition field must demonstrate. An effective leader must be skilled in (1) planning for the future, (2) building relationships and (3) organizational planning; furthermore, he or she must understand the fundamentals of (4) fiscal responsibility, (5) foodservice knowledge and (6) revenue development. These six Key Competencies are the heart of the Leadership Certificate requirements and will be valuable in supporting the current needs and future career goals of Members serving in any professional capacity.

**What Do I Need to Know?** To earn a Leadership Certificate, you must complete one course filling each of



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the six different Key Competencies. The other credits can be earned in any of the competencies and tracks that best fit your needs.

## Leadership Certificates

**What's This?** Leadership skills are critical for all who work in the senior nutrition field. The Center Leadership Certificate Program was developed to provide courses and programs that will strengthen experienced leaders' skills and support the growth of a new generation of knowledgeable, skilled and well-rounded Meals On Wheels professionals. A Leadership Certificate is awarded to individuals who complete the Center's robust curriculum requirements and demonstrate a general knowledge of the issues most critical to Senior Nutrition Program operations.

**What Do I Need to Know?** A Leadership Certificate is a formal way to demonstrate your commitment to professional development and to gain the knowledge you need to face the demands of the future. The full requirements, curriculum and course offerings are explained in our new Course Catalog.

## Tracks

**What's This?** To help you select the sessions that best fit your career goals, we organize our courses according to Professional Tracks. These Tracks indicate the primary focus of the content, and they inform you whether or not the course is targeted toward individuals with job responsibilities that heavily involve matters of strategy and governance; management; development and fundraising; communications; nutrition; volunteer management or financial management.

**What Do I Need to Know?** The Tracks are guidelines – not requirements. Courses in all Tracks can count toward the Leadership Certificate, provided you fulfill the requirement of earning at least one credit in each competency.

## Questions

**What Do I Need to Know?** General information is available on our website ([www.mowaa.org/center](http://www.mowaa.org/center)) and in our newly published Course Catalog. If you have any questions, concerns or feedback, please get in touch. You can contact Magda Hageman-Apol ([magda@mowaa.org](mailto:magda@mowaa.org)) or Suzanne Grubb ([suzanne@mowaa.org](mailto:suzanne@mowaa.org)) at 703-548-5558.

## CENTER STATS

Since the beginning of the Certificate Program in 2008...

- 161 Certificate courses have been offered
- 257 Certificate Program enrollees all together have earned over 3,226 credit hours.
- 424 people have attended a Center Webinar (first offered April 2010).
- 1,457 people have received training through the Center.

Between January and September 2011, the Center has offered...

- 29 Conference Certificate Courses
- 12 Webinars
- 9 Emergency Preparedness Trainings
- 3 Financial Management Institutes
- 2 Food Safety on the Go Trainings
- 2 Board/Executive Director Institutes
- 1 Senior Nutrition Institute—Basic Skills
- Over 100 grants and scholarships for travel and registration fees



## COMING SOON: SENIOR NUTRITION INSTITUTE

*Alexandria, VA | Fall 2011*

We are pleased to announce the Senior Nutrition Institute, a new Institute for Senior Nutrition Program leaders, supported by a generous grant from the Walmart Foundation.

The Senior Nutrition Institute is a two-day intensive training program, designed to provide up-to-date information on the management of your nutrition program and to ensure that you have the capacity to build public trust.

The curriculum, tailored specifically to the needs of Senior Nutrition Programs, covers the changing environment of senior hunger, food delivery systems and business planning and cost management. Sessions will be taught by expert faculty, including Dr. Nadine Sahyoun of the University of Maryland, Bob Kollar of Duquesne University and Dr. Audrey McCool, professor emeritus of the University of Nevada, Las Vegas.

The first advanced Senior Nutrition Institute will be held this fall at the National Center for Nutrition Leadership (the Center). Upon successful completion of this Institute, participants will earn a Specialist Certificate in Senior Nutrition from the National Center for Nutrition Leadership.

### Sustainability Education Grants Available

Through the support of the Walmart Foundation we will be offering a limited number of grants to help attendees cover the costs of tuition and travel.

Don't miss this extraordinary opportunity: Keep an eye on your inbox for additional announcements.



## UPCOMING WEBINARS

Visit [www.mowaa.org/webinars](http://www.mowaa.org/webinars) for more information and to register.

Webinars are \$25 for MOWAA Members; \$40 for non-Members.

### **Free Webinar! Social Media 101**

*September 15 – 2:30 p.m. EDT*

Whether you are a newcomer to social media or an expert in the field, learn how to further engage your community and enhance your online presence by attending “Social Media 101.” This webinar will teach you how to harness the power of social media to recruit new volunteers, engage your community and expand your donor base.

*This webinar will be offered free for all MOWAA Members. Check your inbox for additional updates.*



### **Everything You Wanted to Know about Board Recruitment Series**

#### **Part 1. How to Recruit Exceptional Board Members**

**October 4 - 3:30 p.m. to 4:30 p.m. EDT**  
(2:30 p.m. CDT / 12:30 p.m. PDT)

Is recruiting energetic and inspired board members one of your most difficult challenges? Attend this webinar to learn how to solicit a new generation of board members who will be productive and excited to join your team.

#### **Part 2. 11 Creative Ways to Find New Board Members**

**October 11 - 3:30 p.m. to 4:30 p.m. EDT**  
(2:30 p.m. CDT / 12:30 p.m. PDT)

Do you have trouble finding the right members for your board? This webinar will highlight creative ways to find the talent you need, as well as an ongoing board orientation processes that will keep the board enthusiastic and informed.

### **Time and Stress Management**

**October 25 - 3:30 p.m. to 4:30 p.m. EST**  
(2:30 p.m. CST / 12:30 p.m. PST)

Are you frequently overwhelmed by putting out fires and the “crisis of the day?” Learn how to put yourself in the driver’s seat and in charge of your time and your life. This course will teach techniques to control the most valuable commodity you have—your time.

### **Direct Mail Is Working and You Should Be Doing It!**

**Tuesday, November 8 - 3:30 p.m. to 4:30 p.m. EST**  
(2:30 p.m. CST / 12:30 p.m. PST)

Come learn what’s still working in fundraising and how to avoid what’s not. Learn how to construct a strong annual direct mail campaign and how to add more layers to increase revenue.

## LIVE TRAINING

### **Emergency Preparedness for MOW Program Professionals**

**Thursday, September 22 | 10:00 a.m. - 3:00 p.m. | West Boylston, MA**

This training is provided at no cost. Pre-registration is required.

For more information and to register, visit [www.mowaa.org/ep\\_ma](http://www.mowaa.org/ep_ma).

## **SAVE THE DATE: 2012 MOWAA ANNUAL CONFERENCE**

**Washington, DC**

**August 29 through  
August 31, 2012**