



DIRECTORS CONFERENCE
 REINVENTING OUR NEW NORMAL
 Virginia Beach

June 21-23, 2022

Monday, June 20, 2022

12:00 pm to 4:00 pm <i>Cape Henry 1 + 2</i>	Board of Directors Meeting
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Tuesday, June 21, 2022

8:30 am to 11:30 am <i>Capes Landing</i>	Registration Opens (no registration on Monday)
9:00 am to 11:30 am <i>Cape Charles</i> <i>For those 2 years or less in current leadership position; seasoned leaders join us for lunch and afternoon agenda</i> <i>Breakfast on your own</i>	<p>Target Audience: New Directors Meeting, breakfast on your own</p> <p>Title: New Directors – United We Stand!</p> <p>Presenter: Region III Head Start T/TA Grantee Specialists</p> <p>Description: New Directors have a lot on their plates, especially since the complexities of COVID19 have set in. During this session we will explore questions about what is happening in our Head Start and Early Head Start classrooms, home based programs, and in your family services. We will explore strategies and tools for being able to monitor quality and compliance and how new directors can be confident that children and families are receiving high quality services. A particular emphasis will be placed on staff retention and succession planning. We will also review excellent resources available on Region 3 TTA’s New Director Portal and provide time for you to network and have your feelings and frustrations heard. We will also celebrate your successes and help fill your cup for the upcoming year.</p>
11:30 pm to 12:30 pm <i>Ocean Grand Foyer</i>	Luncheon
12:30 pm to 12:45 pm <i>Ocean Grand Foyer</i>	Welcome and Announcements from Dawn Ault, Executive Director Message from Anthem Health Keepers Plus
1:00 pm to 2:30 pm <i>Cape Charles</i>	<p>Title: The Current National Head Start Landscape, Tommy Style!</p> <p>Presenter: Tommy Sheridan, Deputy Director, NHSA</p> <p>Description: Back by popular demand every year, Tommy will provide NHSA updates, updates on the President’s Budget Proposal, Budget Appropriations, ongoing issues related to Covid19, Reauthorization, time for Q & A etc.</p>
2:30 pm to 2:45 pm	Break with refreshments



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<i>Ocean Grand Foyer</i>	
2:45 pm to 4:15 pm <i>Cape Fear & Cape Lookout</i>	<p>Title: Universal PreK: How Will States Transition?</p> <p>Presenter: Kent Mitchell, NHSA Senior Director of State Affairs</p> <p>Description: Kent will share strategy, and messaging and updates about what other states have done (or are doing) regarding the expansion of state Pre-K and Head Start full enrollment. A specific look at Virginia Head Start through the national lens will also be explored.</p>
4:30pm- 5:15pm Moving Outside! Rain Location: Cape Hatteras	<p>ZUMBA! Stay and Party!</p> <p>Presenter: Rita Cohen, certified American Fitness & Aerobics Association (AFAA) certified Group Fitness Instructor</p> <p>Description: A native of Accra, Ghana, Rita Addico Cohen has been dancing (and singing) all her life. Thanks to her extraordinary performing and teaching skills, Rita is in high demand all over the Mid-Atlantic region as an African Dance and Zumba® Fitness instructor. She loves what Dance & Fitness has done for her and is passionate about sharing those benefits with YOU!</p>

Wednesday, June 22, 2022

7:30 am to 8:30 am <i>Ocean Grand Foyer</i>	Buffet Breakfast
8:30 am – 9:30 am <i>Cape Charles</i>	<p>Important Messages: Information sharing and Q & A with our Corporate Partners</p> <p>Setting Intentions: Where Do We Go from Here? Dawn Ault, Executive Director</p> <p>Description: Covid19 has rocked our world and staff wellness is a growing concern in early childhood programs due to challenging behaviors, high staff turnover, teacher stress, and the secondary trauma Head Start and Early Head Start staff may often experience. We will brainstorm and set intentions the goals for our time together during the conference.</p>
9:30 am to 10:30 am <i>Cape Charles</i>	<p>Title: Be the SPARK: Ignite the Restart</p> <p>Presenter: Dr. Robert Lemon</p> <p>Description: What are the greatest challenges you face with your faculty and staff as you Ignite the Restart during and beyond COVID19? Valuing workplace culture during the pandemic is especially important. As a leader, you have the opportunity to be “the spark.”</p>



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	<p>SPARK – Five Platinum Service Principles</p> <ul style="list-style-type: none"> • See customers (families, children, staff) as guests • Personalize with a connection • Anticipate needs • Respond appropriately • Keep them with kindness <p>Dr. Lemon helps you find your inner SPARK. It's time to light the fire, kindle your passion and be “the spark” that creates the change you want to see in yourself, your work environment, and the world.</p>
10:30 am to 10:45 am	Break
10:45 am to 12:00 pm <i>Cape Charles</i>	<p>Title: TEAM: Together Everyone Achieves More</p> <p>Presenter: Dr. Robert Lemon</p> <p>Description: This presentation encourages diversity and leadership skills, self-esteem, and integrity. Discover ways to connect with others, learn tips for capitalizing on the talents of a diverse team. Recognize and respect those whose skills are strong enough to take the team where they need to go to achieve higher levels of success. Your style of coaching has the power to enhance relationships, open lines of communication, and improve credibility with others. Participants will learn how to effectively work with unresponsive or difficult team members. Simply changing one’s approach can affect their success with others. Collaboration, cooperation, and coaching bring quality, excellence, and integrity to the workplace.</p>
12:00 pm to 1:00 pm <i>Ocean Grand Foyer</i>	Boxed Lunch
1:00 pm to 2:00 pm <i>Cape Charles</i>	<p>Title: Now Is the Time "Persevering Together, Moving from Crisis to Resilience"</p> <p>Presenter: Dr. Robert Lemon</p> <p>Description: Moving from crisis to resilience is to acknowledge and cope with negative aspects of events that you can’t control and disengage from negative circumstances that interfere with our performance, values or goals. Mindfulness of our communities also allows us to refocus on aspects where we do have control and take action. We must shed light on difficult situations and find ways to grow and benefit from facing adversity. After facing adversity, resilience helps to strengthen a set of beliefs, principles and values that sustain well-being and purpose. Persevering together, cultivating gratitude, and building optimism helps communities cope with stress, daily hassles and improves quality of life.</p>
2:00 pm to 2:15 pm	Break: Ocean Grand Foyer



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<p>2:15 pm to 4:15 pm <i>Cape Charles</i></p>	<p>Title: Utilizing Branding and Marketing to Enhance Your Enrollment Presenter: Manon Desrosiers, owner of Manon Marketing Description: We all know that marketing is necessary to increase enrollment but how do we go about it to produce the best results? This session will cover the following:</p> <ul style="list-style-type: none"> • Know the difference between branding and marketing and why this matters • Learn why visual and messaging integration in all marketing propels your efforts • Be aware of the effective components of a marketing communication plan <ul style="list-style-type: none"> ○ Target groups – direct and indirect ○ Objectives – for each direct and indirect target group ○ Strategies – for each direct and indirect target group <ul style="list-style-type: none"> ▪ Social media ▪ Newsletters ▪ Flyer distribution ▪ Other • Capitalize on social media strategies that produce results <ul style="list-style-type: none"> ○ How, when and why use Facebook, Instagram, Twitter and TikTok ○ Learn which social media campaigns have the best ROI for you ○ How to post multiple times a week on all social media platforms in only 1 hour <p>This session also includes a 30-minute discussion with time for a few members to share their struggles around marketing/branding and enrollment and get support and solutions (as time allows).</p>
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Thursday, June 23, 2022

<p>9:00 am to 11:30 am <i>Cape Charles</i> <i>Breakfast on your own</i></p>	<p>Current Landscape of Early Childhood in Virginia</p> <ul style="list-style-type: none"> • Taundwa Jeffries, Head Start State Collaboration Office Director • Dawn Ault, Executive Director, VAHSA • VQB5 updates along with ECE updates in general • Parking lot questions and networking time
<p>10:15 am to 10:30 am</p>	<p>Break: Ocean Grand Foyer</p>

