

Brookwood Center for Learning

The Brookwood Way® Conference

Wednesday-Thursday, September 18-19, 2024



Experience an overview of The Brookwood Community by taking an in-depth comprehensive tour with behind-the-scenes observation of Brookwood's programs and culture. You will have opportunities to network, exchange ideas, and foster inspirational fellowship with regional, national, and international peers.

SCHEDULE OF EVENTS

Wednesday, September 18



- 8:00 AM **Conference Check-in; Light Breakfast / Networking**
- 8:30 AM **Bus Departs to Brookwood Satellite Location**
- 9:20 AM **Opening Remarks**
Vivian Streit Shudde, Executive Director, Center for Learning, Brookwood
- 9:30 AM **Work Program Basics**
Enterprise selection, choosing a location, staffing, level of need, educational/teaching techniques, programing
Becah Butler, Chief Programs Officer, Brookwood
- 10:15 AM **Work Program Observation with Q&A**
Becah Butler, Chief Programs Officer, Brookwood
- 11:00 AM **Head to Brookwood Main Campus** (Brookwood transportation)
- 11:45 AM **Lunch and Round Table**
- 1:00 PM **Campus Tour**
- 3:30 PM **Introductions: Brookwood Leadership and Participants**
- 5:00 PM **Networking Reception**
- 5:45 PM **Dinner**

Thursday, September 19

- 8:00 AM **Light Breakfast / Networking**
- 8:45 AM **Brookwood's Culture (Secret Sauce)**
Vivian Streit Shudde, Executive Director, Center for Learning, Brookwood
- 10:00 AM **A. Residential / Community Life**
Attend A or B Level of care, size of home, staffing, partnership with families, fitness & nutrition, spiritual life, medical, aging
Rachel Dalbosco, Director of Residential, Brookwood
- B. Recruiting and Retaining Staff**
Recruiting, onboarding, retention, appreciation
Glenna Ferrell, Chief Human Resources Officer, Brookwood
- 11:30 AM **Lunch with Citizen Panel**
- 1:30 PM **A. Serving Those with Complex Needs**
Attend A or B Education vs. medication, visually cued instruction, dignity, communication strategies, documentation
Becah Butler, Chief Programs Officer, Brookwood
- B. Enterprises**
Retail, Café, Horticulture, Ceramics, the cost of purpose, private label / consumables
Ashtyn Hooper, Director of Enterprises, Brookwood
- 2:45 PM **A. Marketing Strategies for Nonprofits**
Attend A or B Utilizing free channels, building your brand, setting your target audience, determining best paid channels
Shara Pullen, Marketing & Communications Manager, Brookwood
- B. Admissions**
Laura DeMunbrun, Admissions, Brookwood
- 4:00 PM **Closing and Q&A**
- 6:00 PM **Post-conference optional dinner**