Find...Win...and Manage Grants for K-12 Schools!

2004 Education Grants Symposium

Creating a Comprehensive Grants Development and Management Structure that Supports Your District Plan

December 6-7, 2004 • Four Points by Sheraton Miami Beach • Miami, FL



✓ **Locate and Access Grant Sources**

Identify grant makers from the public and private sectors to tap all funding streams

✓ **Develop Effective Proposals that Win Grants**

Devise strategies and tactics for writing winning grant proposals for your school's education initiatives

✓ **Streamline Grants Administration and Management**

Report performance and achieve compliance with federal standards to protect and expand your funding opportunities

PLUS: Performance-Based Grants Management

Join this hands-on workshop to craft and implement a comprehensive framework for managing grants

Maximize Opportunities to Secure Funding for Your School

Presented by:

The Performance Institute

In Association with:

A.A.G.P.™ American Association of Grant Professionals

Master the Education Grant Process!

Demonstrate the Results of Your Grants Department through Performance Measures

Discover Effective Methods for Every Stage of the Grants Process

Improving Proposals for Education Grant Seekers through Innovations in:

- **Conducting needs assessments**
- **Identifying available grants**
- **Successful grants applications**
- **Advanced grant writing techniques**
- **Performance-based grants management**

10 Reasons to Attend

1. **Improve access to education grants**
2. **Learn how to comply with mandates**
3. **Establish a winning grants management team**
4. **Navigate federal reporting requirements**
5. **Explore winning strategies and unwritten rules**
6. **Incorporate the latest trends in funding opportunities**
7. **Link your grants to your strategic plan and mission statement**
8. **Learn how to strategically manage your grants program**
9. **Draft powerful and value-adding grants to fund your school**
10. **Identify best implementation practices**

Dear Education Grant Professionals,

Finding, winning and managing grants can be confusing, frustrating and exhausting. Rising performance demands, budget shortfalls and shifting mandates necessitate that schools become more apt at grants planning, application and management or risk losing funding. As an education professional, you must stay informed on the most recent and high quality practices, programs and requirements.

Fortunately, best practices from grant professionals are available at the Performance Institute's ***2004 Education Grants Symposium***, December 6-7 in Miami, FL. This event will detail the necessary tools that every grant program must possess to succeed.

Locate and Access Grant Sources

Numerous grants are available from the Department of Education, various foundations and other sources. Conduct a needs assessment to understand what action is necessary to perform. Locate and access these grants so you can maximize all of your opportunities.

Develop Effective Proposals that Win Grants

Crafting proposals is not an easy task. There are many common pitfalls that can result in your application getting rejected. This event will detail the steps necessary to write a successful grant that gets funded. Develop a winning style that gets reviewers attention and screams "Fund Me First!"

Streamline Grants Administration and Management

With the successful procurement of funds comes the responsibility of comprehensive administration and management. Discover how to streamline grants administration with effective practices to ensure compliance with the application deadlines. Uncover the latest news about how to comply with performance accountability reporting requirements for education grants. Gain the necessary tools to implement a performance-based grants management system.

Strategies and best practices from the nations leading education grants professionals are waiting for your review. Register today by calling 703-894-0481 or visit us online at **www.PerformanceWeb.org**. I look forward to seeing you this December in Miami!

Sincerely,



Chris DeJohn
Director, Center for Education Policy

Implement Innovative Strategies to Improve Grants Management

Agenda and Speaking Faculty

Day One: December 6, 2004

8:00 Conference Registration & Continental Breakfast

8:30 Keynote Address: It Takes a Whole District To Run a Successful Grants Program

The face of America's schools is changing. Funding has shifted from 100% local public support to a combination of mixed local, state, federal, private corporations, foundations, rich individuals and participating individuals support. It has become clear that districts need to adopt a comprehensive strategy that involves changing traditional roles to be successful. Learn about these roles, especially the roles of the grants people, and learn how to be sure your district isn't missing out. Moreover, discover the benefits of creating a grants program for your district that effectively handles the acquisition and management of funds.

***Charlotte Harris**, Development/Title I Director, Boston Public Schools*

9:30 Break & Refreshments

9:45 Conducting a Needs Assessment

A successful needs assessment takes into account participation in the needs assessment process, relationships between data and program goals, validity of local data and both local and donor data needs and goals. Discover all the steps necessary to conduct a comprehensive needs assessment and improve the likelihood of getting funded.

- Determine what data you need to collect
- Develop key questions that your assessment will evaluate
- Devise better data collection methods
- Organize and analyze your data

***Gary Frye**, Ed.D., Director of Development/Special Student Programs, Lubbock-Cooper ISD*

10:45 Break & Refreshments

11:00 Show Me the Money: Identifying Available Grants

Identify and learn the latest funding trends from all public and private grantmakers. Unearth the latest information from:

- Federal and state programs
- Independent, operating, corporate and community foundations
- Individuals and corporations

***Gary Frye**, Ed.D., Director of Development/Special Student Programs, Lubbock-Cooper ISD*

12:00 Networking Luncheon

1:15 Fundamental Elements of Successful Grant Applications

This session will detail basic information on how to write grants. Master essential principles that are needed to craft a proposal that wins. You will obtain knowledge of:

- Contents and characteristics of a successful proposal
- Innovative grant writing tips and strategies
- Various factors to consider when writing a proposal

***Gail Vertz**, Executive Director, American Association of Grant Professionals*

2:30 Break & Refreshments

2:45 "Fund Me First!" Advanced Grant Writing Techniques

Gain more advanced information on grant writing and perfect your technique. This in-depth and interactive discussion will focus on providing you with all the tools needed for composing a grant that effectively screams "Fund Me First!" Participants will develop:

- A needs statement
- Two program goals
- Four program objectives

***Gail Vertz**, Executive Director, American Association of Grant Professionals*

4:15 Adjourn

Day Two: December 7, 2004

8:30 Continental Breakfast

9:00 Best Practices in Grants Management

You have been awarded a grant, now what? This session will focus on programmatic and fiscal reporting requirements for federal programs, foundations or private funders.

- Identify grant application parameters and guidelines
- Ensure funds are spent according to applicable laws and regulations
- Learn to direct education grant dollars effectively
- Develop standards and strategies

***Gail Vertz**, Executive Director, American Association of Grant Professionals*

10:00 Understanding Grants Management: A Case Study

This hour will be an interactive, facilitated discussion taught through the case study method. The night ahead of the class you'll read a short case study of grants management gone awry, than spend class time in a facilitated discussion sorting out the issues and deciding as a group on the best solutions to keep your organization out of trouble and enhance your own professional luster. Along the way, you'll learn about grant reporting, allowable costs, timing for spending, record keeping and what it means to get–and survive–an audit exception.

***Charlotte Harris**, Development/Title I Director, Boston Public Schools*

11:00 Leadership Panel: Exchange of Best Practices and Lessons Learned

This concluding session is designed to pull together many of the topics covered throughout the conference. It will be your opportunity to ask unanswered questions, share insights and to dialogue with speakers and colleagues. Moreover, this session will allow presenters to reiterate important messages that can become essential part of your grants strategy.

***Charlotte Harris**, Development/Title I Director, Boston Public Schools*

***Gail Vertz**, Executive Director, American Association of Grant Professionals*

***Gary Frye**, Ed.D., Director of Development/Special Student Programs, Lubbock-Cooper ISD*

12:00 Conference Adjourns/Workshop Luncheon

Post-Conference Workshop:

1:15 Crafting and Implementing a Comprehensive Framework for Performance-Based Grants Management

This training will provide grant recipients with the skills necessary to manage grants that are performance-based in their origin and that incorporate evaluation and reporting strategies within their structure. Through the use of the Government Performance Logic Model framework, recipients will be able to focus on developing performance goals, timelines and resource allocation strategies specific to each grant or program. Through the incorporation of outcome-oriented performance measures, managers will be able to communicate, monitor and enforce the compliance requirements that will guarantee a successful closing or extension of the grant.

- Develop a framework for measuring grant program performance
- Utilize logic modeling to link end-outcomes to specific grant program activities
- Select your targets and measure your improvements
- Discover the Ten-Step approach to maximize grant management efficiency
- Hear six proven success stories in performance-based grants management

***Jon Desenberg**, The Performance Institute*

4:15 Workshop Adjourns



Who Should Attend?

- **Superintendents**
- **Assistant Superintendents**
- **Principals**
- **Assistant Principals**
- **Development Directors**
- **Grants Administrators**
- **Education Fundraisers**
- **District Administrators**
- **Grant Managers**
- **Program Administrators**
- **Grant Writers**
- **Trustees**

. . . and all others concerned with securing untapped resources and maximizing the performance of funds!

Free Subscription to Institute Research

The Performance Institute serves as the nation's leading repository of thoroughly researched, documented, catalogued and peer-reviewed "best practices" in a multitude of issue areas. Each month, the Institute publishes its research through a variety of e-mail publications. To subscribe to the Institute's newsletter, please e-mail Performance@PeformanceWeb.org. For more information on Institute programs and services visit www.PerformanceWeb.org.

Hotel Information

The ***2004 Education Grants Symposium*** will be held at the Four Points by Sheraton Miami Beach. A limited number of rooms will be available to conference attendees at a discounted rate of $134, provided that your reservations are made by November 14. Please contact the hotel with the number provided below to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.

Four Points by Sheraton Miami Beach
4343 Collins Avenue
Miami Beach, FL 33140
305-531-7494



Tuition:

The fees for attending the ***2004 Education Grants Symposium*** are as follows:

Conference Only:	$1095
One Workshop:	$395

Group Discounts are Available

For information about group tuition discounts available for the ***2004 Education Grants Symposium***, please contact Raymond Pettis at 703-894-0481 or email him at Pettis@PerformanceWeb.org.

Administrative Note:

A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.



The Performance Institute
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Arlington, VA. 22201

2004 Education Grants Symposium

Call 703-894-0481; Fax this Form to: 703-894-0482;
or Visit www.PerformanceWeb.org

- ❑ Yes! Register me for the Symposium only.
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