



## New Grantee Conference

Hyatt Regency Bethesda  
Bethesda, Maryland

Monday, November 2 - Wednesday, November 4, 2009

### AGENDA

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#### **Monday, November 2, 2009**

8:00 a.m. - 9:00 a.m.      **Continental Breakfast: Meet and Greet Your Federal Project Officer (FPO)**      *Crystal Ballroom Foyer*

9:00 a.m. - 9:45 a.m.      **Welcome Remarks and Opening Plenary: The National Vision**      *Waterford/Lalique Suites*

Kevin Jennings  
Assistant Deputy Secretary  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Deborah Rudy  
Director  
Policy and Cross-Cutting Programs  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

9:45 a.m. - 10:30 a.m.      **Overview: Safe Schools/Healthy Students Systems Change, Partnership, and Collaboration**      *Waterford/Lalique Suites*

This session will provide an overview of the SS/HS Initiative, including a focus on the overarching goal of systems change and the role of community partners. An FY 2008 cohort Project Director (PD) will talk about the positive roles that community partners and the core management team play in his community and how he facilitated the development of those roles.

Todd Henderson  
SS/HS Project Director (FY 2008)  
Randolph County Schools  
Asheboro, NC

Michael Wells  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

10:30 a.m. - 10:45 a.m.      **BREAK**      *Crystal Ballroom Foyer*

10:45 a.m. - 11:45 a.m.      **“What's My Site?”**      *Waterford/Lalique Suites*

In this session, grantees will have an opportunity to introduce themselves to their colleagues. Every community has a unique and fun story to tell, and this engaging group exercise will provide participants with the chance to surprise their peers and be surprised by what they hear from others.

Eve Birge  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Jean Synodinos  
Communication Specialist (CS)  
ICF/Macro International

Sue Vargo  
Technical Assistance Specialist (TAS)  
National Center for Mental Health Promotion and Youth Violence  
Prevention

11:45 a.m. - 1:15 p.m.      **Luncheon Presentation:**      *Waterford/Lalique Suites*  
**The Institute of Medicine Report**  
**“Preventing Mental, Emotional, and**  
**Behavioral Disorders Among Young People”**

Mental, emotional, and behavioral disorders incur high psychosocial and economic costs for the young people who experience them, for their families, and for the society in which they live and study. This newly released report documents that an increasing number of these problems in young people are preventable and that the proverbial ounce of prevention can indeed be worth a pound of cure.

Rosemary Chalk  
Director  
Board on Children, Youth, and Families  
The National Academies  
Washington, DC

Neal Walker  
Chief  
Mental Health Promotion Branch  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

PDs and Key Leadership Representatives will rotate through three concurrent sessions: National Center for Mental Health Promotion and Youth Violence Prevention, the Communication and Social Marketing Center, and the National Evaluation Team. Fiscal Representatives will remain in the Congressional Room for all three breakout sessions.

**PLEASE REFER TO THE ATTACHED TABLE (PRINTED ON BLUE PAPER)  
FOR BREAKOUT SESSION GROUP ASSIGNMENTS.**

**National Center for Mental Health Promotion and Youth Violence Prevention: An Overview.** Grantees will be introduced to the services provided by the National Center and meet with Technical Assistance Specialists. The Center staff will describe the types of training, technical assistance, and resources available and explain how these services are designed to support SS/HS grantees as they work to meet their project goals and objectives.

*Waterford Suite*

**SS/HS Communication Team: Communicating To Succeed.** Grantees will be introduced to the Team and will review the services offered through the Communication and Social Marketing Center.

*Potomac/Patuxen Suites*

**SS/HS National Evaluation Team (NET): An Overview.** Grantees will receive an overview of the main objectives of the national cross-site evaluation of the SS/HS Initiative and the required data collection activities, including site visits, surveys, and interviews. Expected respondents, estimated burden, and timelines for each data collection activity will be discussed. Participants will have an opportunity to ask questions about the NET.

*Susquehanna/Severn Suites*

**G5 and Drawdowns.** This session will provide an overview of the U.S. Department of Education G5 system (previously known as GAPS) and the process of drawing down grant funds.

*Congressional Room*

**Getting Started With Fiscal Operations.** This session will provide an introduction to working with the SS/HS grant from a fiscal perspective. Topics will include startup needs, budgeting, continuation year awards, calculation of indirect costs, and contract tips and pitfalls.

*Congressional Room*

**Audits and Audit Resolutions.** This session will provide an overview of common audit findings for SS/HS grants. Participant discussion will address internal control procedures that have been implemented to address audit findings and concerns.

*Congressional Room*

1:15 p.m. - 2:00 p.m.

**Breakout 1 Sessions**

- Group 1 - Susquehanna/Severn Suites
- Group 2 - Potomac/Patuxent Suites
- Group 3 - Waterford Suite
- Group 4 - Congressional Room

2:00 p.m. - 2:45 p.m.

**Breakout 2 Sessions**

- Group 1 - Waterford Suite
- Group 2 - Susquehanna/Severn Suites
- Group 3 - Potomac/Patuxent Suites
- Group 4 - Congressional Room

2:45 p.m. - 3:00 p.m.

**BREAK**

*Crystal Ballroom Foyer*

3:00 p.m. - 3:45 p.m.

**Breakout 3 Sessions**

Group 1 - Potomac/Patuxent Suites  
Group 2 - Waterford Suite  
Group 3 - Susquehana/Severn Suites  
Group 4 - Congressional Room

3:45 p.m. - 5:00 p.m.

**Optional Meetings With FPO Staff**

Michelle Bechard  
Eve Birge  
Claudia Brown  
Kellie Cosby  
Karen Dorsey  
Jane Hodgdon-Young  
Wendie Veloz  
Margie Weiser  
Patrick Weld  
Michael Wells

*Lalique Suite  
Waterford Suite  
Potomac Suite  
Susquehanna Suite  
Waterford Suite  
Congressional Room  
Embassy Room  
Severn Suite  
Patuxent Suite  
Waterford Suite*

**Tuesday, November 3, 2009**

8:00 a.m. - 9:00 a.m.            **Continental Breakfast**            *Crystal Ballroom Foyer*

9:00 a.m. - 9:15 a.m.            **Who Are You Going To Call?**            *Waterford/Lalique Suites*

Now that Day 1 is behind us, are you puzzled about who is responsible for doing what? Check your skills with a little quiz to see whether you know whom to contact when specific issues arise—the FPO, the NET, the CS, or the TAS.

Patricia Hagan  
Project Director (Contractor)  
Educational Services, Inc., in support of the Division of  
Prevention, Traumatic Stress, and Special Programs  
U.S. Department of Health and Human Services

Neal Walker  
Chief  
Mental Health Promotion Branch  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

9:15 a.m. - 10:00 a.m.            **Leading for Implementation  
and Systems Change**            *Waterford/Lalique Suites*

This plenary will address how leadership in the SS/HS Initiative can provide opportunities for systems transformation.

Kathryn Power, M.Ed.  
Director  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Neal Walker  
Chief  
Mental Health Promotion Branch  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

10:00 a.m. - 10:45 a.m.

**Showing the Way**  
**(Key Leadership Representatives only)**

*Congressional Room*

Recognizing the challenges and competing agendas that school districts face, key members of the SS/HS Interagency Policy Team will provide insight on how the comprehensive SS/HS approach can support school, district, and community efforts to increase healthy childhood development and support academic achievement.

Anne Mathews-Younes  
Director  
Division of Prevention, Traumatic Stress and Special Programs  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Bill Modzeleski  
Associate Deputy Under Secretary  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Deborah Rudy  
Director  
Policy and Cross-Cutting Programs  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Neal Walker  
Chief  
Mental Health Promotion Branch  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

10:00 a.m. - 10:45 a.m.

**Building Your Financial**  
**Management Team**  
**(Project Directors and Fiscal Representatives only)**

*Susquehanna/Severn/  
Potomac Suites*

This session will provide an overview of the fiscal management process for PDs. Federal staff and current PDs will concentrate on how to work together to develop a budget, approve and track expenditures, and address other fiscal components of the SS/HS Initiative.

Eve Birge  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Todd Henderson  
SS/HS Project Director (FY 2008)  
Randolph County Schools  
Asheboro, NC

Wanda McQueen  
SS/HS Project Director (FY 2008)  
Clinton-Essex-Warren-Washington BOCES  
Plattsburgh, NY

Wendie Veloz  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

10:45 a.m. - 11:00 a.m.      **BREAK**      *Crystal Ballroom Foyer*

11:00 a.m. - 11:45 a.m.      **Successful Strategies: What We Have Learned**      *Waterford/Lalique Suites*

This session will present key findings from a series of focus groups with current and former SS/HS grantees. The session will provide information on SS/HS PDs' perceptions of strategies for project success, including ways to foster service integration, overcome challenges, and sustain effective programs and infrastructure after the grant period ends.

Danyelle Mannix  
Special Expert  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Gary Hill  
SS/HS National Evaluation Team  
MANILA Consulting Group, Inc.  
McLean VA

NET Staff

11:45 a.m. - 1:15 p.m.      **Luncheon Plenary: SS/HS: Reflecting on the Past and Looking Toward the Future**      *Waterford/Lalique Suites*

Anne Mathews-Younes  
Director  
Division of Prevention, Traumatic Stress, and Special Programs  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Bill Modzeleski  
Associate Deputy Under Secretary  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Sonia Chessen (*Invited*)  
Senior Officer  
Policy Interventions and Health and Human Services  
Pew Charitable Trusts

Shay Bilchik (*Invited*)  
Georgetown University

Kellie Dressler (*Invited*)  
Office of Juvenile Justice and Delinquency Prevention  
U.S. Department of Justice

Ricki Seidman (*Invited*)

Bernie Arons (*Invited*)

1:30 p.m. - 2:15 p.m.

**Top Tens—Think 10 To Help  
You Win**

*Waterford/Lalique Suites*

This session will provide an overview of three broad topic areas: OMB Circular A-87 Cost Principles, EDGAR, and Internal Controls. The presentation will highlight 10 key areas within each topic area that are frequently encountered within SS/HS grants.

Claudia Brown  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Jane Hodgdon-Young  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Margie Weiser  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services



2:15 p.m. - 3:00 p.m.

**Performance and Budget Reporting**

*Waterford/Lalique Suites*

This session will highlight the significance of performance reporting and identify Federal requirements for submission of reports. The presentation will include a review of the contents of a performance report, the required Federal forms, reporting due dates, and specifics related to budget.

Kellie Cosby  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Karen Dorsey  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

3:00 p.m. - 3:15 p.m.

**BREAK**

*Crystal Ballroom Foyer*

**Fiscal Representatives Can Depart.**

3:15 p.m. - 5:00 p.m.

**Logic Model and MOA Working Session**

*Waterford/Lalique Suites*

All new SS/HS grantees are required to submit a final MOA/logic model within 6 months of award. This session will provide a brief overview of the MOA and logic model and allow time for grantees to meet with FPO staff, TAS staff, and evaluation consultants on their individual logic models.

Jane Hodgdon-Young  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education

Wendie Veloz  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

**Following the presentation of materials, grantees will move to the following rooms:**

Michelle Bechard	<i>Lalique Suite</i>
Eve Birge	<i>Waterford Suite</i>
Claudia Brown	<i>Potomac Suite</i>
Kellie Cosby	<i>Susquehanna Suite</i>
Karen Dorsey	<i>Waterford Suite</i>
Jane Hodgdon-Young	<i>Lalique Suite</i>
Wendie Veloz	<i>Embassy Room</i>
Margie Weiser	<i>Severn Suite</i>
Patrick Weld	<i>Patuxent Suite</i>
Michael Wells	<i>Waterford Suite</i>

4:00 p.m. - 5:00 p.m.

**Arriving After Year 1—  
What Do I Do Now?**

*Congressional Room*

**(FY 2007 and FY 2008 Project Directors only)**

Come network with others who have joined their SS/HS initiatives “midstream” to identify strategies for overcoming some of the management, leadership, and implementation challenges that can occur.

Jennifer Kitson  
Technical Assistance Specialist  
National Center for Mental Health Promotion and Youth Violence  
Prevention

Barb Zandlo Hutchinson  
Technical Assistance Specialist  
National Center for Mental Health Promotion and Youth Violence  
Prevention

**Wednesday, November 4, 2009**

8:00 a.m. - 9:00 a.m.                    **Continental Breakfast**                    *Crystal Ballroom Foyer*

9:00 a.m. - 9:45 a.m.                    **Evaluation 101—What To Expect  
From Seven Percent**                    *Waterford/Lalique Suites*

Using a framework of basic evaluation contract deliverables, we will take a walk through some local evaluation expectations within the context of the SS/HS program. We will cover general explanations for data collection, input analysis, and reports.

Sarah Naegar  
Program Analyst (Contractor)  
Educational Services Inc., in support of the Division of Prevention,  
Traumatic Stress, and Special Programs  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Service

Patrick Weld  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

9:45 a.m. - 10:30 a.m.                    **Government Performance and  
Results Act (GPRA)**                    *Waterford/Lalique Suites*

What is GPRA, and why is it important? This session will walk you through the process of developing appropriate GPRA measures, calculating targets, reporting actual data, establishing expectations for your local evaluator, and defining what your FPO will need.

Michelle Bechard  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

Kellie Cosby  
Federal Project Officer  
Center for Mental Health Services  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services

10:30 a.m. - 10:45 a.m.                    **BREAK**                    *Crystal Ballroom Foyer*

10:45 a.m. - 11:45 a.m.

**Motivating Change Through  
Communication: A Leadership Issue**

*Waterford/Lalique Suites*

This plenary will help you make the connection between strategic communication and successful initiatives. Participants will be encouraged to develop a “marketing mindset” that puts the communication “spotlight” on the needs of audiences to create messages and materials that resonate. Additionally, the plenary will examine how communication is a core leadership issue and illustrate how a culture of communication can improve any initiative’s success.

Jean Synodinos  
Communication Specialist  
ICF/Macro International

11:45 a.m. - 12:15 p.m.

**Meet Your Communication Specialist**

Grantees will meet in groups to learn more about the role of communication technical assistance and to discuss current challenges and immediate opportunities to maximize success of their SS/HS initiative.

SS/HS Communication and Social Marketing Center Staff

**Following the presentation of materials, grantees will move to the following rooms:**

Laverne Canady	<i>Lalique Suite</i>
Adrienne Dealy	<i>Potomac Suite</i>
Valerie Jackson	<i>Susquehanna Suite</i>
Patric Rayburn	<i>Severn Suite</i>
Jean Synodinos	<i>Patuxent Suite</i>
Christina Zurla	<i>Congressional Room</i>

12:15 p.m. - 1:30 p.m.

**Luncheon Presentation: If I Knew  
Then What I Know Now!**

*Waterford/Lalique Suites*

In this facilitated discussion, two PDs will share lessons learned in the first year of managing an SS/HS grant. Participants will have the opportunity to ask questions at the end of the session.

Paula Ann Every  
SS/HS Project Director (FY 2008)  
Jackson Public Schools  
Jackson, MS

Kip Farnum  
SS/HS Project Director (FY 2008)  
Campbell County School District  
Gillette, WY

Valerie Jackson  
Communication Specialist  
ICF/Macro International

1:30 p.m. - 2:15 p.m.

**The Victory Kit**

*Congressional Room and Laliqeu/  
Susquehanna/Severn/Potomac/  
Patuxent Suites*

Grantees will be introduced to the Victory Kit and learn how to make the most of this premier resource for new SS/HS grantees.

SS/HS Communication and Social Marketing Team Staff

**Following the presentation of materials, grantees will move to the following rooms:**

Laverne Canady  
Adrienne Dealy  
Valerie Jackson  
Patric Rayburn  
Jean Synodinos  
Christina Zurla

*Laliqeu Suite  
Potomac Suite  
Susquehanna Suite  
Severn Suite  
Patuxent Suite  
Congressional Room*

2:15 p.m. - 2:45 p.m.

**Conference Closing—  
Do You Believe?**

*Waterford/Laliqeu Suites*

Michael Wells  
Federal Project Officer  
Office of Safe and Drug-Free Schools  
U.S. Department of Education