



City of Santa Clarita
CREATIVE Connection
Capacity Building Project
October 2019 – June 2020

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Welcome to the CREATIVE Connection!

CREATIVE Connection is a leadership training and placement program that carefully matches City of Santa Clarita business professionals with local arts nonprofits to provide board service training, professional development and networking opportunities.

Program Description

CREATIVE Connection Capacity Building Project. The capacity building project offers each participant the opportunity to maximize their role on a board of directors by applying the knowledge and skills gained in the CREATIVE Connection program to develop a strategic action plan that aims to better fulfill the nonprofit's mission. This involves conceptualizing a distinct capacity building project such as:

- Developing a communications strategy
- Improving volunteer recruitment
- Ensuring thoughtful leadership succession
- Updating nonprofit organization's technology
- Improving how outcomes are measured

Partnered together, the arts and business professionals will develop the scope of work or vision for their capacity building project and deliver a progress report and a project submission. Participants are encouraged to consult with the CREATIVE Connection contact to be used as a resource, providing important contact information and deadlines or dates.

Project Overview

The capacity building project should apply concepts drawn from CREATIVE Connection workshops and key trends in the nonprofit sector that are relevant to the context and issues identified by the participants in their project. The outcome should be an improved understanding of a problem, challenge or issue facing the arts nonprofit. The project will include strategies to pursue potential recommendations for action that

could change or improve the arts nonprofit's practices, approaches or processes to better realize their mission. Participants are asked to complete the following:

- **Project Meeting:** The CREATIVE Connection contact will schedule a project meeting with both partners to gauge how each individual may work together.
- **Project Agreement Form:** Following the project meeting, participants will receive a project agreement form to summarize the general scope of work or vision for the project.
- **Progress Report:** At approximately 16 weeks, a progress report will be sent asking for updates on the project and offering any assistance that is needed.
- **Project Submission:** There is no absolute deadline for submission. At the conclusion of the program, participants will share the outcomes and progress of their project work. Ultimately, these partnerships are intended to be enjoyable, spark imagination and enhance the arts within the City of Santa Clarita.

Learning Outcomes

The following are CREATIVE Connection learning objectives:

1. Identify and understand the key trends facing the nonprofit sector as a whole
2. Develop a plan to prioritize operational activities over the next three to five years
3. Gain experience and maximize your role on a board of directors to be an effective board member
4. Understand the cost to achieve outcomes and deliver a mission
5. Explore ways to improve long-term sustainability and impact

Program Requirements

Arts nonprofits are expected to identify a designated board member to execute and supervise the CREATIVE Connection and work with a fellow in the following ways:

- Actively participate in the program to be partnered with a fellow.
- Prepare the nonprofit's board for the fellow's participation.
- Help orient the fellow to the workings of the board.
- Formally introduce the fellow to the board and other key stakeholders.
- Work with the fellow and program manager to scope a project that is at the board level, is of value to the organization or board, and in which the fellow can participate actively and productively.

Fellows are expected to commit as the designated staff to execute and supervise the CREATIVE Connection capacity building project and work with a nonprofit in the following ways:

- Actively participate in the program to be partnered with a nonprofit organization.
- Provide technical skills and resources to the nonprofit organization.
- Work with the nonprofit organization to scope a capacity building project that is at the board level, is of value to the organization or board, and in which the community leader can participate actively and productively



Schedule

Location: The MAIN (24266 Main St, Santa Clarita, CA 91321)

Date	Time	Topic	Speaker	Project Timeline
Wednesday, 10/16/19	9:00 a.m. - 11:00 a.m.	The State of The Sector & Activating Your Leadership	Pamela Saelieb, Center of Nonprofit Management, Senior Strategist	Project Meeting
Tuesday, 11/12/19	9:00 a.m. - 11:00 a.m.	Nonprofit Financial Sustainability: What Does It Really Cost to Achieve Impact?	David Greco, Social Sector Partners, President and CEO	Project Agreement Form
Tuesday, 12/10/19	9:00 a.m. - 11:00 a.m.	The Full Cost Program Budget: 100% of Every Dollar Goes to Impact	David Greco, Social Sector Partners President and CEO	
Tuesday, 1/14/20	9:00 a.m. - 11:00 a.m.	Engaging Funders & Donors: Telling Your Financial Story	David Greco, Social Sector Partners President and CEO	
Tuesday, 2/11/20	9:00 a.m. - 11:00 a.m.	Effective Communications & Project Design	Pamela Saelieb, Center of Nonprofit Management, Senior Strategist	Progress Report
Tuesday, 3/10/20	9:00 a.m. - 11:00 a.m.	Building the Best Board: How to Maximize Recruitment and Training Techniques	Erin Tanenbaum, Southern California Leadership Network, Senior Managing Director	
Tuesday, 4/14/20	9:00 a.m. - 11:00 a.m.	A Board That Governs: Exploring Organizational Capacity and Health	Denise Grande, Director of Arts Education, Los Angeles County Department of Arts and Culture	
Tuesday, 5/12/20	9:00 a.m. - 11:00 a.m.	Being Innovative: Building Capacity by Supporting Nonprofit Advocacy	California Alliance for Arts Education panel of experts	
Tuesday, 6/9/20	9:00 a.m. - 11:00 a.m.	CREATIVE Connection Culmination	Pamela Saelieb, Center of Nonprofit Management, Senior Strategist	Project Submission