



# OhioMHAS Housing University

October 1 – 2, 2018 | Columbus, OH

## About the Conference

The Ohio Department of Mental Health and Addiction Services (OhioMHAS) invites Ohio Adult Care Facility (Residential Facility Class 2), Recovery Housing and Permanent Supportive Housing providers to participate in the second Housing University. The two-day Housing University will offer networking and educational opportunities. Sessions will focus on best practices including budgeting, business planning, operations, landlord-tenant law, fair housing and management practices that promote operational sustainability and facility quality. These sessions will be broken into separate tracks for beginners/new providers and for more advanced/seasoned providers. OhioMHAS is dedicated to supporting its housing providers by providing the tools and resources necessary to ensure each resident has a safe, secure and supported housing environment.

## Who Should Attend

The audience for the Housing University includes Adult Care Facility (Residential Facility Class 2), Recovery Housing, Permanent Supportive Housing owners, managers and operators, as well as anyone else who has a desire to learn the nuts and bolts of operating these housing environments.

## Exhibitor Opportunity

Network with owners, managers and operators of Adult Care Facilities, Recovery Housing, Permanent Supportive Housing and others involved in their field.

### Showcase Your Products, Services or Programs

We will provide one 6' display table and two chairs. Although there is no charge to exhibit, each of your representatives must register [online](#) for the conference. The registration fee is \$50.00. Please register by September 14.

### Exhibitor Setup

Sunday, September 30 – 5:00 pm – 6:00 pm

Monday, October 1 – 7:30 am – 8:30 am

### Exhibitor Display

Monday, October 1 – 8:30 am – 5:00 pm

Tuesday, October 2 – 7:30 am – 2:30 pm

### Exhibitor Break Down

Tuesday, October 2 – 2:30 pm – 3:45 pm

### DONATE A DOOR PRIZE

To increase your exposure, you may donate a door prize. Attendees will sign up at your booth for a chance to win. When the winners are announced during the Peer-to-Peer Roundtables on Monday evening, you will be recognized.

# REGISTER NOW!

Please register [online](#) by September 14, 2018.



**OCCH**  
OHIO CAPITAL  
CORPORATION  
FOR HOUSING

## Featured Speakers

### Monday, October 1 – Opening Plenary: Bridges Out of Poverty Speaker 8:30 am – 10:00 am



**Jodi Pfarr** | *President, J Pfarr Consulting*

Since 2001 Jodi Pfarr has worked internationally, conducting profound seminars that leave people learning and laughing. Her engaging style—and trademark humor—allow her to effectively connect with diverse audiences. Her ongoing clients represent a broad range of groups, including police departments, judges, teachers, religious institutions, social services and fire departments.

Pfarr grew up in a rural area and lives in an urban city, giving her a keen understanding of both demographics, as well as the diversity and unique dynamics within both. She brings audiences the knowledge she has gained from years of hands-on experience within the criminal justice system, social services and nonprofit organizations. This vast work experience enriches her presentation with stories from the trenches that audiences find relatable and transferable to their own lives.

### Monday, October 1 – Luncheon Plenary: Persons with Lived Experience 11:45 am – 1:45 pm



**Quanita McRoberts**

*“The Road to Recovery - a Personal Journey”*

Dayton native Quanita McRoberts graduated from Wright State University with a degree in Liberal Studies with a Social Science concentration as well as two minors in African & African-American Studies and Woman Studies. She believes in supporting and improving her community by bridging the information gap using advocacy, organization and Trauma-

Informed care as tools. Quanita McRoberts will join us to share her compelling story of lived experience, her journey of recovery and her peer support work.





**Monday, October 1, 2018**

**7:30 am – 8:30 am**

**Registration and Networking Breakfast - Franklin Ballroom Foyer**

**8:30 am – 10:00 am**

**Opening Plenary: Bridges Out of Poverty**

Bridges Out of Poverty workshop provides both the social service provider and the community member key lessons in working with individuals from poverty. Topics include increasing awareness of the differences in economic cultures and how those differences affect opportunities for success. The speaker will focus on the 3 Circles of Class and how that impacts people with disabilities and mental illness.

**10:00 am – 10:15 am**

**Break - Franklin Ballroom Foyer**

**10:15 am – 11:45 am**

**Concurrent Sessions A**

**Session A1      *Adult Care Facility Business Planning, Budgeting and Best Practices for Operations Part 1***

Have you recently opened an adult care facility, or perhaps are wanting to do so? This session is geared toward those who are just beginning in the industry. Topics will include business planning, assessing needs in your local communities, identifying funding sources and how adult care facilities fit into the larger mental health system. This session will also include an introduction to the Ohio Adult Care Facilities Association (OACFA) and information about what they offer to home operators.

**Session A2      *Recovery Housing Basics***

What makes a house a recovery home? This session will provide an overview of what recovery housing is, the essential elements of a good recovery house and some basic strategies that operators can use to implement the social model of recovery in their homes.

**Session A3      *Permanent Supportive Housing 101: Where to Begin?***

What is Permanent Supportive Housing (PSH) and who benefits most from this model? Join us in this introductory session to explore where PSH fits in the continuum of supportive housing options. We will explore the elements that make up the PSH model and how it is designed to best meet the special needs of residents.

**Session A4      *Recovery Housing Capital Tools, from Financing to Building Codes***

This session is an opportunity for attendees to learn about funding opportunities that can help with the development and sustainability of recovery housing. Presenters will share experiences and lessons learned in regards to Ohio Building Codes, or challenges in obtaining Certificates of Occupancy. Attendees will also learn about tools to assist them in both short- and long-term financial management.

**Session A5      *Authentic Engagement: Best Practices for Making Meaningful Connections***

In this session, providers will learn how to engage residents in supportive housing environments through strategies and techniques that foster relationships, build community, and connect residents to support unique to their housing environment and within the community. Presenters will share successes and lessons learned from wide-ranging efforts, highlighting efforts to integrate resident input into service programs, provide more relevant services and activities, and engage residents more genuinely to increase the likelihood they will remain stably housed overtime.



**Monday, October 1, 2018**

**10:15 am – 11:45 am**

**Concurrent Sessions A Continued**

**Session A6 *Bridges Out of Poverty***

Bridges Out of Poverty provides useful tools and strategies for a community to prevent, reduce and alleviate poverty. This workshop highlights this comprehensive approach, helping attendees understand the dynamics that cause and maintain poverty from the individual to the systematic level, while increasing awareness of the differences in economic cultures and how those differences affect opportunities for success.

**11:45 am – 1:45 pm**

**Luncheon Plenary: *Persons with Lived Experience***

Quanita McRoberts will join us to share her compelling story of lived experience, her journey of recovery and her peer support work.

**1:45 pm – 2:00 pm**

**Break - *Franklin Ballroom Foyer***

**2:00 pm – 3:30 pm**

**Concurrent Sessions B**

**Session B1 *Adult Care Facility Business Planning and Best Practices for Operations Part 2***

As an adult care facility, you are in the business of empowering people to improve their lives. It is important to develop business practices that both keep your doors open and strengthen the well-being of your residents. Topics in this session include how to best plan for surveys, increasing the efficiency and effectiveness of your housing program, and developing a working budget. Featured speakers will include experienced home operators and will offer tips for planning for current and future operations, expanding your business and sustainability.

**Session B2 *Understanding the Law: How State and Federal Laws Apply to Recovery Housing***

This session provides a basic overview of state and federal laws that apply to recovery housing – including Fair Housing, ADA and Landlord-Tenant Law. Attendees will also hear from a Recovery Housing provider regarding state and federal law program implementation.

**Session B3 *Permanent Supportive Housing 101: Now What?***

This introductory session will explore how to design a business strategy that supports the development and operation of Permanent Supportive Housing (PSH). Speakers will provide examples and case studies on topics such as identifying partners and collaborators, building a business model, budget considerations and more.

**Session B4 *Unlocking Growth by Attracting and Soliciting the Right Kinds of Funding, a Conversation with Funders***

This session is for non-profit and executive leaders considering the best long-term fundraising path for their organizations, whether that is choosing to stay small or trying to grow. Speakers will share strategies for finding the right match from a wide variety of funding sources (government, service fees, corporate giving, foundations and individual giving campaigns); tips for securing large-scale and multi-year commitments; and keeping existing funders engaged over the long-term.

## Monday, October 1, 2018

2:00 pm – 3:30 pm

### Concurrent Sessions B Continued

#### Session B5 *Telling Your Story: Media and Public Discourse about Supportive Housing*

The ways in which the media present stories about affordable and supportive housing can create opportunities for change, or impede progress for those seeking to build greater public will for increased housing resources. In this session, providers will learn how to filter and amplify the message about affordable and supportive housing programs through story-telling, personal narrative and communicating the broader impacts of housing.

#### Session B6 *Maintenance for Managers – Quick Fixes and Handy Tools*

Have you ever called your maintenance technician for a problem and after watching them fix the problem, realized that it was a quick fix that you could have completed yourself? In this session, Jonathan Miller, Maintenance Supervisor with Community Properties of Ohio, will demonstrate some easy, quick fixes that will benefit housing providers. Miller will also introduce and demonstrate some handy tools you may want to keep in stock. This session is interactive and hands-on! Come prepared and ready to engage! Your maintenance technician will thank you for attending this session!

3:30 pm – 3:45 pm

### Break - *Franklin Ballroom Foyer*

3:45 pm – 5:00 pm

### Peer-to-Peer Roundtables

Peer-to-Peer Roundtables are an opportunity to dialogue with the experts as well as your peers after Day One of the Housing University Conference. Roundtables provide a friendly and open conversation where attendees can address your organization's unique challenges as well as share knowledge, experiences and best practices on a variety of topics.

5:00 pm – 7:00 pm

### Dinner on Your Own

7:00 pm – 9:00 pm

### Movie Showing

**Recovery Boys** – *In the heart of America's opioid epidemic, four men attempt to reinvent their lives and reenter society sober after years of drug abuse.*





**Tuesday, October 2, 2018**

**7:30 am – 8:30 am**

**Registration and Continental Breakfast - *Franklin Ballroom Foyer***

**8:30 am – 10:00 am**

**Plenary: How to Make Your Agency Trauma-Informed**

In this plenary attendees will learn how to transform their organizations by utilizing Trauma-Informed approaches. Trauma-Informed Care is an overarching structure and treatment attitude that emphasizes understanding, compassion and responding to the effects of all types of trauma. Trauma-Informed Care also addresses physical and psychological risks to both clients and providers and provides tools to empower people on the path to stability.

**10:00 am – 10:15 am**

**Break - *Franklin Ballroom Foyer***

**10:15 am – 11:45 am**

**Concurrent Sessions C**

**Session C1 *Adult Care Facility & Recovery Housing Insurance 101 - Attorney***

In this session, attendees will hear from experts about the broad areas of insurance coverage operators of Adult Care Facility and Recovery Homes should obtain to mitigate business risk. Speakers will also discuss ways to secure comprehensive and competitively priced packages for your business.

**Session C2 *Connecting Residents to Benefits and Resources***

Attendees will learn about the importance of connecting residents to local resources, including public benefits, local mental health and addiction services, and how to build useful local resource directories.

**Session C3 *Physical Asset Tracking Tool***

OhioMHAS and OCCH have developed a long-range capital needs planning tool to assist partners and operators in tracking assets and budgeting for future operations. This session will provide instruction on how to use the tool, how to interpret the information within the tool, and how it all relates to the successful operation of your property. All attendees, including operators of Recovery Housing, Adult Care Facilities and Permanent Supportive Housing, are encouraged to attend.

**Session C4 *Marketing and Media Relations***

What's in and what's out in today's marketing world? This session will cover what's working and what's not in social media, digital media, Google grants, billboards, print and radio advertisements, and websites. Bring samples of what you are currently doing for honest feedback and suggestions for improvement.

**Session C5 *Social Enterprises***

Many housing providers are looking for new and innovative ways to help build their residents' skills and training so that they may enter or re-enter the workforce. Social enterprises are small businesses designed to employ residents in a supportive, skill-building environment and unlock new opportunities for residents to build self-esteem and empowerment while earning income. In addition to learning about social enterprises, attendees will hear how several housing providers are incorporating the social enterprise business model to enhance their organizational missions.



**Tuesday, October 2, 2018**

**11:45 am – 1:00 pm**

**Luncheon Plenary: Don't Worry, Be Happy!**

Don't worry, be happy! Nine steps that you can easily implement. This plenary will focus on self-care and motivation for providers that work in stressful and demanding housing environments.

**1:00 pm – 1:15 pm**

**Break - Franklin Ballroom Foyer**

**1:15 pm – 3:45 pm**

**Concurrent Sessions D**

**Session D1     *Adult Care Facility Policy, Procedures & Forms***

Adult care facilities are businesses that need policies and procedures to run smoothly and set clear expectations. Some policies and procedures are required to be licensed by OhioMHAS, while others may be needed depending on the particular home. This session will discuss how to develop good policies and procedures, what types of policies and procedures homes are required to have, as well as others that may be useful to business operations. Attendees will work on crafting their own policies in this hands-on workshop.

**Session D2     *Recovery Housing Policy, Procedures & Forms***

In this interactive workshop, attendees will come away with knowledge and skills to assist with the development of appropriate policies, procedures and organizational documents and forms.

**Session D3     *Working Together: Guide to Blended Management***

Permanent Supportive Housing operators are responsible for managing real estate and meeting all funder requirements while service providers are focused on improving stability for residents. At times, the work of managers and service providers may be at odds. Join us as we explore how property managers and service providers can better delineate roles and meaningfully collaborate to successfully serve residents and best maintain the real estate.

**Session D4     *Growing from Grassroots***

Attendees will learn about common operational considerations that recovery housing operators need to address as they grow from small grassroots organizations. These topics include developing a basic understanding of being an employer, providing appropriate training for your board of directors and developing plans for continuous quality improvement.

**Session D5     *Communication/Safety***

Please join Dan Elliot from Cooperative Communications to learn about increasing interpersonal safety for housing providers. You will learn to increase skills in recognizing potentially threatening or dangerous situations. Learn how to maintain productive and safe interaction with residents and also increase choices in dealing with challenging situations.

**Session D6     *Marketing and Media Relations***

Want to know how to get the word out about what you have to offer? Want to win more grants and funding? This session will cover communications basics for your small businesses and non-profit organizations. This will be a hands on workshop to help you develop effective outreach materials. Please bring copies of your current marketing materials for review and discussion. We also will go through a step-by-step process to write a compelling Case Statement for writing and winning grants.

## Register Now!

Please register [online](#) by September 14, 2018.

**Registration Fee:** \$50.00

## Scholarship Opportunity

A limited number of scholarships are available. To apply, please complete your request at the following link: <https://www.surveymonkey.com/r/BY7YRJK>

## Disability Accommodations

If you need a disability-related accommodation or wheelchair access information, please contact Kathie Bowen at [kbowen@occh.org](mailto:kbowen@occh.org), or 614.224.8446 by September 14.

## Cancellation and Refund Policy

A cancellation must be received in writing by September 14 to receive a refund. No cancellations or refunds will be processed after September 14. Refunds will not be issued for no-shows. Please send cancellations to Kathie Bowen at [kbowen@occh.org](mailto:kbowen@occh.org).



*Ideally located within minutes of The Ohio State University, the Marriott Columbus University Area hotel is convenient to all the action and activities at Jerome Schottenstein Center, Ohio Stadium and The Ohio State University campus.*

## Conference Location



**MARRIOTT  
COLUMBUS  
UNIVERSITY AREA**

3100 Olentangy River Road  
Columbus, Ohio 43202

Parking is complimentary.

To reserve your room at the reduced rate, [click here](#) or call 1.844.200.1026 (reference OhioMHAS) by **September 6**. Reserving after September 6 may result in a higher rate or lack of room availability.

