



## BECOMING AN EVIDENCE BASED ORGANIZATION

- **Core Skills for Leadership in Capacity Building & Sustainability**
- **Advance Skills for Planning & Implementation for EBO Operations & Success**
- **Motivational Interviewing: Core Skills**

**March 10-13, 2015**  
**Miami, Florida, USA**

**Approved for up to 26 CE Training Hour**



# President's Message

## PRESIDENTS MESSAGE

Peter Orszag, the former director of the Office of Management and Budget (OMB) once remarked, "less than 1 percent of federal spending goes to programs and activities that we have any evidence they work." The number is less clear for other funding entities and elsewhere. So there is much catching up to do and evidence based approaches are becoming the requirement for anything that is getting funded.

For our 11<sup>th</sup> year Joyfields Institute, working with the **EBP Society** and some of the best experts and practitioners committed to the evidence based movement, continues effort to address this deficiency through training, education and performance evaluation initiatives. Join us for four (4) days of comprehensive evidence based conference and workshops designed for the human services practitioner. We are really excited about this year's program designed specifically for the Justice, Human and Social Services professional. This year as you asked, gives you our customers more flexibility.

We bring you comprehensive evidence based A-to-Z workshops chuck full of what you need to get your program on the right footing and be confident what you are doing works. Select a 2-Day workshop only, or stay all 4 days to get the most out of your participation and also save.

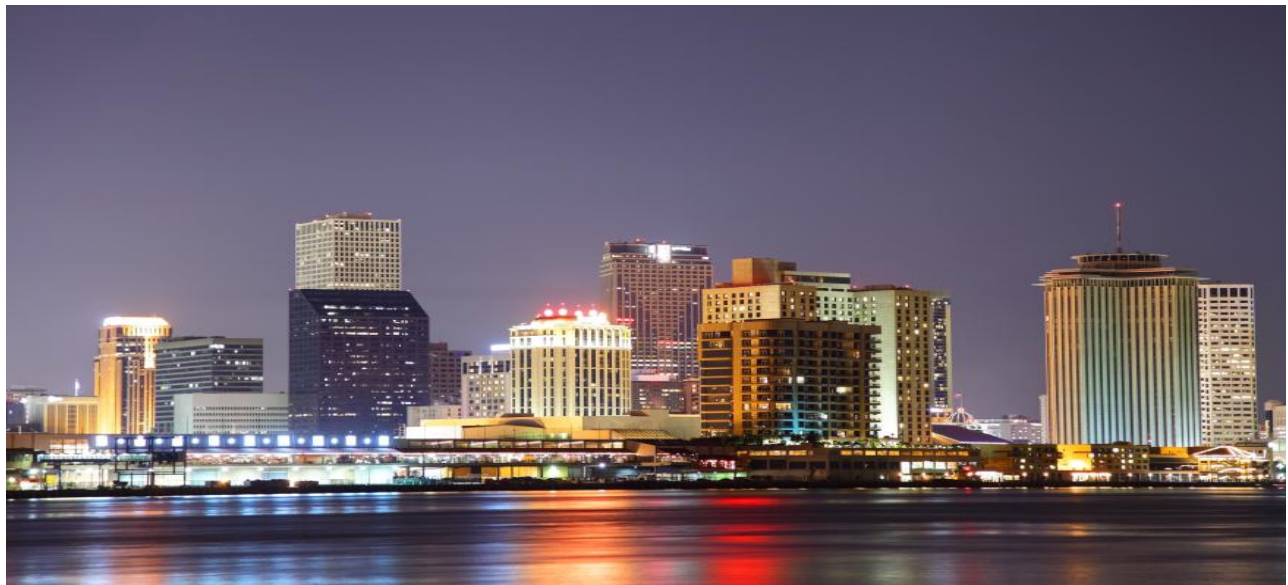
For what you would spend on a 3 day program we have added an extra day of training, education and real life case examples and activities you can use immediately you return home.

But wait! This event is in the great city Miami!

How else can we make it such fun to, **(a)** get away, **(b)** get some real RNR, and **(c)** get the training you can't afford to miss!

Get it all in 4-Days, or select the 2-Day workshop only. Either way you will be on your way to being evidence based. Plan now to join us. And we made it easy to bring a team too. I look forward to seeing you there.

Sobem Nwoko  
President



# Session Overview

**ATTEND ONE (1) OR BOTH 2-DAY WORKSHOP SESSIONS**

**PROGRAM-AT-A-GLANCE**

**Days 1 & 2 - March 10-11, 2015 (One Comprehensive 2-Day Workshop)**

## **Becoming An Evidence Based Organization: Core Skills in Leadership for Capacity Building & Sustainability**

Evidence-based programs, practices and policies are becoming key approaches required of organizations to sustain them and their initiatives. According to research, the benefits from implementing evidence-based approaches vary widely based on organizational characteristics.

**Days 3 & 4 - March 12-13, 2015**

**Two 2-Day Comprehensive Workshops. Select One**

## **Becoming An Evidence Based Organization: Advance Skills for Planning and Implementation**

This workshop is a follow up to the Core Skills workshops on “Becoming an Evidence-Based Organization (EBO)” designed to provide support for those participants and agencies that previously completed a one or two day EBO workshop and would like assistance with EBO planning and implementation.

*Or*

## **Motivational Interviewing (MI): Core Skills for Durable Behavioral Change**

Teams perform like the pros they are using Motivational Interviewing skills. MI is proven to be fully compatible with various approaches as a method that helps people resolve ambivalence toward change through discovery of intrapersonal fuel by placing complete responsibility for change on the individual. Its a must have method in your tool kit.

# Session Overview

## **BECOMING AN EVIDENCE BASED ORGANIZATION-1: LEADERSHIP IN CAPACITY BUILDING AND SUSTAINABILITY**

Evidence-based programs, practices and policies are becoming key approaches required of organizations to sustain them and their initiatives. According to research, the benefits from implementing evidence-based approaches vary widely based on organizational characteristics. Overall, Evidence-based Organizations (EBO's) consistently demonstrate the ability to achieve desired outcomes through effective problem-solving and informed decision-making. In doing so, they use research evidence and data to drive decisions and to develop innovative approaches to delivering services. Their overall goal is to increase the likelihood of your agency and its clients achieving desired outcomes.

The upcoming workshop lays the foundation for realizing the greatest promise these approaches hold both for achieving enduring client outcomes and for consistently reaching, and exceeding expectations of stakeholders who support and fund them.

### **Workshop Curriculum**

- I. The case for evidence-based reform
  - a. Increasing accountability
  - b. Declining resources, increasing costs
  - c. Increasing offender populations; ongoing recidivism
  - d. Expanding technology
  - e. Expanding evidence-based knowledge
  
- II. Knowledge and use of evidence-based “nuts and bolts”
  - a. Evidence-based policies, programs, and practices
  - b. Evidence-based principles
  - c. Evidence-based management
  - d. Evidence-based organizations
  
- III. Demonstrating effective leadership
  - a. Qualities of effective leaders
  - b. Leadership versus management
  - c. Empowering staff
  - d. Leadership philosophy
  
- IV. Understanding organizational culture and assessment
  - a. Organizational culture in practice
  - b. Characteristics of effective organizations
  - c. Staff of effective organizations
  - d. Organizational assessment: Why, how, and by whom?
  
- V. Engaging in strategic planning and performance measurement
  - a. Ineffective and effective strategic planning
  - b. Linking organizational vision and mission to agency activities and outcomes
  - c. Using data for problem analysis and needs assessment
  - d. Accountability for results through performance measurement
  - e. Ensuring program fidelity and continuous quality improvement
  - f. From performance measurement to program evaluation
  
- VI. Enhancing organizational capacity and sustainability
  - a. Building internal and external support
  - b. Use results early, often, and in multiple ways
  - c. Ongoing role of leadership and management
  - d. Adapt and reassess over time
  - e. Marketing your success
  - f. Strategic funding and grant writing

# Session Overview

## **BECOMING AN EVIDENCE BASED ORGANIZATION-2: ADVANCE SKILLS FOR PLANNING AND IMPLEMENTATION**

Having learned the framework for becoming an Evidence Based Organization (EBO), now let's move to the next stage and become it. Plan now to join us this winter in sunny Miami, Florida to establish your own framework for implementation.

This workshop is a follow up to the Core Skills workshops on "Becoming an Evidence-Based Organization (EBO)" designed to provide support for those participants and agencies that previously completed a one or two day EBO workshop and would like assistance with EBO planning and implementation.

It is also appropriate for agencies considering Certification as Evidence Based Organizations under the auspices of the Society for Evidence Based Professionals and Organization.

Agencies are encouraged to attend as teams of 4, 5 or more as this will help accelerate the agencies transition toward becoming a bona fide evidence based organization (EBO). Participants will be in a position to develop agency-specific strategic plans and action plans for becoming an evidence based organizations themselves (EBO).

Participants will be guided and will collaborate as a team to produce strategic and action plans that will focus on the five major components of EBO development:

- Knowledge and use of evidence-based policies, programs, and practices
- Demonstration of effective organizational leadership
- Understanding of organizational culture and use of organizational assessment
- Utilization of effective strategic planning, performance measurement, and program evaluation
- Ongoing efforts to enhance organizational capacity and sustainability

Participants will use workshop time to develop their agency-specific strategic and action plans. It is recommended that 4 to 5 workshop participants attend from each attending agency. Prior knowledge of the five major components of EBOs is expected; participants should bring along previous EBO workshop materials and have at least one laptop computer available for group use.

### **Problem to be Resolved and Learning Objectives for Participants:**

This workshop will address the common problems associated with moving from a training environment to the implementation and evaluation of evidence-based organizational change efforts.

Participants will be given the opportunity to develop strategic and action plans for EBO development, containing:

- An EBO vision and mission
- Organizational goals and objectives, centered on the 5 key aspects of EBO development
- Action steps to be taken to carry out the strategic plan. These action steps will specify responsible individuals, time frames, and resources needed.
- In completing the above, participants also will spend time considering:
  - Intended target population(s)
  - Program(s) being offered
  - Logic and research support for existing program(s)
  - Data being collected and outcomes being assessed
  - Use of performance measurement and performance management
  - Use of scientifically rigorous program evaluation
  - Growing and sustaining an evidence-based environment

# Session Overview

## **MOTIVATIONAL INTERVIEWING (MI): CORE SKILLS FOR INTRINSIC BEHAVIORAL CHANGE**

### **Program Details**

Enduring client change is achievable through Motivational Interviewing (MI). MI is the powerful evidence-based method for engaging intrinsic client motivation. Clinical trials on use of MI in all areas of treatment abound with substantial outcomes for creating sustainable change in maladaptive behaviors far beyond compliance.

MI is proven to be fully compatible with Cognitive Behavioral Therapy, Moral Reconciliation Therapy, Therapeutic Community, and various other approaches as a method that helps people resolve ambivalence toward change through discovery of intrapersonal motivation by placing complete responsibility for change on the individual.

With public and private agencies under increased scrutiny to deliver on promises through evidence based practices, executives must evaluate practices, techniques and programs to improve results and financial outcomes. Motivational Interviewing has applications in various settings giving staffs skills to help their clients succeed through appropriate evidence based practices.

### **What We Will Cover**

This program teaches foundational concepts, strategy and techniques involved in MI and how it can be developed and utilized dynamically in targeted settings. It is excellent for staffs with little or no knowledge of the MI approach as well as those already implementing the model.

Joyfields Institute MI programs are taught through presentations, video examples, instructor modeling, and practice breakout activities. Participants will recognize that many of the techniques are part of their current practice. With that recognition and the training, they will be able to begin using the techniques with more effectiveness and added fidelity to the model.



# Attendance and CE Hours

## WHO SHOULD ATTEND

Human, social services and justice systems administrators, managers, and leaders.

## KEY REASONS YOU AND YOUR COLLEAGUES SHOULD ATTEND A JOYFIELDS INSTITUTE PROGRAM;

- Join others and learn to quickly get your program initiatives on a solid foundation
- Learn in a focused setting without the distractions of being sold to
- Network with colleagues to share invaluable ideas and experiences from different parts
- Meet other professionals and learn how they overcame implementation challenges they faced
- Leave at the end of the program with action steps to begin addressing challenges you face
- Learn first hand the best and latest resources for addressing needs and how to apply them
- Learn from experts and outstanding practitioners "what works" and what not to do
- Through discussion groups and trouble shooting exercises you will learn to embrace opportunities ahead

## CERTIFICATE & CONTINUING EDUCATION TRAINING HOURS

Approved for up to 26 CE training hours

**Joyfields Institute CE:** Approved for CE hours. Upon completion of the course, participants will receive a certificate as evidence of your accomplishment and status as a practitioner who has acquired specific new skills. Many licensing/certification bodies accept this designation. Please check with your licensing body.

**Social Workers:** This program is Approved by the National Association of Social Workers, Approval #886636664-2159 for Social Work continuing education contact hours.

**Licensed Alcohol & Drug Counselors:** Approved for 20 CE hours. Joyfields Institute is an approved education provider by National Association of Alcohol and Drug Abuse Counselors (NAADAC)/National Certification Commission (NCC) Provider #745. Many licensing/certification bodies accept this designation. Please check with your licensing body.

**Substance Abuse Counselors:** Approved for CE hours. Joyfields Institute is an approved education provider by National Association of Alcohol and Drug Abuse Counselors (NAADAC)/National Certification Commission (NCC) Provider #745. Many licensing/certification bodies accept this designation. Please check with your licensing body.

**California LMFT, LEP, LCSW, LPCC:** Joyfields Institute courses meet the qualifications for CE credits in CA as required by CA BBS. Joyfields Institute is an approved education provider by CA BBS, license number PCE 5522.

**Professional Counselors:** Approved for CE hours. Joyfields Institute is an approved education provider by the National Association of Alcohol and Drug Abuse Counselors (NAADAC)/National Certification Commission (NCC) Provider #745. Many licensing/certification bodies accept this designation. Please check with your licensing body

**California State Standards & Training for Corrections:** Approved for 20 CE training hours. Joyfields Institute is a approved California State Standards and Training for Corrections (STC) education provider

For assistance, call +1(770)409-8780.

# Faculty

## **Mark Lewis, LMSW, MCSW, MINT, EBP Implementation Specialist, President, MML Consulting**



Mr. Mark Lewis is best described as a person who is focused on staff development and training for the purpose of improving the moment of contact between a practitioner and the individual receiving services. His trainings are known for depth of knowledge and effectiveness in providing clear influence on the participating practitioners' skills.

His experience includes case management, treatment, supervision, staff development, and management of adult and juvenile justice programs including a very specialized program for Parolee-Sex Offender Alcoholics and Addicts.

Mr. Lewis began his career as a Law Enforcement and Corrections Specialist in the United States Air Force. During his 10 years of service Mr. Lewis performed as a Law Enforcement Supervisor and later as a Master Instructor in the Air Force Police Academy. Following the Air Force he completed a Bachelors Degree in Psychology at the University of Michigan, and the Masters of Clinical Social Work at Michigan State University. He is a Licensed Master Social Worker (LMSW) and a member of the International Motivational Interviewing Network of Trainers (MINT), and carries advanced credentials in other evidence based practices.

In 33 years of practice Mr. Lewis has worked in various public and private human services programs and held positions ranging from clinical therapist, case-manager, director of operations for a national managed care company, director of utilization management, and contract negotiator. Currently Mr. Lewis holds a position with the Michigan Department of Community Health where he is responsible for the implementation and sustainability of evidence-based practices and best practice across the public health system. Mr. Lewis is also an adjunct professor at the Oakland University School of Medicine, the University of Michigan-School of Social Work, and the Wayne State University-School of Medicine-Department of Psychiatry-Research Division.

As a Joyfields Institute Associate Faculty Mr. Lewis leads the staff development and training activities, systems and process design improvements and leadership enhancement practice.



# Faculty

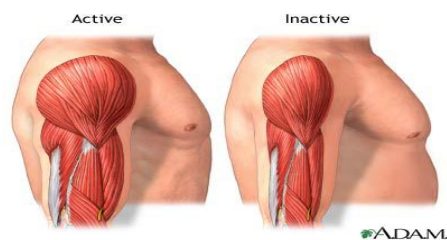
## **David Myers, PhD., Indiana University of PA. and Author, "Becoming An Evidence-based Organization"**

Dr. David L. Myers, PhD, first joined the faculty at Indiana University of Pennsylvania (IUP) in 1998. He earned his PhD in 1999 from the University of Maryland, Department of Criminology and Criminal Justice, and previously received a Master of Science in Administration of Justice and a Bachelor of Science in Criminal Justice from Shippensburg University.



Dr. Myers has taught more than 20 different courses at the undergraduate, masters, and doctoral levels, specializing in classes on research methods and quantitative analysis, juvenile justice and delinquency, and criminal justice policy, planning, and evaluation. From 1999 to 2002, he served as the criminology master's program coordinator; from 2002 to 2008 he served as the criminology doctoral program coordinator; and he currently is serving as criminology internship coordinator. He has supervised the teaching and research of dozens of doctoral students and has advised a variety of student organizations and community groups.

Dr. Myers has published three books (most recently *Becoming an Evidence-Based Organization: Demonstrating Leadership and Organizational Growth*, Joyfields Institute for Professional Development, 2013) and over 30 journal articles, book chapters, or other scholarly works. He also has presented more than 50 papers at national and regional conferences and is currently the Editor of *Criminal Justice Policy Review* (a quarterly, peer-reviewed journal published by Sage Publications). He has received several grants to support his research and previously served as the Director of the IUP Center for Research in Criminology. Dr. Myers also has served as the Dean's Associate in the IUP School of Graduate Studies and Research; the Interim Vice Provost for Research and Dean of Graduate Studies at IUP; the Interim Executive Director of the IUP Research Institute; and the Interim Director of the IUP Murtha Institute for Homeland Security. In the community, he has served as Chairperson of Indiana Area Communities That Care; President of the Board of Directors of Big Brothers Big Sisters of Indiana County; and Advisor to Kids on Campus of Big Brothers Big Sisters.



# Partial List of Alumni & Customers

\* **CEBO** – Certified Evidence-Based Organization

15th Circuit Drug Court, Horry County, SC  
16th Judicial Circuit Court, Key West, FL

Addiction Center of Broome County  
Alaska Department of Corrections, State of  
Arapahoe/Douglas Works

Barbados, Her Majesty's Prison  
BCFS Health & Human Services  
Benewah Medical Center  
Berkshire County Sheriff's Office **CEBO**  
Birmingham Municipal Court, City of  
Boom!Health

Canal Alliance  
CareerSource Broward  
Carroll County Health Department  
Chautauqua County Mental Hygiene  
Cherokee Nation  
Choctaw Nation  
Closer to Home Community Services  
Colorado Department of Corrections  
Colville Tribe  
Community Partnership for Prevention of Homelessness, The  
Confederated Salish & Kootenai Tribe  
Cool Aid Society  
Correctional Alternatives Inc.  
Cuyahoga County Office of Reentry

Dannon Project, The  
Del Norte County Dept. of HHS  
Department of Veteran Affairs

Environmental Alternatives  
EOC of Suffolk

Family Health Centers of Baltimore  
Ford Street Project  
Fresh Start Counseling Services  
Fresno County Probation  
Fresno County Sheriff's Office

Gang Alternative  
Garden City Family Resource Center  
Ghana Prison Service  
Grande Prairie, City of  
Great Lakes Mental Healthcare

Hackley Community Care Center  
Heritage Behavioral Health Center  
Houston Department of Health & Human Services  
Iowa Dept. of Human Services  
Iowa Juvenile Court Services  
Imperial County Behavioral Health Services  
Indiana Department of Corrections

Jefferson County Community Corrections  
JG Consulting Services  
Johnson County Mental Health

Kings County Probation

Lac Courte Oreilles Tribe  
Lafayette Parish Sheriff's Office  
Lighthouse of Broward  
Los Angeles County Probation Department  
Lakes Crossing / NNAMHS

Marin County  
Mercer Family Resource Center  
MCN Reintegration  
Miami-Dade Community Action and Human Services  
Department  
Miami-Dade County Corrections & Rehabilitation Dept.  
Miracles Outreach  
Minnesota, State of  
Missouri Office of State Courts Administrator  
Morgan County Juvenile Probation

NAPA County Health & Human Services Agency  
New North Citizens Council  
Ninth Circuit Court, Family Division

Oglala Sioux Tribe  
OIC of South Florida  
Orange County Probation Department  
Orange County Corrections  
Orange Health Care Agency, County of  
Open Society  
Pathstone Corporation  
Plumas, County of  
Plumas County Probation  
Polk County Sheriff's Office  
PRFI  
Primo Center for Women and Children  
Prince George's County Circuit Court  
Rappahannock Regional Jail

QCI Behavioral Health  
Reno-Sparks Indian Colony

Saleem Shakir, M.Ed,  
San Diego County Probation  
San Diego County Sheriff's Office  
San Mateo County Probation  
Santa Clara Probation Department, County of  
Seneca Family of Agencies  
Shelby County Division of Corrections  
Siskiyou County Human Services Agency  
Social Model Recovery Systems  
South Africa Corrections & Rehabilitation Service  
SPIRITT Family Services  
Stanislaus BHRS Prevention  
St Barnabas Hospital Teen Health Center  
Suffolk County Sheriff's Office

Tanana Chiefs Conference  
The STOP Organization of Hampton Roads **CEBO**  
Torres Martinez Tribal TANF  
Travis County Sheriff's Office  
Tule River Indian Youth Project **CEBO**

Uintah County

Veteran Administration, Department of  
Virginia Department of Juvenile Justice

West Virginia Division of Justice & Community Services  
Westchester Putnam Workforce Investment Board  
Williamette Family, Inc.  
Wilmington VA Medical Center  
Wyandotte County Community Corrections

Yavapai-Apache Nation Tribal Court  
Youth Development Initiatives, Inc

# Accommodations & Registration

## **ACCOMMODATION, REGISTRATION FEE, INTERNATIONAL PARTICIPANTS**

Our host hotel for the programs is the beautiful full service, all-suites Hilton Hotels property;

**Embassy Suites Miami - International Airport**, 3974 NW South River Drive, Miami, FL, 33142. Tel: +1-305-634-5000

This hotel property is conveniently located one-half mile from Miami International Airport and just minutes from Downtown Miami, the Miami Convention Center, world famous South Beach and many other Miami attractions. It offers a free roundtrip airport shuttle service as well as complimentary shuttle service to restaurants within a 2 mile radius. Your stay includes complimentary breakfast, high speed wireless internet access and a nightly manager's reception.

We have negotiated a Group Room Rate of \$179 per night plus taxes and fees. This room block expires Feb. 9th.

How to reserve your room: Participants are responsible for making own accommodation arrangement. Please make your reservations by contacting the hotel directly



- Please Call the hotel directly at (800) 362-2779. Mention the Group Code "Joyfields" to take advantage of the negotiated rate.

\* Ample discounted on premises hotel parking available if you plan on commuting or rent a car during your stay in the city.

If you need immediate assistance, please contact our office at +1(770)409-8780 or, send email with details to [yvette@joyfields.org](mailto:yvette@joyfields.org). Thank you.

## **REGISTRATION & FEES**

The registration fee covers;

All training sessions, Comprehensive Program Manual, Earn CE training hours, Breakfast, lunch and refreshments breaks, 6-month Membership in EBP Society, with EBP Society updates, articles, news and trends publication, Access to Free monthly training/education online training presented by experts and practitioners, and 10% member discount to Joyfields Institute sponsored programs.

	<b>Individual</b>	<b>2-3 Individuals</b>	<b>4 or more</b>
<b>2 Day Program Only:</b>	<b>\$695 ea.</b>	<b>\$595 ea.</b>	<b>\$495 ea.</b>
<b>Full 4-Day Program:</b>	<b>\$1295 ea.</b>	<b>\$1195 ea.</b>	<b>\$895 ea.</b>

## **PAYMENTS AND SUBSTITUTIONS**

Please make payments online at [www.joyfields.org](http://www.joyfields.org). Four more Convenient Ways To Pay:

- **FAX** Completed Registration form to Joyfields at +1(678)605-0271
- **BILL ME** - Will pay by company check. Checks must be payable in US \$ against a US bank and made out to "Joyfields, Inc." and Mail to Joyfields, 5805 State Bridge Road, Suite G255, Duluth, GA 30097
- **CALL** Joyfields for assistance at +1(770)409-8780
- **WIRE** transfer. To pay by wire transfer, send email to [yvette@joyfields.org](mailto:yvette@joyfields.org) to request wiring instructions. Include your phone and fax # and we will send you details for wiring funds Questions? Send email to Yvette Hughes at [Yvette@joyfields.org](mailto:Yvette@joyfields.org) or call +1(770)409-8780.

All payments must be received to participate. If there is a chance payment may not reach us before the program date, a Purchase Order will be required. Participants may substitute attendees, at any time prior to the program start, with no penalty.

**Joyfields Institute for Professional Development / EBP Society**

**Please use this form to process your registration. Complete the form and fax to +1(678)605-0271**

Event Name: \_\_\_\_\_

**Authorizing Manager**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ IPC/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Attendee #1**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Attendee #2**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Attendee #3**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Attendee #4**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Registration Fees**

<b>Circle One:</b>	<b>Individual</b>	<b>2-3 Individuals</b>	<b>4 or more</b>
<b>2 Day Core or Advance Skills Only:</b>	<b>\$695 ea.</b>	<b>\$595 ea.</b>	<b>\$495 ea.</b>
<b>Full 4-Day Program:</b>	<b>\$1295 ea.</b>	<b>\$1195 ea.</b>	<b>\$895 ea.</b>

**Sign me up for my membership. (circle one) Take 10% OFF any event now plus members benefits.**

PLUS Plan Membership ..... \$195

Premium PLUS (Incl. eLearning for up to 5 individuals).....\$795

Platinum PLUS (Incl. LMS + EvalMeasures Software).....\$1695

**Payment Method (circle one): Credit Card / Wire / Check / Bill Me / PO # \_\_\_\_\_**

Credit Card Name (circle one): MC / VISA / AMEX / DISCOVER

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Phone: +1(770) 409-8780 | Fax: +1(678) 605-0271 | [support@joyfields.org](mailto:support@joyfields.org).

Make checks payable to Joyfields Inc. drawn on US bank in US Dollars and Mail To: Joyfields Institute | 5805 State Bridge Road, Suite G255 | Johns Creek, GA 30097