



*Linked In Friendship, Connected in Service  
Central Area*

*Sheila R. Brown  
Central Area Director*



Program Updates

*Link Schylbea Hopkins  
Great Lakes (MI) Chapter  
Area Program Coordinator*



# Welcome

## Chapter Program Coordinators

### Back to Basics

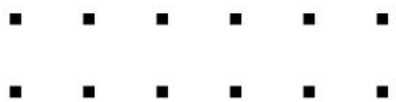




- Welcome
- Linkspiration
- Introductions
- Programs Teams – Role and Responsibilities
  - National
  - Area
  - Chapter
- Programming 2022-2024: Setting the Stage
- The Links, Incorporated's National Programs
- The Links Service Delivery Model
- Facet Updates
- Q & A

# Meet the Team

- Link Schylbea Hopkins, Area Program Coordinator
- Link Kamilah Parker, Area Program, Co-Coordinator
- Link Marion Pierson, Area Services to Youth, Chair
- Link Glenda Kearney DuBoise, National Trends and Services, Chair
- Link Lizzie Ngwenya-Scoburgh, International Trends and Services, Chair
- Link Jylana L. Sheats, Health and Human Services, Chair
- The Arts, Chair (TBD)



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# 2022-2024 Programming: Overarching Objectives

- **Make it easy for chapters to:**
  - ❖ Know and understand Links' programs
  - ❖ Communicate to the outside world what our
    - programming is about
  - ❖ Be in alignment with The Links' national
    - programming
  - ❖ Implement The Links' national programs using
    - our Service Delivery Model based on their community's needs *and*
    - chapter members' interest of service
  - ❖ **Measure impact using a consistent set of metrics**

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# 2022-2024 Programming: Overarching Objectives, cont.

- In so doing, we will:
  - ❖ Have more uniformity in programming we deliver across Linkdom
  - ❖ Provide enhanced opportunities for collaboration in integrated and umbrella programming
  - ❖ Increase time spent *delivering*
    - programming vs. *planning* it;
  - ❖ Give members more time to work together and strengthen the bonds of friendship
  - ❖ **Have a better measurable impact overall**

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# National Programs Committee: Roles and Responsibilities

- Implement Madam President's vision for her administration for programming that achieves The Links, Incorporated's mission: ***“Friends Transforming Communities Through Service”***
- Programming Committee's Charge: *Elevate our service through integration and collaboration within and between our chapters to achieve greater impact!*
- Evaluate national programs, initiatives, pilot programs to determine which should be elevated, updated to reflect current times, etc.
- Provide resource information on national programs that Areas and Chapters can use to readily
- implement our National Programs locally
- **Ensure Link Leslye, and if applicable, your Facet Director, is advised where you have been**
- **invited to speak AND reviews/approves all presentations (at least 3 weeks notice please)**

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# Area Programs Team: Roles and Responsibilities

- Be the program liaison between National and the Area to help ensure alignment
  - between National, Area and Links chapters
- Implement your Area Director's focus for her administration for implementing national programming that achieves The Links, Incorporated's mission:  
***“Friends Transforming Communities Through Service”***
- Provide *supplemental* resource information, as needed, on national programs that Chapters can use to readily implement our National Programs locally

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# Chapter Program Team's Role/Responsibilities

## *Leading Chapter Programming...*

- Engage all members/committees and meet on a regular basis to plan and discuss program plans
- Provide updates during chapter meetings on programming matters
- Design each program using the Service Delivery Model (SDM)
- Train all chapter members on understanding and using the Service Delivery Model (SDM)
- Ensure that all members can articulate the chapters' program priorities
- Submit annual chapter program report (*Constitution & Bylaws Article II. Chapters, Section 5*)

# Implementing Links Programs

- Consistent with the directive to *Elevate Our Impactful Service*, the focus of this
- Administration is increasing our chapters':
  - ✓ Integrated Programming
  - ✓ Umbrella Programming
  - ✓ Collaborative Programming
- 2024 National Assembly Awards Structure reflects these emphasis areas!

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# Program Alignment

- Alignment is achieved when a chapter's programming— from planning to evaluation—is consistent with, and supportive of, The Links' national priorities, strategic plan, and programmatic agenda
- Advantages of program alignment:
  - Decreases chapter overload
  - Improves operational efficiency as chapters can rely on National toolkits and resources
  - Promotes comprehensive approaches and multifaceted responses to complex problems and issues.
  - Increases The Links' overall impact – helpful in seeking sponsors and partners to assist chapters' service efforts
  - Enhances our branding



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# SDM Planning Elements

**Planning Elements:** Our Service Delivery Model contains six components with inputs, outputs and outcomes being central to the common basis of the model.

## Situation

Service models are built in response to an existing situation. We identify the problem or priority the program is responding to and the expected benefit to specific audiences.

## Inputs

The inputs are the resources available to make your program work. Resources could include the people, the money or the community resources that are necessary to operate the program. Inputs lead to outputs.

## Outputs

The activities, products, methods, and services you use represent your outputs. Examples of program activities include research, training, technical assistance and other services. Outputs lead to outcomes.

## Outcomes

The results and benefits for groups, individuals or communities represent outcomes. They may include direct products, services or events delivered through planned activities.

## External Factors

These are the outside forces that affect the implementation and success of the program.

## Assumptions

Assumptions are the beliefs we have about why our program will work.

# The Links' National Programs: 2023-2024: A "Menu" of Options!

Lead Facet	National Signature Programs	National Initiatives	National Pilot Programs	National Supporting Programs and Areas of Concentration
Services to Youth	<ul style="list-style-type: none"> <li>• Links to Success</li> <li>• LINKS-STEMREADY</li> <li>• Links Love HBCUs – <i>new 2022 NA</i></li> </ul>	<ul style="list-style-type: none"> <li>• National Mentoring Initiative</li> </ul>		<ul style="list-style-type: none"> <li>• Young Achievers</li> </ul>
The Arts	<p>Classics Through the Ages</p>		<ul style="list-style-type: none"> <li>• Transforming Communities Through Visual Arts</li> <li>• Young Master Writers Project</li> </ul>	<ul style="list-style-type: none"> <li>• National Poster Art Competition</li> </ul>
National Trends and Services	<ul style="list-style-type: none"> <li>• Project LEAD High Expectations</li> </ul>	<ul style="list-style-type: none"> <li>• Dressing Her from the Inside Out (<i>Dress for Success</i>)</li> <li>• National Social Action Initiative <i>new 2023 Executive Council - Link Up the Vote!</i> <ul style="list-style-type: none"> <li>- Police reform and gun policies (PEACE Pilot Program)</li> <li>- Black Lives Matter principles</li> <li>- Environmental Justice</li> <li>- Human Trafficking</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• Financial Literacy</li> <li>• AARP Are You Ready?</li> </ul>
International Trends and Services	<ul style="list-style-type: none"> <li>• Education Across the Miles (<i>Liberia and Jamaica</i>)</li> <li>• LIFE (<i>Links International Foreign Affairs and Business Empowerment for Youth Program</i>) – <i>new 2022 NA</i></li> </ul>	<ul style="list-style-type: none"> <li>• National HIV/AIDS Initiative</li> </ul>		<ul style="list-style-type: none"> <li>• Links Help for Humanity</li> <li>• NGO</li> </ul>
Health and Human Services	<ul style="list-style-type: none"> <li>• HeartLinks</li> <li>• Linkages to Life</li> <li>• Walk for Healthy Living</li> </ul>	<ul style="list-style-type: none"> <li>• National Mental Health Initiative</li> <li>• National Oral Health Initiative</li> </ul>	<p>Health Equity Ambassador Program (<i>American Cancer Society</i>)</p>	<p>Childhood Obesity Prevention</p>

# Examples of Links Activities

- **Some of our National Impact Days\*** - all Links Chapters and members are encouraged to
- provide the same programming/activity on a given day/weekend; e.g.,
  - September 30, 2023: Walk for Healthy Living (Under Heart Links Signature Program)
  - November 11, 2023: National Impact Day of Service
  - November 12, 2023: Donor Sabbath Recognition (Under Linkages to Life Signature Program)
  - February: Red Dress Event
  - March 16, 2024: Black Family Wellness Expo
- A Chapter's implementation of a national program with only one or a few activities ("one-off's")
- **\* NOTE: Many of these can be included as components of a Links Chapter's annual programming, but standing alone, these are not considered "programs" under the SDM**

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# Upcoming National Program Key Dates

- September 19, 2023: National Voter Registration Day
- September 30, 2023:
  - Walk for Healthy Living (Under Heart Links Signature Program)
- November 11, 2023: National Impact Day of Service
- November 12, 2023: Donor Sabbath Recognition (Under Linkages to Life Signature Program)
- **January 24-27, 2024: 2024 Jamaica Mission Trip**
- February: Red Dress Event – elevate to a community-based focused event
- March 16, 2024: Black Family Wellness Expo
- **June 19-23, 2024: 44<sup>TH</sup> National Assembly, Grapevine, TX**

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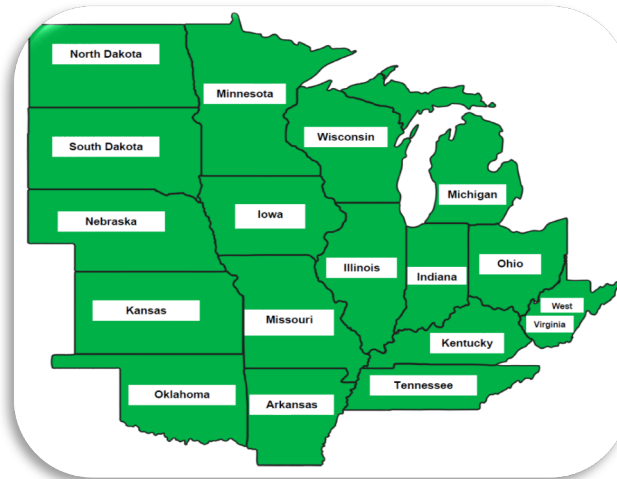
# Our Program Story

## PoSITivity Bench Initiative



58 Benches  
55 Chapters

## LDASC



15 States

## HBCU



100% Chapter  
Participation



# Area Program Results

## RESULTS 1

- **106** Program Reports submitted
- **45** Best Practices Programs
- **34** Chapters recognized for Best Practices Programs

## RESULTS 2

- **27%** of Best Practice programs (integrated)
- **29%** of Best Practices Programs (umbrella)
- **44%** of Best Practices Programs (single facet)

## RESULTS 3

- **7933** contacts with Chapter members
- **47** webinars
- **78%** attendance rate

## RESULTS 4

- **33** chapters participated in collaborative projects/programs
- **30** Chapters participated in one of the Area Initiatives

# Area Goals 2023-2025

## **Goal 1**

To increase the number of Area chapters to participate in collaboration, integrated, umbrella programming by 2% in each category by April 30, 2025.

## **Goal 2**

To develop uniformity in the delivery of programming, utilizing the Service Delivery Model and recognition of Chapters identified as Best Practices from 45 to 50 Chapters in 2024; 50 to 55 Chapters by 2025).

## **Goal 3**

Provide National and Area resources to Area chapters to assist with alignment of National programs through Google Docs, websites, and email distribution quarterly.

## **Goal 4**

Implement and support Central Area's focus on promoting friendship and membership engagement through programs and service as indicated on program reports 2024 and 2025

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# Facet Updates

- The Arts
- Services to Youth
- National Trends & Services
- International Trends & Services
- Health & Human Services



# The Arts Presentation by Link Kamilah Parker



# The Arts

**National Poster Competition-**  
**December –March chapters will conduct their contests**

Category I:	Grades 1-3
Category II:	Grades 4-6
Category III:	Grades 7-9
Category IV:	Grades 10-12

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# The Arts, cont.

- **Classics Through the Ages\***
- **Young Masters Writers Project**
- **Transforming Communities Through Visual Arts**

**\* Signature Program**

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# Services to Youth

## Link Marion Pierson, Chair

### Jackson County (MO) Chapter



# Services to Youth ~ Goals 23-24

- **Goal 1**-Ensure that all 72 Central Area STY Facets have programming that aligns with at least 1 of our national initiatives by May 2024
- **Goal 2**-Reach out to personally connect with all 72 Central Area STY leads via phone call/text or email by May 2024
- **Goal 3**-Increase the number of Central Area Links, Incorporated/National Wildlife Federation Gardens for Wildlife by 15 %
- **Goal 4**- Distribute FREE plants to at least 1 Central Area chapter that indicated they would consider starting a chapter-supported community garden if they received assistance and plants
- **Goal 5**-Increase the number of Links, Incorporated NSBE Jr. chapters in the Central Area by 15%
- **Goal 6**-Have at least 1 member from each STY Facet in the Central Area attend our monthly Program Pearls meetings during the 2023-2024 program year

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# Helpful Resources/Info. -STY

- Contact Information: Marion Pierson M.D. FAAP  
docmpierson@gmail.com 816-726-2414
- [https://www.dropbox.com/s/qyohgi4rpmdi7an/Linked%20Up%20Programs%20-%20National%20CARES%20Toolkit\\_032320.pdf?dl=0](https://www.dropbox.com/s/qyohgi4rpmdi7an/Linked%20Up%20Programs%20-%20National%20CARES%20Toolkit_032320.pdf?dl=0)
- <https://www.dropbox.com/scl/fi/cecf1e7x95dpoa3drzjmc/THE-LINKS-STEMREADY-SIGNATURE-PROGRAM-TOOLKIT-FINAL-7-31-23.pdf?dl=0&rlkey=u6hlcmv1f9ky06j245khij2b3>
- <https://www.nsbe.org/k-12/programs/advisors>
- NSBE Jr. Convention March 20-24, 2024 \*\*\*



# National Trends and Services

## Link Glenda Kearney DuBoise, Chair

### Topeka (KS) Chapter



# National Trends and Services Facet

- Focus: Links Connected to Advocate for Our Communities
- Aligned with the National Signature Program and National Initiatives
- Implement the NTS Programs using the Service Delivery Model:
  - National Signature Program
    - Project LEAD (Links Erase Alcohol and Drug Abuse) High Expectation
      - Toolkit: National Website – Documents – Programs- National Trends and Services – Project Lead
  - National Initiative –
    - Dressing Her From the Inside Out (Dress for Success)
      - Toolkit: Website – Documents – Programs – National Trends and Services – Dressing Her from the Inside Out

# National Trends and Services Facet, cont.

- National Social Action Initiative (new 2023 Executive Council)
  - *Link Up to Vote! – September Tentative Timeframe*
  - Police reform and gun policies (PEACE Pilot Program-Police Engagement and Community Education)
  - Principles of Black Lives Matter
  - Environmental Justice
  - Human Trafficking
- National Supporting Programs and Areas of Concentration
  - Financial Literacy
  - AARP Are You Ready
    - Toolkit Members Only - Programs

# National Trends and Services Facet, cont.

- National Trends and Services Goals Overview:
  - Increase the number of chapters participating in NTS Signature Programs and Initiatives
  - Increase the number of integrated and umbrella programs with NTS as the Lead Facet.
  - Support chapters as they integrate the programs into their communities.
- National Trends and Services Facet Chairs Call - TBA/September
- Contact:
  - Link Glenda Kearney DuBoise, Chair  
Email: [linkglendakduboise@gmail.com](mailto:linkglendakduboise@gmail.com)  
Cell: 785 220-5034



# International Trends and Services

## Link Lizzie Ngwenya-Scoburgh Cincinnati (OH) Chapter



# Links Connected for Global Impact

The mission of the International Trends and Services facet is to expand the global platform for programs designed and developed to service the educational, health and cultural needs of people of African descent throughout the world.

## **International Trends and Services National Signature Programs:**

- **Education Across the Miles** - Updated toolkit
- **LIFE** - Links International Foreign Affairs and Businesses Empowerment for Youth Program
- Area ITS Facets are encouraged to collaborate in global programming to produce meaningful and sustainable international programming.
- Align programming with National / Area Priorities / Chapter Goals



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# Central Area ITS Goals

## **Extend our reach abroad and in our local communities**

**Goal #1:** By October 2023, assess current Area Chapter's international and immigrant programming with documentation of specific programs and location.

**Goal #2:** Ensure that at least 1-2 members from each Central Area ITS Facet attends Area Pearls Programming Webinars during the 2023-2024 program year.

**Goal #3:** By May 2024, ensure that all Central Area ITS Facets are engaged in programming that aligns with at least one of the National signature programs.

**Goal #4:** By June 2024, establish at least 4 to 8 LIFE Programs in the Central Area.

- **The LIFE Program** (*Links International Foreign Affairs and Business Empowerment for Youth Program*) - new National Signature Program.

**Goal #5:** By January 2024, share the **International Women's Day Theme with Chapters** and encourage 100% Central Area participation.

- Incorporate Women's History Month and IWD, March 8, 2024, celebrations into Chapter programming activities that support women and girls.

**ITS Facet Meeting: September 21, 2023, 8pm, EST.**



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# Health and Human Services

Link Jylana L. Sheats

Parthenon (TX) Chapter

*Health & Human Services, Chair,*

*National & Central Area Program*

*Administrator, Black K.A.R.E*



# Central Area Health & Human Services

**LINKS  
CONNECTED  
TO PROMOTE  
BLACK FAMILY  
WELLNESS.**

CA H.H.S.

## Keep it R.E.A.L.

**R**

Respond & Reimagine

**E**

Engage & Empower

**A**

Align, Amplify & Assess

**L**

Learn & Leverage

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# Central Area Health & Human Services: What's Ahead

## HEALTH RECOGNITION DAYS

- ↘ SEPTEMBER 30 **Walk for Healthy Living**  
*Heart Links, Black K.A.R.E., National Mental Health Initiative, Childhood Obesity Prevention, Health Equity Ambassador Program*
- ↘ OCTOBER **National Breast Cancer Awareness Month**  
*Heart Links, Black K.A.R.E., National Mental Health Initiative, Health Equity Ambassador Program, GREEN Basket Initiative*
- ↘ OCTOBER 10TH **World Mental Health Day**  
*National Mental Health Initiative, LAMBS, Heart Links, Black K.A.R.E., Health Equity Ambassador Program, Childhood Obesity Prevention, GREEN Basket Initiative*
- ↘ NOVEMBER **National Diabetes Month**  
*National Mental Health Initiative, LAMBS, Heart Links, Black K.A.R.E., Health Equity Ambassador Program, Childhood Obesity Prevention, National Oral Health Initiative, GREEN Basket Initiative*
- ↘ NOVEMBER 12TH **Linkages to Life Donor Sunday**  
*Black K.A.R.E., Health Equity Ambassador Program*
- ↘ DECEMBER 1 **World AIDS Day**  
*National HIV/AIDS Initiative, National Mental Health Initiative, Health Equity Ambassador Program, National Oral Health Initiative, GREEN Basket Initiative*

*\*National & CA programming HIGHLY relevant to the health day.*

## WHAT'S NEXT

HHS Chairs were asked to complete a brief **CA HHS survey** due 8/31

CA Presidents were asked to share interest in **Black K.A.R.E. Year 3** by 8/22

CA **HHS committee** members will be identified in September.

HHS Chairs plan and promote **Walk for Healthy Living** (asset emailed on 8/16)

### Dates to stay tuned for:

- HHS webinar date (September 2023)
- Black K.A.R.E. 2023-2024 chapters & launch

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# Contact Us

- Link Schylbea Hopkins [linkschylbea2019@gmail.com](mailto:linkschylbea2019@gmail.com)
- Link Kamilah Parker [linkkamilahparker@gmail.com](mailto:linkkamilahparker@gmail.com)
- Link Marion Pierson [docmpierson@gmail.com](mailto:docmpierson@gmail.com)
- Link Lizzie Ngwenya-Scoburgh [linklizzie2020@gmail.com](mailto:linklizzie2020@gmail.com)
- Link Glenda Kearney DuBoise [linkglendakduboise@gmail.com](mailto:linkglendakduboise@gmail.com)
- Link Jylana L. Sheats [linkjylana@gmail.com](mailto:linkjylana@gmail.com)

# Additional Resources

- SDM [www.linksinc.org](http://www.linksinc.org) Members Only ~ Documents ~ Programs ~ Webinars
- Toolkits [www.linksinc.org](http://www.linksinc.org) Members Only ~ Documents ~ Programs

# Area Program Coordinators –Next Meeting

- **November 15, 2023**

- **January 17, 2024**

- All calls will start *promptly* at 7:30pm CST/ 8:30pm EST

# Area Pearls Call–Next Meeting

- **October 10, 2023**
- **December 12, 2023**
- **February 13, 2024**
- **April 9, 2024**
- **All calls will be 7:00 CST/ 8:00 EST**

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