

CONVERGENCE 2018



FEATURING

THE HEART OF

WOOD BUFFALO

AWARDS

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CHAIR'S

MESSAGE

ConvergenceYMM was held November 7th & 8th at the Quality Inn and Conference Centre in Fort McMurray. The conference brought together industry, business, government and the social profit sector to not only discuss where each sector is individually but what the future looks like collectively. The theme for ConvergenceYMM 2018 was "Resurgence: Better Together" and kicked off with the return of the Heart of Wood Buffalo Leadership Awards.



This was the fifth iteration of ConvergenceYMM but the first to be held since the Horse River wildfire in 2016. After the events of May 3, 2016 the Advisory group at the time decided to take a step back until the time was right to resurge. The 2018 restatement of ConvergenceYMM focused on the strength of our communities and the future of our region.

With the theme of strength in mind it seemed natural to the committee to begin Convergence with The Heart of Wood Buffalo Awards. With that said, on Wednesday evening we gathered more than 100 leaders from across the Municipality together to honor the achievements of non-profit leaders, philanthropists and community organizations that embody the spirit of community innovation, capacity building and leadership. Hosting the Heart Awards as a part of ConvergenceYMM provided a positive and expectant foundation for the learning and dialog that materialized at the conference itself.



Thursday morning the daylong conference commenced with two of our personal favorites— breakfast and an influential keynote address. FuseSocial had the pleasure of getting to know and learn with this year's keynote, Blythe Butler, through their work with the Alberta Nonprofit Network and the committee was elated when she agreed to provide our opening keynote at ConvergenceYMM 2018. Blythe spoke to a very keen room about the power of networks, change management, evaluation, and capacity building to support the development of adaptive learning cultures within organizations. Blythe also engaged attendees in interactive breakout sessions about the same through the day. Guests were also able to attend breakout sessions by Gold Star Award Winner Aurakey Digital Agency on enhancing your communication style, and Guy Choquet of the Canadian Red Cross shared his vast experiences with learners in a session titled 'Collaborating as an Investment'.

A highlight of ConvergenceYMM for the committee was the multi-sector panel discussion. The panel discussion had always been a hit in previous years and the committee worked very hard to ensure this year would have the same impact. The panel discussion engaged representatives from business, industry, Government, health, and policing alongside updates developed at the conference from the Social Profit Sector. The discussion proved yet again to be an excellent opportunity to see what impacted us across multiple sectors and provided context to influence decisions and encourage collaboration.

All in all we are very proud of the ConvergenceYMM 2018 events and the team who made them happen. We look forward to working with team members, new and old, to inform ConvergenceYMM when it return in 2020.

In collaboration,

Chantal Beaver & Jason Beck, CYMM 2018 Co-Chairs

HEART AWARDS

RECIPIENTS 2018

BOARD LEADERSHIP

Cliff Dimm

COMMUNITY IMPACT

King's Kids Promotions

91.1 The Bridge Radio

EXECUTIVE LEADERSHIP

Michele Taylor

Joanne Angel-Andrusiv

NEWCOMER ENGAGEMENT

Natalie Kemeny

SOCIAL PROSPERITY LEADERSHIP

SMS Equipment

VOLUNTEER RECOGNITION

Elizabeth Wells



SPECIAL THANKS TO

Canadian Red Cross, who partnered with us to engage Tom Jackson as a Keynote Speaker and Performer for the Heart Awards

Brad Karp, Emcee



KEYNOTE

HOW NETWORKS CAN CONTRIBUTE

TO SOCIAL CHANGE EFFORTS

KEY TAKEAWAYS

'Networks for Social Change' rely on the quality of the social relationships within the network - and the quality of relationships can be measured!

- Collaborative relationships involve the negotiated respective roles played by each partner in the relationship... what you are able and willing to do, over time (McKean et al, 2004)
- A network approach is useful in circumstances where the nature of the challenge is dynamic, emergent, unconventional, unpredictable and challenges the status quo.
- "... organizational networks play a critical role in helping organizations spread innovation and adapt to change (Smith, 2003, 2009). Having the capacity to adapt to change includes having the ability to harness knowledge and creativity to fashion unique responses, stimulate organizational learning, and sometimes embrace and successfully achieve transformational change" (Sussman, 2004).

THE EXTENT THAT A NETWORK INCREASES LEVELS OF:

- Distributed Intelligence
- Caring
- Responsibility
- Resources
- Capacity
- Adaptability
- Understanding

...Such that the group "Sees what needs to be done, can do it successfully, without being told what to do" to address complex, dynamic, emergent social issues.

(Butler, adapted from Human Venture Institute)

BREAKOUT SESSIONS



BLYTHE BUTLER



A “Top 40 under 40” recipient in her current home of Calgary, Blythe Butler’s career as a consultant has been focused helping organizations and teams develop their capacity to respond to various types of challenges inherent in social issues such as early childhood development, homelessness, mental health, literacy, sustainability, community investment and domestic violence. She does this by focusing her efforts on the development of adaptive learning cultures within organizations and collaboratives. Her practice is based on a multi-disciplinary approach, drawing on the new discipline of Human Learning Ecology and social network theory, change management, continuous quality improvement, developmental evaluation, strategy, community engagement, organizational development, corporate social responsibility, start-up enterprise and process safety management.

KEY TAKEAWAYS

- Evaluate your network. Action is not always the goal.
- Proper use of collaboration
- The need to connect with all sectors
- To share and understand the needs and barriers of those you are working with
- It was great knowing where everyone was at with how they are feeling about our community, where we are on the same page, where we need to align
- Collaboration moves at the pace of the need and this may be a good way to judge if it is necessary

ELLIOT PIERRE



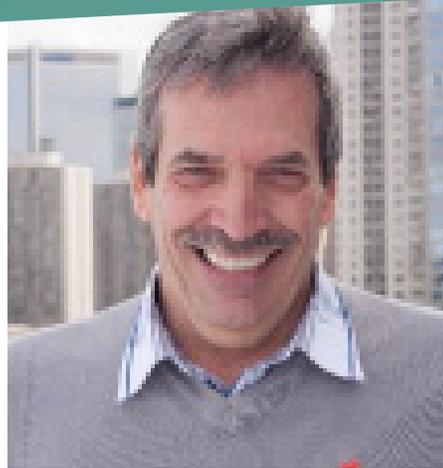
Elliott is Fort McMurray, Alberta born and raised, with a homegrown passion. He graduated from Grant MacEwan College with a Diploma in Human Resources Management. He has spent over a decade in the Human Resources field leading recruitment teams and managing Human Resources departments.

Elliott works in many mentorship roles with both business owners and youth in the community. Sharing his enthusiasm for positivity, following your dreams and building strong relationships. Recently through his passion for his community and supporting local business, he has jumped into the world of digital marketing. Currently he enjoys connecting with companies in his beautiful hometown but also nationally and internationally. His goal is always to build business by sharing a positive and passionate message.

KEY TAKEAWAYS

- Social media in the workplace
- Pay attention to your body language and how you present yourself in order to welcome connections
- Develop a campaign strategy for your organization
- Be true to who you are online, but polished
- Know your top 5 "hates" and be ready to respond to them

GUY CHOQUET



Originally from Bonnyville, Alberta, Choquet has been with the Red Cross for over 35 years.

He began his career with Red Cross as a volunteer Water Safety Leader and has worked in several areas: Prevention Services, Operations, Fund Development and Disaster Management. He was Director of the Emergency Operations during the 2013 Alberta Floods.

Guy has been deployed internationally as Team Leader of CRC Emergency Field Hospitals: twice in 2010 in Haiti and in 2013 in the Philippines. He recently spent two years as Country Representative for Haiti.

KEY TAKEAWAYS

- Collaboration moves at the pace of true need
- Collaboration is an investment
- Create a mandate/purpose and know what you need to do
- Greater things can be achieved through collaboration
- Be brave, move forward, just do it!



STATE OF THE SOCIAL PROFIT SECTOR

All attendees broke out into 5 different groups to put some thought in and evaluate the “State of the Social Profit Sector”. In order to guide these discussions, each group had a facilitator and were asked the following:

1. WHAT THINGS ARE CURRENTLY GOING WELL IN THE SOCIAL PROFIT SECTOR? RESPONSES:

- The people – passionate and dedicated
- Community pride/unity
- Achieving community needs
- Setting bar high in terms of Social Profit Sector and programs/support
- Aware of community needs and adjust to meet or refer out
- More efficient
- More inclusive
- Better collaboration
- Trust
- Willingness to ask important questions
- People “want” to be here
- Boom town to home town
- Mental health awareness
- Mentorship/succession
- Funding and programs are reaching more people
- Partnerships with industry, government and businesses

2. EXTERNAL FACTORS THAT ARE FACING THE SOCIAL PROFIT SECTOR TODAY OR IN THE NEXT 3-5 YEARS? RESPONSES:

- Same people moving around
- Burnout
- Change in government - all levels
- Upcoming and ongoing financial constraints
- Continuous diversification of our region
- Fluctuating economy
- Challenge of including all communities in Wood Buffalo, not just YMM
- Sustainability of projects with limited funding
- Structure of funding
- Recognizing when a project should close/end
- Ensuring evaluation continually happens
- Price of oil/pipelines
- Wood Buffalo Community Foundation
- More problems have been discovered
- Transience of population

3. WHAT ARE THE THREE BIGGEST OPPORTUNITIES THAT THE SOCIAL PROFIT SECTOR HAS NOW OR WITHIN THE NEXT 3-5 YEARS? RESPONSES:

- What definition of ‘collaboration’ is and how it is used in sector
- Supports and training for key players
- Diversification of funding
- Re-evaluation of organization, back to core mandates, opportunity for growth
- Get back to roots and become/remain experts in the fields (meet needs)
- Forced to make hard/uncomfortable decisions
- Willingness to ask for support
- Indigenous community engagement
- Be a legacy for others
- For the Wood Buffalo Community Foundation to “house” funding – the collaboration of fuse, United Way and Wood Buffalo Community Foundation
- Build reputation–get people to connect
- To develop disaster/risk reduction strategy, ie. phone numbers, back ups, etc.
- Merge jobs in social profits
- Address service overlap
- To advocate for services funding, advocate to government

PANEL

DISCUSSION



STATE OF THE SECTORS ADDRESSES

Each panelist was given 5-10 minutes to update some of the key areas within their sector. It was noted that a lot of the same external factors were a challenge across the board for the region, and a lot of the successes were shared.

The panelists who presented on behalf of their sectors are:

RMWB - Jamie Doyle

Business - Bryce Kumka, Fort McMurray Chamber of Commerce

Policing - Lorna Dicks, Superintendent, Wood Buffalo RCMP

Industry - Karim Zarrifa, OSCA

Education - Deborah Kitching, FMCSO, RCSD

Health - Murray Crawford, AHS (confirmed)

Social Profit Sector - Chantal Beaver, FuseSocial & Cecilia Mutch, United Way

CALL TO

ACTION

EVALUATIONS COMPLETED BY INDIVIDUALS REPRESENTING

- Social Profit Sector (50%)
- Education (6%)
- Social Enterprise (6%)
- Industry (28%)
- Government (10%)

ISSUES YOU BELIEVE

SHOULD BE THE COMMUNITY'S PRIORITY FOR CROSS-COLLABORATION

FUTURE FORWARD

- *How can you impact?*
- Learning how to deal with the hard conversation of collaboration
- More opportunities to bring all sectors together
- Often our opportunities for collaboration is sector specific
- Efficiency and better use of funds
- How to build a network in the group you already belong to
- Just make sure there is a need. Communication is one thing, collaboration is another
- Funding accountability
- Recovery - sustainability of programs and services
- A serious, in depth look at duplication of services to become more cost effective, and streamline delivery of services and stream-lining
- Open and honest conversation. Having those tough conversations can lead to authentic collaboration
- Greater community engagement for more board/volunteer people
- Less duplication of programs and services
- Funding streamlining
- Time management/prioritization - in current economic conditions, expectations/reports/tasks have not decreased so need to put some less valuable tasks aside to focus more on collaboration within social programs with different sectors.

WOOD BUFFALO—

HOW CAN WE BETTER FOSTER CROSS-COLLABORATION?

THROUGH OUR EVALUATION WE HEARD

- More open conversations about 'hard' topics
- Bring together advising groups
- Keep networking opportunities available
- Ensure there is value to the collaboration can't have a view of just a few that feel it is a need. Community surveys – open houses. Many voices.
- Keep getting people together
- Encouraging evaluation of when it's necessary to networking and when it's not
- By talking and asking for help
- By knowing what our wheelhouse is and handing over when we are outside of our mandate
- Be the change you want
- Collaborate to encourage collaboration



CONVERGENCE

COMMITTEE

*Back left to right: Jason Beck, Sheri Donovan, Dan Edwards, Samantha Simpson, Anna Seinen, Candace Sturgess
Front left to right: Guy Choquet, Chantal Beaver, Misty Schad, Lisa Sweet, Anna Noble*

SAVE

THE DATE

FEBRUARY 19, 2020