

# ***Network Project Retrospective***

## ***Business of Doing Good***

### **Program Overview**

*The Business of Doing Good: Growing and Enhancing Your Clinical Department* program was a 12-hour, online symposium that addressed the complexities of business modeling and offered nonprofit leaders a comprehensive, hands-on approach to growing and enhancing their organizations' mental health services. The symposium was made possible with the generous support of Greenspace and from dollars made available to The Network from dedicated grant funding from Crown Family Philanthropies, Jim Joseph Foundation and Charles and Lynn Schusterman Family Foundation provided to Jewish Federations of North America in support of its [BeWell](#) initiative, a partnership of JFNA and The Network.

This transformative virtual symposium, aimed at empowering CEOs, COOs, Clinical Directors, and other key decision-makers in Jewish human service organizations, provided a deep dive into key areas that are critical for sustainable growth, financial resilience, and improving service delivery in the behavioral and mental health sectors.

### **Program Components**

Designed as a virtual mini conference, *The Business of Doing Good*, which took place from February 4-6, 2025, featured plenaries, workshop sessions and peer led breakout room sessions with time for reflections and questions. Participants had the opportunity to attend interactive sessions designed to help them develop both clinical and administrative leadership skills. The program included strategies for optimizing organizational outreach and branding to ensure the provision of accessible, high-quality mental health care. Attendees learned about effective methods for enhancing team productivity, leadership dynamics, and ultimately improving outcomes. A significant portion of the program also focused on the financial side of operations, with sessions on best practices in billing, reimbursement, and coding. These practical insights were aimed at helping participants capture all available revenue streams, setting their organizations up for long-term sustainability.

One of the standout elements of the symposium was the collaboration and networking opportunities provided. Professionals from across regions were able to engage with one another, share challenges and solutions, and build connections that would support their work going forward. With the multi-day format, participants had time to digest the material and engage in meaningful discussions, making the event not just informative but truly transformative. The ability to network and learn from colleagues was emphasized as a valuable aspect of the symposium, with many attendees highlighting the opportunity to exchange best practices.

Throughout, many commented on how grateful they are to The Network for the information sharing, for the learnings and for the opportunities to share challenges in an open and transparent manner and to receive concrete help to advance their agency services.

Workshop and Plenary Sessions included:

- *Naming the Challenges and Making the Case: Why Our Agencies Should Have Behavioral Health Programs*
- *Aligning Culture and Brand Marketing*
- *MindCraft: Leveraging Evidence-Based Models to Address Student Mental Health and Organizational Sustainability*
- *When your Behavioral Health Program Isn't Healthy- How to Lead Through Change*
- *Diversifying Your Clinical Team: The Key to Sustainability*
- *Strategies and Considerations for Maximizing Billable Revenue*

At the end of the program, participants received a follow-up email that included all speaker presentations, the recordings, and additional resources.

## **Participating Agencies**

With over 90 individuals, representing 36 member agencies, the discussions and level of engagement was extraordinary!

## **Program Evaluation and Learnings**

After the program ended, participants received a follow-up email and reminders to complete a program evaluation. Participants were asked about the clarity and achievement of the program's objectives, the clarity of communications and promotion of the event, the speakers' knowledge and preparedness, the mix of activities in the event, the applicability of the sessions to their work and communities, along with their general satisfaction of the event.

A few highlights from the survey following the event underscore its success. Nearly 50% of the participants responded, and for about a third of them, *The Business of Doing Good* was their first Network learning experience. The response was overwhelmingly positive, with 90% of participants expressing high satisfaction with the program. In particular, 100% of respondents agreed or strongly agreed that the content was extremely useful in meeting the goals of the program, which were centered on building sustainable and impactful services. These same respondents also agreed that the speakers were knowledgeable and effectively communicated their expertise throughout the sessions. This strong endorsement highlights the quality and relevance of the program's content and its alignment with the needs of nonprofit leaders in the mental health sector.

- *"Wonderful opportunities to learn from each other's successes and challenges. It was a joy! I liked the multiple day formats. It gave me time to digest all the valuable information I was taking in"*
- *"Inspirational program with helpful information and plenty of opportunity to connect with colleagues across regions and share ideas."*

Overall, *The Business of Doing Good* symposium provided participants with not only the knowledge and strategies to enhance their clinical departments but also the practical tools to implement these strategies within their organizations. With 100% of attendees agreeing that the program met its goals, this event left a lasting impact on its participants, equipping them with the skills and confidence to drive positive change in their agencies and communities.

## **Conclusion and Next Steps**

*The Business of Doing Good* was the first of its kind event for The Network in terms of collaboration, focus on a topic, and the structure of the offering. The program evaluation, along with verbal feedback received by participants during and following the program, provided The Network with information to draw conclusions on the value and format of the program, decide on next steps to address the continuing challenges members face and also to plan future offerings and their structure.

The Network staff, Limor Schwartz, Tricia Stern and Basha Silverman will create a series of NETTalks for late spring or early fall 2025 to cover content

areas that attendees requested in their feedback. These NETTalks will be open to all members. In addition, topics of interest will be incorporated into future Clinical Directors NETGroup agendas.