



**Ohio Children's Trust Fund
Board Meeting Minutes
November 19, 2015**

Board Members Present:

Senator Kevin Bacon
Angela Bergefurd (Director Tracy Plouck)
Daniel Fitzpatrick (Director Cynthia C. Dungey)
Christina Klefeker
Representative Sarah LaTourette
Dr. Lolita McDavid
Ronald Rees
Brandi Robinson (Director Rick Hodges)
Judy Leb

Board Members Absent:

Representative Janine Boyd
Jon Fishpaw
Senator Lou Gentile
Dr. Kathi Makoroff

Staff Present:

Kristen Rost, Executive Director
David Monder, Program Manager
Nicole Sillaman, Program Manager
Laurie Mitchell, Program Administrator

Guests:

Denise Pleska, Senior Staff Attorney for ODJFS
Eric Campfield, Senior Legislative Aide, Senator Bacon
Ciara Price, Legislative Aide, Representative LaTourette
Sheri Chaney Jones, President, Measurement Resources Company
Erin Gerbec, Senior Research Associate, Measurement Resources Company
Aileen O'Donnell, Liaison Officer, ODJFS

Chairman Kevin Bacon called the Ohio Children's Trust Fund (OCTF) Board Meeting to order at 10:01am on November 19, 2015. A quorum of members was not present.

Chairman Bacon welcomed new OCTF Board member Angela Bergefurd who is serving as Ohio Department of Mental Health and Addiction Services Director Tracy Plouck's designee. The Chairman then asked everyone in the room to briefly introduce themselves.

Program Highlight – Parent Cafés

Nicole Sillaman provided background information on the Parent Cafés program model. Parent Cafés are a meeting of parents, for parents and led by parents that are designed to create opportunities for parents to conduct, share and learn from each other so that they are able to meet the needs of their families. She explained that the OCTF funds Parent Cafés in Ohio that adhere to the Strengthening Families (SF) Ohio Parent Café model, which is based on the Strengthening Families principles outlined by the Center for the Study of Social Policy (CSSP).

Ms. Sillaman advised that the OCTF is funding Parent Cafés in 11 counties in State Fiscal Year (SFY) 2016 and she reviewed achievements that have resulted from the Cafés.

Board members then viewed a brief video provided by 4C for Children which depicts parents' perspectives of participating in this program.

Following the video, Ms. Sillaman discussed how the Trust Fund has been working in partnership with 4C for Children to establish a network of certified trainers who are able to train Strengthening Families (SF) Ohio Parent Café Coordinators to deliver the Ohio model for the program. In addition, she provided the Board with outcomes achieved to date in developing the network.

OCTF Executive Director Kristen Rost added that Parent Cafés are very successful and do not experience significant recruitment or retention issues. As a result, there is an increased demand for them and consequently, a growing need for more trainers.

Board members discussed the flexibility of the Parent Cafés program model and how this has contributed to the effectiveness of the program in the counties.

Old Business

Minutes

With a quorum of members now being present, Chairman Bacon asked for any additions or revisions to the September 17, 2015 board meeting minutes. Vice Chair Dr. Lolita McDavid motioned that the September 17, 2015 board meeting minutes be approved. Judy Leb seconded the motion and without objection the minutes were approved.

New Business

OCTF Budget and Finance Committee Update

Director Rost discussed the SFY 2016 operating budget, including revenue and expenditure levels through mid-November. She advised that birth and death certificate fee revenue as well as divorce and dissolution fee revenue is on target to reach anticipated year end levels. She explained to members that the grant revenue amount is higher due to the approval of the Trust Fund's Federal Fiscal Year (FFY) 2015 Community-Based Child Abuse Prevention (CBCAP) application through which an additional \$132,691 was leveraged.

The Director also reviewed the Trust Fund's in-kind revenue and she encouraged board members to join the OCTF Finance Committee.

OCTF Strategic Planning

Ronald Rees and Christina Klefeker, who serve on the OCTF strategic planning committee, reviewed the committee's approach to the strategic planning process and shared some of the committee's discussions concerning the Trust Fund's current state of affairs and where the committee would like things to be in the future.

Sheri Chaney Jones, President of Measurement Resources Company, recapped the strategic planning process as well as briefly highlighted the focus areas and vision statement. Ms. Jones explained that the next steps in the strategic planning process build on the strategic focus areas being discussed today. She then turned the presentation back over to Mr. Rees and Ms. Klefeker who reviewed the evolution of the strategic planning focus areas that are before the board for consideration and explained the steps the board can take to help move the OCTF towards the future vision.

Board members then discussed the vision statement and the strategic planning focus areas. Chairman Bacon suggested including within the priority areas the need to develop additional ways to diversify current revenue streams.

Vice Chair McDavid motioned to approve all five priority areas with revisions as well as to revise the vision statement. Representative LaTourette seconded the motion. The board voted unanimously to approve the motion.

April Prevention Month Discussion

Director Rost provided an update on April prevention month activities that have taken place since the last board meeting including exploring a contract with a state term vendor to create and implement a comprehensive statewide public awareness campaign. She explained that the Trust Fund is keeping the pinwheel selfie campaign that was successful last year, but for this April we will be including some funding as part of the campaign so as to extend its reach throughout the state and make the campaign even more successful. The campaign will include an earned media portion with television and radio appearances throughout the state as well as additional public relations activities such as a social media (Facebook, Twitter, and Instagram) campaign which will give us more exposure.

For the social media campaign, the OCTF envisions creating a document to give to all of our county partners with suggested tweets and Facebook posts for every week of the month so that we will have a unified response across the state and help partners that do not have a full time public relations person. Other campaign components include additional online marketing activities, print advertising and an outdoor advertising component: taking a selfie with a street level pinwheel that we place in targeted areas to get the public's attention.

Multiple board members emphasized the need to be strategic with OCTF resources in order to ensure the most bang for our buck. Director Rost agreed and explained that the ODJFS Office of Communications is working with the Trust Fund in reviewing a state term vendor's proposal to see how the potential contractor proposes to meet OCTF April statewide campaign components and needs.

Director Rost then provided an update on the April guidelines developed by the OCTF for local Public Children Services Agencies (PCSAs) utilization of \$2,000 April allocations. The Director

explained the draft April OCTF funding guidelines and reporting requirements including proposed steps to ensure PCSA awareness of and compliance with them.

Director Rost discussed two options from the feedback at the last board meeting regarding the allocation of April funds. Option 1 is that counties can utilize 100% of their April funds to reimburse expenditures associated with the promotion of the pinwheel selfie campaign. At the statewide level, we would be doing the earned media, social media, outdoor advertising, and non-traditional print. At the county level, they can replicate that and use the \$2,000.00 for non-traditional media or buy an ad. In the past, counties have received discounts on advertising and could utilize those relationships to help spread the pinwheel selfie campaign.

The second option presented for discussion was allowing counties to utilize 75% of the funds for the abovementioned statewide campaign to continue disseminating this message in all 88 counties and then 25% of the funds can be associated with their local April events, activities, or campaigns. In the past, counties have utilized public service announcements, informational flyers and handouts, as well as non-traditional print advertising for their local campaigns which could include a bag, t-shirt, or trinket to give to the kids that come to the event.

Ronald Rees motioned to approve the SFY 2016 County PCSA April Guidelines. Daniel Fitzpatrick seconded the motion. The board voted unanimously to approve the motion.

Statewide Application

Director Rost reminded board members that the OCTF received a statewide application from the Family and Youth Law Center at Capital University Law School (Capital University) by the October 9, 2015 deadline, and she briefly reviewed the Trust Fund's mandatory statewide application criteria.

The Director explained that Capital University is requesting funding to expand existing legal services, resources, and referrals to assist families whose children are at risk of abuse and/or neglect in overcoming barriers to family safety and stability. The primary components of Capital University's proposal include: holistic assessments for at risk families and appropriate responses to identified needs that can include information, legal representation, counseling, referral and support services; and the creation and publication of documents, training materials, resource guides, and a website that will be available to families, child-serving professionals and the general public.

Director Rost noted that the service areas are Central Ohio, specifically Franklin, Delaware, Fairfield, Knox, Licking, Madison, Marion, Morrow, and Pickaway Counties. The amount requested by Capital University is \$93,113.57 and they propose to serve 130 adults, 150 children, and 80 families.

Several board members expressed their positive opinion of this proposal and the strong investment it appears to represent. Members requested slight revisions to the proposal and they questioned its sustainability. Director Rost advised members that while the Trust Fund's statewide application criteria do not currently require applicants to explain the sustainability of their proposal, the OCTF will discuss this with the applicant as well as revise the application criteria to require a sustainability plan.

Ronald Rees motioned to approve the statewide application with revisions. Christina Klefeker seconded the motion. The Board voted unanimously to approve the motion.

OCTF Regionalization Update

David Monder explained that the four OCTF draft regional model rules received sixteen comments during the fourteen day clearance period (September 4-18, 2015). He advised that the Trust Fund draft rules, approved by the OCTF Board at its September 17, 2015 meeting, contained nearly twenty revisions based at least in part on the feedback received during the clearance process.

Mr. Monder noted that the draft rules were originally filed by ODJFS on behalf of the OCTF on October 16, 2015 thereby initiating the sixty-five day Joint Committee on Agency Rule Review (JCARR) jurisdiction period. A public hearing on the draft rules has been scheduled for November 23, 2015 and the rules are tentatively scheduled to be heard by JCARR at its December 14, 2015 meeting. The OCTF and ODJFS will continue working to facilitate the completion of the JCARR jurisdiction period so that the rules can go into effect on or around January 1, 2016.

Mr. Monder reminded members that the OCTF Regional Model Procedure Letter, which provides guidance for boards of county commissioners on appointing county prevention specialists to child abuse and child neglect regional prevention councils, was revised and approved by the OCTF Board at its September 17, 2015 meeting.

Mr. Monder explained that the procedure letter was entered into CLARA by ODJFS and received no comments during the clearance period. The procedure letter was then final filed, signed by the ODJFS Director and has been forwarded to e-pubs for posting on the e-manuals website. He noted that the Trust Fund will be sending the procedure letter to county commissioners.

Following the rules and procedure letter update, Director Rost noted that the OCTF will be attending the County Commissioners Association of Ohio (CCAO) winter conference to share and discuss the OCTF regional model with commissioners.

The Director then briefly updated members on the Request for Grant Applications (RFGA) that was released by ODJFS on October 26, 2015. The purpose of the RFGA is to obtain up to eight qualified vendors, one per each defined region in the State of Ohio, to serve as that respective region's Regional Prevention Coordinator. The Director advised that applications are due on Monday, November 30, 2015 at 3:00pm and the Trust Fund will be requesting input from stakeholders to serve on the Application Review Teams and help score the proposals.

Nicole Sillaman then provided a brief update on the County Prevention Specialist appointments. She reminded members that the Regional Prevention Councils will be composed of regional prevention specialists whose duties are to work with the Regional Prevention Coordinator to develop comprehensive needs assessments, serve on standing workgroups, collaborate with the coordinating entity to design a regional prevention plan and April awareness month campaign, assist and guide both plans' implementation, and assist with data collecting and reporting.

Ms. Sillaman explained that the Trust Fund has informed county commissioners that county prevention specialists can be appointed to the Regional Prevention Councils in two ways: County Commissioner Appointment or OCTF Board Appointment. County commissioners may appoint up to two county prevention specialists per county for a two-year term and appointees may serve two consecutive terms.

Ms. Sillaman advised that the OCTF has assisted the CCAO in creating a communication piece that was disseminated to county commissioners on Friday, November 6, 2015. The communication provided guidance as to what information county commissioners should submit to the Trust Fund when appointing county prevention specialists. The OCTF also created a submission letter that county commissioners could utilize when providing appointee names and resumes to the Trust Fund.

Ms. Sillaman explained that the OCTF Board may appoint additional county prevention specialists to serve for a three-year term and appointees may serve two consecutive terms. Interested individuals who are not appointed by their county commissioners may submit an application to the OCTF Board. She noted that an application form has been drafted and it will be listed on the OCTF website once it is finalized.

Other Business

Director Rost reminded board members that they must take ethics training in person or online before January 1, 2016. In addition, members have to file their financial disclosure statements in April and she advised that the OCTF will provide travel and any other pertinent information to board members by the end of February to include in their financial disclosure statements.

The Director also reminded members that the OCTF Board meeting schedule for 2016 is on the meeting agenda. Chairman Bacon asked members to review the schedule and advise the Director of any issues.

As there was no further business to come before the Board, Chairman Bacon adjourned the November 19, 2015, OCTF Board meeting at 11:56am.

Handouts:

OCTF Board Meeting Agenda – November 19, 2015

OCTF PowerPoint Presentation – November 19, 2015

OCTF Board Draft Meeting Minutes – September 17, 2015

SFY 2016 OCTF Operating Budget

OCTF Current State Report

OCTF Five-Year Vision and Strategic Priority Areas

Family and Youth Law Center at Capital University Law School Statewide Application

OCTF Board Appointment Application to Child Abuse and Child Neglect Regional Prevention Councils

Executive Director's Report