

pCHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
COUNCIL MEETING
Thursday, December 4, 2014, 5:00 p.m.

MINUTES

1. Call to Order

Chair Langowski called the meeting to order at 5:00 p.m.

Present:

Thomas Bean

E. Wayne Gent (participated by telephone)

Vince Goodman

Kathleen Kroll (arrived 5:18 p.m., not present for voting)

Greg Langowski

Thomas E. Lynch

Dennis Miles

Shelley Vana

Thomas P. Weber

Excused: Debra Robinson, M.D.

A. Invocation – led by Vince Goodman

B. Pledge of Allegiance – led by Chair Langowski

C. Presentations

1. Literacy Coalition Parent-Child Home Program – Isandra Zayas, Program Officer; Kristin Calder, Chief Executive Officer of Parent-Child Home Program

Isandra Zayas, Program Officer, stated that the Parent-Child Home Program (PCHP) was an evidence-based model and was part of the Healthy Beginnings System of Care. She stated that the PCHP program's objectives were:

- To increase the child's language and to develop literacy skills
- To enhance the child's social/emotional development
- To increase the positive parent/child interaction.

Ms. Zayas stated that the above objectives led to school readiness. She introduced Cobi Dunn, Literacy Coalition PCHP Director. She stated that in 2009 Ms. Dunn had developed the local PCHP, and in 2012 she had led the national certification of the program in Palm Beach County which had been a great accomplishment. Ms. Dunn stated that PCHP was an incredible community-changing program. She stated that PCHP was created in 1965 by Dr. Phyllis Levenstein and that it was international. She stated that it was considered the most intensive early literacy home visiting program in the country. She stated that it utilized 30 minute home visits two times each week over a two year period. She stated that the PCHP was designed for two and three year old under-resourced children at a very critical time in their development.

Ms. Dunn stated that PCHP bridges the achievement gap between low and middle income children so that under-resourced children were ready for school. She displayed a graph from a study conducted upon entrance into Kindergarten for Title I-eligible children entering the Massachusetts school district. She stated that PCHP graduates were, on average, over 7 months developmentally above the school-wide average. She stated that at age five, being 7 months ahead is statistically significant and tremendously impactful on future school success.

Ms. Dunn explained how the program was delivered, and stated that home visitors were a cultural and language match to the families served. She stated that clients received a book or an educational toy each week. She stated that the program approach was through role-modeling with the parent and child present. She stated that PCHP did not use any direct teaching or mandatory tasks for the parents, and that parents did not need to be literate to participate in the program. She stated that the PCHP valued the power of role-modeling as a teaching tool, and the power of the parent as a child's first teacher. She stated that the gentle-touch approach attributed to the high engagement and low attrition rates. She stated that since October, 2013, PCHP had an average completion rate of 89%.

Ms. Dunn stated that CSC contracts with the Literacy Coalition for administrative oversight of the PCHP for 315 clients through Palm Beach County. She stated that the Literacy Coalition sub contracted the direct services to four culturally-competent nonprofit agencies: ASPIRA of Florida, Boys Town South Florida, The Guatemalan-Maya Center, and NOAH. She stated that the model had proven successful through high fidelity measures both locally with CSC through the CPPA (Comprehensive Program Performance Assessment), and through the national PCHP in New York.

Ms. Dunn stated that the agencies were contracted to focus on providing services that were culturally and/or linguistically matched to the agency's client base. She stated that the PCHP was measured through the CBT (Child Behavior Traits) and PACT (Parent and Child Together) tools. She stated that they conducted pre and post tests on each child for each program year. She stated that the observational checklists looked at child behavior and parent-child interaction. She displayed data from PCHP graduates since 2009. She stated that "attention to task", "cooperation with adults", and "engagement in developmentally-appropriate tasks" were all critical school readiness skills, and the results showed that all skills had increased by at least 1.5 points as measured by CBT on a four-point scale. She stated that results showed at least a 1.5 increase between the pre and post tests in the areas of parent-child verbal interaction and positive parenting behavior.

Ms. Dunn stated that through the PCHP parents learned new ways to be better parents, and to guide their children to be better students. She introduced a parent of the PCHP, Magdalena Gaspar, who had participated in the program with her son Nelson for two years. She stated that Nelson had graduated from two years of PCHP provided by the Guatemalan-Maya Center. Ms. Gaspar stated that she had come from a low-income family and had never had a good education. She stated that she had not had the same opportunities that she had been able to provide for Nelson. She stated that she had had four children, and her eldest child had struggled in Kindergarten. She stated that she had registered her other

children in the VPK program and they had fared better than her first son. She stated that she had sought better opportunities and had found the PCHP. She stated that Nelson had been eligible, and had started right away, and that he was later enrolled in VPK. She stated that when he attended VPK he had been able to stay on-task and learn more. She stated that she had been surprised because he had known more than the other children in his VPK class. She stated that he was ahead of his classmates, and a fast learner, and that she had shared with his VPK teacher that they were enrolled in the PCHP with a home visitor. She stated that she was very happy with PCHP because it had helped her son open up and become more involved with his classmates. She stated that he was very interested in books and loved to read with her. She stated that she thought the program should continue to help families to provide educational opportunities for more children. She thanked her home visitor, Maria, and thanked the Council and the Literacy Coalition for providing the program to the community.

Vince Goodman asked whether the children were taught in English or Spanish. Ms. Dunn stated that it was in English and Spanish. Mr. Goodman asked at what level in the school system the children began the program. Ms. Dunn stated that the program was for two and three year old children in their homes. She stated that each of the home visitors provided the program in the language of need in the home, the language that the family spoke. She extended an invitation to Council members to attend a home visit at any home during any visit throughout the county. Ms. Zayas stated that if Council members would like to attend a home visit they could make arrangements through the Clerk of the Council.

Tom Lynch stated that the school system worked in English and asked how the program helped the children with that transition. Ms. Dunn stated that somewhere between the PCHP and Kindergarten was a one-year period of time in which they encouraged all their graduates to participate in the VPK program. She stated that oftentimes they were able to bridge them from PCHP to Kindergarten in this manner. She stated that it was a very important piece to the fidelity of the PCHP model by providing the PCHP services in the home in the family's language of need. She stated that by providing the program in their language it established rapport and trust. She stated that studies specific to PCHP had been conducted where children had *not* received PCHP services in their native language. She stated that these studies had determined that children who *did* receive the program in their native language had been provided a better way to learn English, once they had mastered their home language. She stated that these PCHP studies had proven that services provided in their native language had showed the children to be more proficient in English in Kindergarten. She stated that there was a lot of research in many of these areas posted on the Parent Child Home Program website, and stated that the program had been around for almost 50 years. She stated that links to very comprehensive longitudinal studies were on the website at <http://www.parent-child.org/>

Tana Ebbolle stated that the program was simple elegant in terms of a paraprofessional working and role modeling with a book or a toy, and interacting with the families. She stated that it was designed around the parent being a child's first teacher, so it was focused around building that capacity and confidence. She stated that it was an inexpensive program, and was simple, elegant, and effective.

2. Minutes

A. Minutes of October 23, 2014 Council Meeting

A motion by Goodman/Lynch to approve the Minutes of the October 23, 2014 Council Meeting as presented was approved by unanimous vote.

3. Individual Appearances – Agenda Items – N/A

4. Council Committees:

Program Review Committee

Chair Langowski stated that the Program Review Committee approved the PRC Consent Agenda including the Warrants List and Resolution #14-036. He stated that there had been a presentation regarding the Investing for Results portion of the agenda with an update on the Comprehensive Program Performance Assessment (CPPA).

A motion by Lynch/Goodman to approve the PRC agenda in its entirety was approved by unanimous vote.

Finance Committee

Tom Lynch stated that the Finance Committee had met November 19, 2014. He stated that the Finance Committee recommended approval of the September financial statements. He stated that the Finance Committee had reviewed the expenses for fiscal year 13/14 which ended September 30, 2014, and stated that CSC had been 96% expended, and was therefore close to being on-budget. He stated that the Finance Committee stated that there had been discussion for CSC to keep 30% of its budget (approximately \$30 million) as a reserve, because taxes were not collected until early December, so CSC needed cash flow to allow for payroll, etc. for October and November. He stated that CSC had approximately \$60 million on hand, and was now looking for an investment strategy. He stated that CSC had already reduced the millage for the 14/15 budget from .7015 to .6745. He stated that the Finance Committee would be looking at an investment strategy and policy to get a better return on that cash on hand. He stated that it had been invested with Wells Fargo for the past 12 years, and the Finance Committee may choose to go out for a Request for Proposal for these services.

A motion by Weber/Goodman to approve the financial statements for the year ended September 30, 2014 was approved by unanimous vote.

Personnel Committee

Chair Langowski stated that the Personnel Committee had met December 3, 2014. He stated that the Personnel Committee recommended approving closing CSC offices for one additional day, Friday, January 2, 2015.

A motion by Vana/Goodman to approve closing CSC offices on January 2, 2015 was approved by unanimous vote.

Chair Langowski stated that the Personnel Committee recommended approving voluntary early retirement with the same terms as the previous year. He stated that eligibility included at least 20 years of continuous service to CSC, or for the retiree to be aged 59½ or older with at least five years of continuous service to CSC. He stated that the window to elect retirement was to be January 1, 2015 through February 28, 2015, with the date of retirement to be mutually agreed to occur between January 1, 2015 through June 30, 2015. He stated that the benefits of early retirement included two weeks of current salary for each year with CSC not to exceed 20 weeks, and to receive the balance of previously accrued sick leave which would be contributed to the individual's ICMA retirement health savings account. Tom Lynch asked whether it referred to the sick leave for the current year only. Shay Tozzi, Director of Human Resources stated that 50% of the sick leave would be paid out to the individual, with the other 50% being placed in the ICMA account.

A motion by Goodman/Weber to approve the voluntary early retirement plan for 2015 was approved by unanimous vote.

Chair Langowski stated that at the Personnel Committee meeting of December 3, 2014 Chief Executive Officer Gaetana Ebbola had announced her intention to retire as of January 31, 2015. He stated that Ms. Ebbola had recommended Lisa Williams-Taylor, Ph.D. to succeed her in this position.

Chair Langowski stated that Dr. Williams-Taylor was currently the Chief Program Officer since October, 2012, overseeing a budget of over \$87 million in program funding, and overseeing 50 employees which was more than half of CSC's staff. He stated that since joining CSC in October, 2004, Dr. Williams-Taylor had served as the Director of Program Planning, and as a Planning and Policy Analyst. He stated that Dr. Williams-Taylor had focused her work on children and youth for almost 20 years in mental health treatment, addiction, research and evaluation, and program planning. He stated that Dr. Williams-Taylor had led work related to evidence-based programming and accountability for the past 13 years, and was responsible for strategic planning at CSC with projects such as CSC's national Think Tank meetings, CSC's annual Planning Session, and other business planning. He stated that together with Ms. Ebbola, Dr. Williams-Taylor had co-led many national projects and had participated in various community planning projects with key community stakeholders and funding partners. He stated that she had received her Doctorate in Criminal Justice with Specialization in Forensic Psychology in 2009 from City University of New York, and that she is the author of "*The Journey to Evidence-Based Programming: Changing the Face of Social Services*", as well as two other books on sex offender recidivism, and more than 25 other publications.

Chair Langowski stated that after discussion, the Personnel Committee had unanimously recommended that CSC enter into an employment agreement with Dr. Williams-Taylor as CEO effective February 1, 2015. He stated that under CSC's by-laws, the Council hires a CEO through a written contract with a 2/3 approval of all Council members. He stated that there was only one position with CSC that had an employment agreement, which was the CEO position, per the by-laws. He stated that the term of the proposed agreement would be February 1, 2015 through

September 30, 2017. He stated that the salary would be \$174,000 with a monthly business expense of \$250 through submission of eligible receipts. He stated that benefits would be on the same terms and conditions of the other employees of CSC. He stated that the Council could terminate the agreement without cause with 60 days written notice, the employee could voluntarily resign with 30 days written notice, and the Council could also terminate for cause. Tom Lynch asked whether the termination clause with cause included any necessary notice. Tom Sheehan, Legal Counsel stated that there was a process that needed to be followed, but there would be no additional benefits.

A motion by Goodman/Weber to authorize CSC's Chair, Greg Langowski, to execute a contract with Lisa Williams-Taylor for her to become CSC's new Chief Executive Officer effective February 1, 2015 was approved by unanimous vote.

Lisa Williams-Taylor thanked the Council and stated that she looked forward to working closely with them. She stated that it had been an amazing 10 years working with Ms. Ebbole, and that she had been a tremendous asset to CSC with her vision. Dr. Williams-Taylor stated that her role as the new CEO would be to carry out Ms. Ebbole's vision. She stated that the work was very strongly supported in the community, and that she would continue to work with Ms. Ebbole on a national basis. Tana Ebbole stated that it had been a privilege and an honor to work with CSC, and work with staff, providers, and Council members over the years. She stated that she expected great things to continue at CSC, and the key words were passion and excellence, and getting results. She stated that the Council led and supported this work which was important, because the staff rose to the occasion because of their belief in the work. She stated that every CSC employee was committed to working towards all of Palm Beach County's children being healthy, safe, and strong.

Chair Langowski asked Tom Sheehan whether he would like to outline the process regarding communications (by outside parties) with Council members regarding the CEO position transition. Mr. Sheehan stated that there would be a press release regarding the preceding vote, and that there would be an email from Ms. Ebbole to the providers released that evening or the following morning. Chair Langowski stated that a communications plan on another matter had recommended any requested comments by the press should be directed to the Chair. Mr. Sheehan stated that he recommended that all requests for comments be directed to the Chair.

5. Business/Consent Agenda

A. Consent Agenda Management

1. Additions, Deletions, Substitutions - None
2. Items to be Pulled for Discussion – There were no Agenda Items pulled for discussion purposes.
3. Adoption of the Consent Agenda and Walk-in Warrants List

A motion by Goodman/Vana to approve the Consent Agenda and Walk-in Warrants list was approved by unanimous vote.

B. CSC Funded Programs – Current – N/A

C. CSC Funded Programs – Future – N/A

D. Planning & Development – N/A

E. Personnel – N/A

F. Financial

1. Warrants List – Approved by Consent

G. Administration

1. Resolution #14-035 Authorizing 2014/2015 Media Expenditures in Excess of Annual Cumulative Amount of \$100,000 – Approved by Consent

6. **Business/Non Consent Items** – N/A

7. **Walk-In Items** – N/A

8. **Chief Executive Officer's Report**

1. WPBE Quarterly Utilization Report

Tana Ebbole stated that Deb Tatonetti, Director of Operations had enclosed the WMBE quarterly utilization report in the CEO Report. She stated that CSC would now be including a WMBE status question on the form to all new vendors in the future.

2. Employee Service Award

Ms. Ebbole stated that Scott Davey, Project Manager had recently celebrated his 10 years of service to CSC.

3. Communications Quarterly Update

John Barosek, Chief of Communications stated that there was a packet of promotional items at Council members' places including:

- **Bridges brochures and door hangers** – he stated that they had them in English and Spanish, and each version had different pictures so that they were appropriate to the clientele in the neighborhoods where they would be used. He stated that they were more vibrant than those used previously, and they included simple descriptions of services offered at the Bridges sites, together with contact information for the appropriate Bridges site. He stated that each Bridges site had selected which version would be most appropriate for it. He stated that the brochures included pictures of actual Bridges members at each individual location.
- **Billboards** – he stated that the billboards had been changed after the suggestion to vote on November 4, 2014, and they now carried the Healthy Safe and Strong message. He

stated that they expected to maintain 6 billboards throughout the year, whereas there had previously been 10 billboards. He stated that they would use the billboards for all CSC messaging: Healthy Safe and Strong, early literacy, child safety, teen pregnancy prevention, quality child care, and parenting. He stated that the six billboards included the digital billboard facing traffic on I-95. He stated that he had provided copies of all three different billboard messages.

- **Radio Updates** – he stated that the next installment of the “What If” child safety campaign focused on safety in and around the home. He stated that the campaign was changed out every quarter. He stated that there were 4 x 30-second radio advertisements targeting parents and grandparents on topics of general safety, bicycle helmets, button batteries, and laundry detergent tabs. He stated that the ads were currently in English and Haitian/Creole and that they were negotiating with the Spanish language stations. Two of the advertisements were played.

Mr. Bartosek stated that they had recorded and were airing longer radio programs on child safety featuring Kelly Powell, head of Safe Kids Coalition. He stated that the Safe Kids Coalition was funded by CSC and was housed at community partners. He stated that CSC's communication specialist Amy Gyau-Moyer was also on the radio program.

Shelley Vana asked whether there was any campaigning being done around not co-sleeping with infants. Dennis Miles stated that there was a lot of messaging in this regard, and that DCF had recently had a meeting, and that they would probably soon be working together with CSC in this area. He stated that they had found that the messaging so far was not having an impact on the numbers, that there were as many or more child deaths related to co-sleeping and drowning as ever before. He stated that they needed to work with all programs that met face-to-face with families to deliver the message, which was the only way to combat cultural influences. He stated that parents that had recently experienced such a loss had described the long generational standard of co-sleeping. He stated that it was a very difficult cycle to break. Tana Ebbole stated that part of the work of the hospital liaisons who met with families of all newborns was to discuss safe sleep. Ms. Vana suggested expanding it to the people who read to children every day. Mr. Miles stated that they needed to reach those groups to add drowning prevention and safe sleeping to the messages that they already delivered. Ms. Vana asked who would be coordinating it. Ms. Ebbole stated that CSC (Marsha Guthrie and Tanya Palmer) was working with Clay Walker at DCF in this regard.

- **November 4 reauthorization vote** – he stated that the unofficial results of the November 4 reauthorization vote were released approximately 2 weeks prior to the meeting of December 4, 2014. CSC had received 84.96% approval which was the highest winning percentage of any Palm Beach County (-wide) ballot issue in the last 20 years. He stated that there had been more than 100 countywide ballot issues or constitutional amendments in the past 20 years. He stated that there had been citywide issues that had received a higher approval rating. He stated that reauthorization received 27 endorsements by community organizations, and 41 Resolutions supporting the work by other groups. He stated that there had been strong community support for the reauthorization. He stated that it was tricky to do much analysis because there was not a for/against vote to look at. He stated that of 850 precincts in Palm Beach County

reauthorization received 67% approval or greater in every single precinct that had more than 10 voters. He stated that reauthorization was approved by 90% of the voters in more than 110 of the precincts. He stated that the particularly strong areas included Boynton Beach, Riviera Beach, Belle Glade, Pahokee, and areas of Delray Beach, and West Palm Beach. He stated that some of the strongest areas were in the Bridges neighborhoods, in addition to the Village Academy area in Delray Beach. He stated that reauthorization was rejected in only 6 precincts, and all 6 precincts had 10 or fewer voters who voted on the issue. He stated that typically total votes decreased for candidates further down the ballot, and the decrease for reauthorization was less than 4%, and the dropoff was smaller than any of the other four amendments on the ballot this year.

Mr. Bartosek stated that many Council members were elected officials (or had to stand for election periodically), and asked if they had additional input to offer. There was positive assent.

- **Slideshow of photos from sponsored events and activities** – a slideshow of photographs taken by contracted photographers from the photographic “pool” was shown. He stated that the photos were used for publications such as the Bridges materials and billboards, and that they also used them for presentations and digital messaging. He credited Jon Burstein, Communications Specialist for composing the slideshow.

9. Legal Reports

A. Certificate of Compliance 2014/2015

Mr. Sheehan stated that the Certificates of Compliance for 2014/2015 were now due and should be returned no later than the January Council meeting. He stated that he had provided a set of instructions, but should Council members have questions to please call him.

B. Prevention Partnerships for Children, Inc. Board Meeting

Mr. Sheehan stated that there would be a short Prevention Partnerships for Children, Inc. Board meeting following the Council meeting.

10. Individual Appearances – Non-Agenda Items – N/A

11. Council Comments


Chair Langowski wished staff a happy holiday which was echoed by all Council members.

12. Adjournment

The meeting was adjourned at 5:50 p.m.



Vincent Goodman, Secretary



Gaetana D. Ebbola, Chief Executive Officer