

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
COUNCIL MEETING
Thursday, January 22, 2015, 5:00 p.m.

MINUTES

1. Call to Order

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

Present:

Thomas Bean

Vince Goodman

Kathleen Kroll (participated by telephone)

Greg Langowski

Dennis Miles (participated by telephone)

Debra Robinson, M.D.

Shelley Vana

Thomas P. Weber

Excused: E. Wayne Gent, Thomas E. Lynch

- A. Invocation – led by Vince Goodman
- B. Pledge of Allegiance – led by Chair Langowski
- C. Presentations

- 1. Teen Outreach Program (TOP) – Vashti Rutledge, Program Officer
 - o Housing Partnership
 - o Children's Home Society
 - o Urban League of Palm Beach County

Tana Ebbale, CEO outlined CSC's sentinel outcomes as: i) children being born healthy, ii) children free from abuse and neglect, iii) children ready for school, and iv) access to quality after school and summer programs. She stated that a critical strategy addressing both healthy births and free from abuse and neglect was that women did not have children until they had graduated from high school, at a minimum. She stated that teen pregnancy prevention was a key strategy towards CSC achieving its sentinel outcomes.

Vashti Rutledge, Program Officer stated that there were three agencies implementing the Teen Outreach Program (TOP) on behalf of CSC: Housing Partnership, Children's Home Society, and the Urban League of Palm Beach County. She stated that in order for babies to be born healthy they had to ensure that teenagers were not having babies. She stated that TOP was a teen outreach program working with young people to encourage them to make the right decisions and that it involved healthy decision-making, the curriculum did not focus solely around pregnancy prevention. She stated that they would show quotations and pictures from activities and community-service learning conducted by various TOP programs in Palm Beach County. She stated that in the 2013/2014 program year the TOP clubs served 743 youth with some programs

in school settings, and some in community settings. She stated that there were 33 clubs in 14 Zip codes across Palm Beach County.

Dorothea Daniels stated that in order for staff to present the TOP program to teens they each had to complete training in St. Louis: the facilitators took a 2½ day training and a 5 day training for coordinators. She stated that they operated over a 9 month period, and were obliged to offer a minimum of 25 weekly meetings. She stated that they used the Changing Scenes curriculum of which there were 4 levels. She stated that TOP was considered flexible, because they were able to use the 4 levels interchangeably. She stated that to be eligible to participate in TOP the children had to be in middle school or high school. She stated that the program was in school-based after school programs, school settings, and also in community-based afterschool programs. She stated that the meetings were from 1 to 1½ hours. She stated that each TOP club was required to do 25 hours of community service learning. She outlined the difference between community service work and community service learning, stating that the learning required planning, with participants choosing, planning out, and executing their projects.

Ms. Daniels stated that within 2 weeks of entering the program the teen had to complete a pre-survey, and within the last 4 weeks of the survey the teen did a post-survey. She stated that the information was sent to Wyman who then decided if progress had been made. She stated that teens who had participated in TOP had shown a 60% lower risk of course failure, 53% lower risk of teen pregnancy, 60% lower risk of school dropout, and 52% lower risk of school suspension. She stated that it covered a variety of topics including: sexuality, relationships, goal setting, decision making, self esteem, and values.

Vince Goodman asked what the 'giving back to the community' projects looked like. Ms. Daniels stated that students had gone to the Quantum House and had prepared meals for the residents, had made cards for them, and had entertained the children. She stated that they had played bingo, dominoes, cards, and karaoke. She stated that they had worked on a beautification project with private companies to donate services. She stated that although Wyman required a total of 25 community service hours per club, they had evolved this to allow each teen to provide 20 individual community service hours. Mr. Goodman asked how the students were recruited. Vashti Rutledge stated that it depended on the school, each Provider had built in-roads with their respective schools in order to provide the TOP program. She stated that it sometimes depended on the availability of children in a program, such as the Boys and Girls Club afterschool program, whereas sometimes children were referred to the program because a need had been identified. She stated that participation could also take place on a voluntary basis, because the student wanted to be involved.

Barron Brown, a TOP (teen) participant stated that he loved the TOP program because it made him feel secure. He stated that he had been scared to show his report card to his parents, but he felt comfortable sharing it with his TOP coordinator. He stated that he had previously got straight C's, and now he was on honor roll with A's and B's each semester. He stated that TOP gave him many life lessons and goals to set for himself, they let him know that there was more to life than just going to school and coming home. He stated that he was not very sociable at school, but he had many friends in TOP to talk to. He stated that he had learned about different

levels of self-esteem at TOP, he had previously made jokes about people but now realized it could hurt those people. He stated that he enjoyed the community learning at Quantum house, it was fun serving the food and playing with the children. He stated that he loved being a TOP participant.

Wynsome McLean stated that TOP worked because it was a threefold cord, with cord #1 representing the partnership with the School District and other community organizations. She stated that they provided the TOP program with support and consistent commitment to the implementation of the program. She stated that the organizations, together with the parents, offered teens the opportunity to be heard, and provided the opportunity for the teens to discover their own sense of purpose, creating a forum allowing the teens to develop a sense of responsibility to the community. She stated that cord #2 were the TOP facilitators. She stated that they were skilled in implementing a youth-centered approach, they allowed the teens to grow and develop as individuals. She stated that they provided a safe environment, conducive to teens learning new skills. She stated that the purpose of TOP was to give teens enough tools in their toolbelts so that when they were outside of the program they could make good decisions.

Ms. McLean stated that one skill learned was decision-making which aided in delaying risky behaviors (such as becoming a teen parent or engaging in criminal activities). She stated that the facilitators worked hard to create a non-judgmental atmosphere where a teen could feel safe to share their personal struggles as well as milestone victories. She stated that some programs celebrated birthdays because some teens had never had a birthday party. She stated that they had rewards attached to A's and B's on report cards. She stated that cord #3 were the teens. She stated that the teens may initially be reluctant to participate, but there was very quickly a change in persona and the teens became enthusiastic. She stated that by a teen taking ownership they very quickly developed a peer supportive community and culture. She thanked the Council for its support of TOP.

Vanessa Meuir stated that a huge component of the TOP program was the community service learning. She stated that the projects were self-directed, and by having the facilitators take a backseat the teens were able to feel the glow of the community service and feel the impact they had made. She stated that it boosted the teens' self-efficacy, allowing them to set a goal and reaching it, resulting in them making better life choices and healthy decisions for themselves.

Ms. Meuir showed pictures of teens engaged in a holiday community service learning event. She stated that the children had sung carols, engaged in crafts, and played games with residents at Joseph's Village, a senior living community. She stated that another event from her other club at Renaissance Charter School was a holiday movie night, the teens had sold tickets to the event during their lunch period, with all proceeds benefitting Palm Beach Children's Hospital, sponsoring a welcome bag for the patients, making them feel more at ease in the hospital.

Vince Goodman asked how the skills learned in TOP related to their community service work. Dorothea Daniels stated that at the Riviera Beach Preparatory Achievement Academy (credit recovery/alternative learning school) there were children with behavior problems or excessive

truancy. She stated that they had been taken to St. George's to feed the homeless and the skills were exemplified in the manner in which they carried themselves. She stated that the children's behavior was exemplary, they were extremely empathic to the homeless people coming to eat, and they were dressed appropriately. She stated that the skills were taught, but the teens then had the opportunity to exemplify that they had learned them. She stated that the majority of the students on the school's honor roll the first 9 weeks of school were teens from TOP.

Vashti Rutledge stated that when you give, you often receive, which was something the teens experienced through the community service learning component. Marie Hudson, Assistant Principal, Academy for Positive Learning stated that TOP had been in her school for three years. She stated they were a very small Title I school, elementary through 8th grade with 137 students, of which 50 students were middle school age. She stated that TOP had helped by addressing bullying, to help the students understand the impact of name-calling or making fun of the student that was different. She stated that students had to get parental permission (5 pages) to attend TOP and she had 100% participation. She stated that the children were very enthusiastic about TOP.

Ms. Rutledge stated that all TOP providers had implanted the program with fidelity and the outcomes were moving in the right direction. She stated that they had produced approximately 10,000 hours of community service in the past year, together with the long term investment being made in the children. Debra Robinson, M.D. asked whether the children had to begin the program at the start of the school year. Ms. Daniels stated that the school Principal or after school director had the say in which students would benefit the most from participation. She stated that in one school the TOP program worked in conjunction with intensive reading classes in order to best benefit the children, in another school they worked in conjunction with a social studies class. She stated that at John I. Leonard high school the guidance counselors had created a list of students who had struggled with academics or behavior. She stated that they were flexible with how the students were selected, but they tried to work in partnership with administration to ensure the right students were served. She stated that students started at the start of the school year for the most part, but others (identified with a need) were also welcomed to join as the year progressed. Wynsome McLean stated that there were flyers and posters in the schools, in addition to other locations such as the Police Athletic League on Tamarind Avenue. She stated that they did not turn teens away, but they would stop admission in April for a program that would end in May, and ensure they were enrolled for the new school year.

Dr. Robinson asked for follow up information listing the TOP sites. She voiced her concern with allowing children to be taken out of their classes to attend TOP, and asked in which sites this occurred. Dorothea Daniels stated that they had worked these situations by disallowing students to participate in TOP if their grades fell below a prescribed average. She stated that there were no students failing classes. Dr. Robinson asked how the school district could help CSC expand the programs so that more children could participate.

Tana Ebbolle asked which schools operated a class pull-out program in order for the children to participate in TOP and asked whether missing the class affected their academic performance.

Vanessa Meuir stated that the TOP program she was affiliated with operated during academic hours. She stated that if they operated the program after school they would lose 50% participation, which would be students they needed to reach the most. She stated that by allowing them to attend TOP the teens learned to communicate, and in fact it *saved* time because those same teens no longer needed to be in her office for a half hour or an hour per week. She stated that the office visits dealt with problems such as name calling, bullying, and disrespecting the teacher. Ms. Ebbole stated that it was a valid concern, and once the data had been collected they could have that discussion.

Shelley Vana stated that the County had a new Department of Youth Services and asked whether TOP was working with the County. Vashti Rutledge stated that CSC was not working with the County on TOP, although there were other programs that did work with that department such as the Pregnancy Prevention Coalition at the School District. Tana Ebbole stated that once the County's new Youth Services got up to speed the TOP program would be a great program for it to invest in. She stated that the joint Youth Symposium had shown there was a great interest, and TOP was a reasonably priced program for the County to get value for money.

Tom Weber commended TOP participant Barron Brown for his enthusiasm. He congratulated him for his positive attitude and excellent communication, and stated that these positive traits would trickle down to the other TOP participants and to his community.

2. Minutes

A. Minutes of December 4, 2014 Council Meeting

A motion by Bean/Vana to approve the Minutes of the December 4, 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 Resolutions #15-001 and #15-002. He stated that there had been an Investing for Results update regarding the annual CPPA process, and a System of Care update regarding the quality child care new system launch.

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

Finance Committee

Thomas Bean stated that the Finance Committee had met earlier that day and had reached consensus on the December 31, 2014 financial statements. He stated that the Finance Committee had chosen to table the discussion on Council investments until the subsequent meeting.

A motion by Goodman/Vana to approve the Finance Committee report and financial statements ending December 31, 2014 was approved by unanimous vote.

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/Bean 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

6. Business/Non Consent Items – N/A

7. Walk-In Items – N/A

8. Chief Executive Officer's Report

1. STAR Achievers – CEAP Designation (Certified Executive Administrative Professional)

Tana Ebbolle stated that administrative support and other support staff had participated in the STAR Achievement training series to develop skill, strategy, teamwork and attitude and had achieved the CEAP (Certified Executive Administrative Professional) designation.

2. Employee National Conference Presentation

Lisa Williams-Taylor, Ph.D., incoming CEO, stated that CSC Program Officers Shelley Parker and Michelle Gross had been asked to present at the Zero to Three national conference hosted in Fort Lauderdale. She stated that the conference brought together folks from mental health, early care and education, child welfare, social services, and health care. She stated that Shelley and Michelle had presented on CSC's Healthy Beginnings System of care.

3. CSC Recognized by Healthy Mothers Healthy Babies

Dr. Williams-Taylor stated that CSC was recognized by Healthy Mothers Healthy Babies. Serena Paige-Beckton, Program Officer stated that CSC had been recognized for its support to healthy mothers healthy babies as community partners during the 2013/2014 fiscal year. She read the inscription on the plaque: "If you want to go fast, go alone. If you want to go far, go together".

4. Communications Division Update

John Bartosek, Chief of Communications stated that Scholastic publications had delivered a large amount of complimentary books (15,000) to supplement the books purchased by CSC for the Happily Ever After early literacy campaign. He stated that they were in the process of delivering the books with the help of Prime Time, and they would create mobile libraries at after school sites. He stated that the mobile libraries would work with the 120 after school sites.

Mr. Bartosek stated that the CEO Report included a long list of hyperlinks to new articles. He stated that he normally emailed news articles to Council members as they arose, but due to the long gap between the December and January Council meetings and the Holidays, he had included all media links for that time period in the CEO Report. He stated that many links were related to the reauthorization vote in early November.

Mr. Bartosek stated that the quarterly media expenditure report was included in the CEO Report. He stated that CSC was not currently on the airwaves, with the exception of the WXEL (PBS) station. He stated that PBS carried the 30-minute "Growing Up Strong" program. He stated that they currently were on six billboards instead of the ten billboards they had utilized in 2014. He stated that CSC was not currently in movie theaters, and they did not intent to participate in any print ads in the immediate future. He stated that they were scaling back in the current quarter with the intention to revise and review CSC's messaging. He stated that there were many different campaigns in which CSC was active such as: Happily Ever After, What If? (child safety campaign), teen pregnancy prevention, re-launch of the Strong Minds system of care (formerly Quality Counts), Healthy Safe and Strong campaign, and the beginnings of a parenting campaign.

Mr. Bartosek stated that CSC needed a strong, unified, universal and comprehensive message that wrapped together all of the materials listed. He stated that such a universal campaign would have a reduced number of elements, and would be a more complete package

encompassing everything. He stated that they were considering whether to bring in any outside consultants to define CSC's message and sharpen its focus. He stated that once they had a more complete plan it would be brought before the Council. He stated that CSC would therefore be less visible in the community at the current time than it had been previously.

Debra Robinson, M.D. asked whether the Communications department texted, Tweeted, and utilized Facebook. Mr. Bartosek stated that CSC had Facebook and Twitter accounts, and were exploring other media. He stated that they used the Facebook page mostly to appeal to families and the general public. He stated that the Twitter account was used mostly to contact the professionals in the field of children. He stated that the 'likes' on Facebook had been approximately 350 three years previously, and had increased to 8,500 at the current time. He stated that Facebook constantly changed its approach in how media was used, and there was a recent move to more "boosted" posts, for which there was a charge. He stated that they had always had advertisements on the Palm Beach Post website, and in the last quarter had ventured into other avenues with digital advertising. He stated that they worked with a DC-based company that aggregated websites, they helped CSC find the best sites to do so.

Dr. Robinson stated that it seemed that the focus for communication would now be shifting. She stated that she hoped CSC would reach a primary audience of young, inexperienced parents. She stated that CSC may miss opportunities to communicate by not figuring out the new laws with relation to texting. She stated that the rate of texts being read within 3 minutes was close to 100%, and suggested sending texts to parents to remind them to read to their children daily. She suggested working with the nurses and home visiting programs for them to provide information how to reach those families. Mr. Bartosek stated that they recognized that texting was a critical method of communication.

5. CSC Receives Grant from Florida Department of Agriculture

Tana Ebbolle stated that Michael Modica, Facilities Manager, and Robert Kurimski, Chief Technology Officer had found out about a grant from the Florida Department of Agriculture and Consumer Services for energy-efficient retrofits of public facilities. Robert Kurimski stated that the Florida Department of Agriculture had posted grants for local governments and non profit organizations for replacement of existing infrastructure. He stated efficiencies could be made with in lighting with LED technology, and the HBAC (air conditioning) system. He stated that CSC was awarded a grant of almost \$31,000, and they expected to realize immediate energy savings of \$7,000 per year. He stated that the grant would cover two AC units on the roof, and LED lighting around the lobby and exterior of the building. He stated that they would be moving forward with the improvements in the next few weeks.

9. Legal Reports

A. Certificate of Compliance 2014/2015

Tom Sheehan, General Counsel stated that the Certificates of Compliance for 2014/2015 were now 100% completed and thanked Council members.

B. Annual Meeting – Election of Officers in February

Mr. Sheehan stated that the February Council meeting was the Annual Meeting with the election of Officers.

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

11. Council Comments

Shelley Vana stated that it had been an honor to work with Ms. Ebbole for many years, and wished her well in her retirement. She stated that the leadership of Ms. Ebbole had positively affected a whole generation of children, and every time she visited CSC it gave her great hope. She thanked Ms. Ebbole for her leadership.

Tom Weber stated that he had joined the Council the previous year and had gained a lot of respect for Ms. Ebbole and CSC staff. He stated that he was impressed about how everyone worked together.

Vince Goodman stated that it had been an honor to work with Ms. Ebbole.

Thomas Bean stated that it had been a pleasure and an honor to work with Ms. Ebbole. He stated that for an organization like CSC to have such a positive impact in the community it took people who were dedicated to their jobs, and leadership at the top. He stated that there had to be belief in the values of the organization from the top to the bottom and all the way back up, and Ms. Ebbole had a gigantic role in ensuring she was surrounded by great people. He stated that Ms. Ebbole had a lot to be proud of.

Debra Robinson M.D. stated that her professional path and Ms. Ebbole's had been a wonderful road together. She stated that she appreciated Ms. Ebbole's ability to hear what she was saying. She stated that she almost always recognized that her comments had been investigated or acted upon in the evidence of a future report or presentation. She stated that Ms. Ebbole had game, and if anyone decided to push back they had better be fully prepared because CSC would run some statistics or study to defend its position.

Chair Langowski stated that Ms. Ebbole's passion was for prevention, and that she had spent many years in the child welfare field prior to coming to CSC. He stated that Ms. Ebbole had seen firsthand the toll that such a reactive system could have on a child and family, which was why she had been such a proactive force to ensure children grew up healthy, safe, and strong. He stated that for nearly 20 years as its CEO, Ms. Ebbole had steered CSC through extraordinary growth and change. He stated that under the leadership of Ms. Ebbole the Council had evolved, moving away from traditional social service approaches to employ quantitative and qualitative measurements to evaluate outcomes, and that she had demanded results during that time. He stated that Ms. Ebbole had changed the language around child well-being in Palm Beach County, the state, and the nation. He stated that Ms. Ebbole had started a whole new conversation, for which Palm Beach County

would be forever grateful. He thanked Ms. Ebole for her leadership of CSC, and for helping to grow the tremendous organization so that it may serve the children of Palm Beach County.

Chair Langowski stated that in recognition of Ms. Ebole's 25 years of service, the Board room would be named after her as a reminder for all her hard work and dedication.

Tana Ebole stated that it had been an honor to have been part of CSC, but more importantly it had been an honor to serve with such remarkable people. She stated that what CSC had accomplished was the simple idea that children can be healthy, safe, and strong, and that the organization and the taxpayers can demand results and outcomes for services that were provided to children and families. She stated that she looked forward to the day when they could say that every baby was born healthy, and all children were reading on grade level at the end of third grade. She stated that CSC was in good hands with the Board, and with Dr. Williams-Taylor.

12. Adjournment

The meeting was adjourned at 6:04 p.m.

_____/S/_____
Vincent Goodman, Secretary

_____/S/_____
Lisa Williams-Taylor, Ph.D., Chief Executive Officer