

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY

May 22, 2018, 4:30 p.m.

MINUTES

1. Call to Order

Chair Weber called the meeting to order at 4:30 p.m.

Present:

Thomas Bean

Paulette Burdick

Tom Lynch

James Martz

Vern Melvin

Debra Robinson, M.D. (departed prior to agenda voting)

Jose Luis Rodriguez

Thomas P. Weber

Excused: Donald E. Fennoy II, Ed.D.; Vince Goodman

A. Pledge of Allegiance – led by Chair Weber

B. Invocation – led by Chair Weber

C. Presentations

1. EveryParent Update – John Bartosek, Chief Communications Officer; Christy Potter, Director of Communications; Michael Roedel, Digital Communications Administrator; Shana Cooper, Public Information Officer

- Communications = what's the message, who's the audience, how are they being reached?
- Parents need trusted, timely content via intuitive, friendly technology, with outreach that is broad enough for all residents, although targeted for families that may need additional help.
- Met with all providers to ensure they have EveryParent information, provided hands-on training.
- EveryParent message delivered at family events all over Palm Beach County.
- Campaign was launched August 2017, currently have almost 5,500 accounts which exceeds projected goals.
- Planning subcommittee included providers and community partners, and inclusion at the planning stages garnered buy-in and support.
- Website contains more than 270 articles, 310 resources and 715 milestones/push notifications.
- Website can be translated into Spanish and Haitian-Creole. Exploration for adding other languages is under way.
- Information is available via the EveryParent website, the mobile website and apps for Apple and Android devices. Push notifications keep parents engaged. Multiple feedback loops are included which evaluates whether families find the content they need.
- Adjustments to website/apps are made based on surveys, analytics and feedback.
- Campaign has been shared through traditional media: billboards, radio, print and public television, with presentations at Provider agencies, birthing hospitals, municipalities, etc.
- EveryParent outreach statistics include billboards, 63 events, 55 meetings and bookmark distribution to 140 schools.
- Additional outreach strategies are being considered including developing community ambassadors with a grassroots approach and influencer campaign.

- Focus groups help determine how families use the site and what information they seek.
- A survey will test awareness of the campaign and how to reach various audiences.
- A long-form radio program in Spanish and Haitian Creole will be developed.

Comment: We need to decide who the target audience is. To me the target audience are those parents running trying to survive, and need inspiration and guidance on how to be a more effective parent. I have three accounts and I get the push alerts, but I don't read the content because it's like a dissertation. I wonder whether the parents actually open and read the alerts. The potential for video usage is great.

Q: Can we ensure Community Voice participants are part of the focus?

A: Yes

Q: Can we send audio books through the app?

A: We can explore that. There are various ways to own the rights to a purchased book, it depends on the platform.

Q: If I get a push notification with an audio book, I can pass it to the baby to hear the book with great reading inflection while I am driving. There's a lot more potential.

A: It would be a great opportunity to tie the work in with the Grade Level Reading Campaign work. Palm Beach County was designated as a Pacesetter Community (for the second time in 5 years) by the Campaign for Grade Level Reading, which will be announced in the summer.

Q: Do you have the number of views/usage of the app, by day or week?

A: We have it from August 1, 2017 through May 21, 2018 at this time. There are 136,643 (non unique) screen views for the app. For the website there were 66,238 page views.

Q: Do you have metrics on average time spent?

A: In the app there are many transition screens, but the average time is 39 seconds. For the website the average is 1 minute 20 seconds per page.

Q: What are the most clicked-upon stories?

A: The data was not available at the meeting; it will be provided as a follow up action.

2. Presentation of BRIDGES Evaluation – Shaundelyn Emerson, Program Performance Lead; Bonnie Wagner, Evaluation Officer; Sarah Heinemeier, Ph.D., Partner, Compass Evaluation and Research

Link to BRIDGES Evaluation Report: [BRIDGES Evaluation - General Audience Report](#)

- BRIDGES (ten community hubs in high-risk areas) started service provision in 2011; in 2016 the BRIDGES Steering Committee determined the need for a comprehensive evaluation: Compass Evaluation and Research was selected.
- BRIDGES works to engage pregnant women and families with children up to age 8 to better connect them to resources.
- Zip code analysis from 2008 determined areas with worst child outcomes and other factors - poverty, unemployment, households with limited English speaking proficiency, and lack of access to resources such as a vehicle or phone.
- BRIDGES neighborhoods – nearly 60% of residents identified themselves as Black or African American compared with 18% in Palm Beach County overall.
- BRIDGES is a platform for families to have a voice, become members, interact with other families, give back, and inform CSC what is wanted or needed in a given community.
- BRIDGES' theory of change: Outreach, Engagement, Navigation, Coordination of Services,

and Partnership.

- The concept of immersion reflects a parent's participation in not only the number of activities, but in a range or variety of activities including navigation, capacity building, and parent-child activities.
- Slide 8 of the PowerPoint shows a timeline of initial implementation, full implementation, and model updates. Full implementation of BRIDGES began in 2013/2014. Selected program components, along with when they were introduced, are shown in yellow, key operational features in blue, and birth year of children studied shown in pink.
- Current evaluation is timed four years after the full model began implementation, which is a good time to review a Theory of Change. Evaluation was designed to answer:
 - i) What is BRIDGES' "Secret Sauce"?
 - ii) To what extent do BRIDGES children achieve desired child outcomes?
 - iii) What factors influence BRIDGES children's achievement of these outcomes?
- Evaluation Advisory Team met once or twice per month to guide and inform the evaluation ensuring that results would be useful and meaningful.
- Outcome: connections and relationships, connecting families to resources and to each other.
- Outcome: helps families set the stage for success.
- Key Message: it is critically important to understand community context and underlying success factors when seeking to understand outcome achievement.
- 100% of parents and 98% of partners surveyed agreed BRIDGES was beneficial to families.
- Overall the BRIDGES (locations) have a common approach, although there is local flexibility and community ownership. This allows each BRIDGES site to respond authentically to its community's needs. During the interview process many parents revealed they felt like someone cared about them, and that they had a friendly face to turn to at BRIDGES.
- To what extent do BRIDGES children achieve child outcomes? Compared:
 - BRIDGES versus general population
 - BRIDGES versus non-BRIDGES *matched* population (more similar demographically)
 - BRIDGES *immersed* versus BRIDGES *non-immersed* (level of engagement and participation)
- Data shows that the general population has better outcomes across all indicators compared to BRIDGES (low birthweight, preterm births, ready for kindergarten, reading at grade level), however, comparison groups are very dissimilar on important characteristics such as poverty or English proficiency and other factors.
- Data shows that for a *matched* population (race, ethnicity, English proficiency, poverty) statistically significant differences exist for 3 outcomes instead of all 8 (lower instances of child abuse/neglect birth to 2 years, lower instance of child abuse/neglect birth to 3 years, and third grade reading.)
- A higher level of engagement in BRIDGES (immersion) demonstrates better outcomes on 6 of 8 child indicators; difference is statistically significant in 3 of the 8 indicators (kindergarten reading performance and child abuse/neglect.)
- Immersion matters for outcome performance in these areas.
- Factors with significant influence on child outcomes beyond the direct scope of BRIDGES were listed.
- Factors significantly associated with success in child outcomes include:
 - making connections to CSC and VPK scholarships (children who participated had better kindergarten outcomes);
 - BRIDGES children in afterschool had better 3rd grade FSA reading outcomes;

- Families who participated in more parent-child activities had less DCF investigations;
- Immersed BRIDGES members had stronger kindergarten reading proficiency and less DCF investigations.
- Intermediate and longer-term outcomes are still in progress.
- Possibilities that have emerged from the current study: Collective Impact - may be helpful to consider non-traditional partnerships addressing parents' concerns for community – housing, crime, job development, financial hardship, depression, self-care, co-parenting, and technology resources for children.
- Customized Action Plans - Common footprint/Custom plan
- Findings highlight that race and ethnicity can be linked to outcome achievement, as can poverty and other characteristics that are inherent to children and families.

Q: What percentage of people are immersed?

A: 37%

Q: What is attributed to immersion/non-immersion?

A: Immersion is based on a formula of different services, a caveat of services is needed. Some parents do not make it to that point, they choose to participate in a (reduced) level of immersion that they deem is appropriate for their family. We are looking at the theory of immersion in different ways.

Q: Immersion is where the best benefits lie, how do we work towards better immersion?

A: Participation in BRIDGES is voluntary. We do not want to force families into services that they are choosing not to participate in, but there could be other non-traditional ways to gain greater participation in the activities offered through BRIDGES, and the definition of immersion may have to change. Immersion may look different in different communities.

Q: How many families are immersed in the program? I see many different percentages, we touched 25,000 people.

A: Immersion does not mean that they are not still in the program, it is a definition of a caveat of a combination of different services.

Q: How many children are benefitting from ten sites?

A: In general, or through immersion? It is several thousand families. We can gather the information and provide the numbers.

Q: Several thousand families per year, or in the history of the program?

A: There has been over 25,000 individuals, but when looking at families it is around 9,000, of which 37% are immersed.

These are neighborhood hubs, small areas, so it is not a county-wide program and we are not expecting to get 50,000 participants.

Q: What year did it start?

A: 2011.

Comment: So that is 25,000 people since 2011.

Q: What is the funded amount?

A: Almost \$6 million for the current year. Since 2011, approximately \$30 million, at approximately \$5 million per year.

Comment: If we spend \$6 million, we really need to make the immersion work because that is where you reap the greatest benefits with criminal justice, reading gains, etc.

A: We have resident leadership and engagement, other things we do to get families to advocate within their own communities. There are other factors outside of immersion. Even outside of the outcomes, parents find value in the program.

Q: Do we know how many of the families in BRIDGES are also in the Department of Children and Families' system?

A: We can collect that data and provide it as a follow up.

Q: When the evaluation is completed, what will we know?

A: When the evaluation is done, our work has just started. We will refine the model of BRIDGES, and work on the developments uncovered by the study.

Q: This is not the evaluation?

A: We shared highlights from the evaluation in this presentation. Due to time constraints we were unable to share all evaluation results. We can send the full report which contains the Executive Summary, and today's highlights in much greater detail. *(Note: the full report was included as a link on the agenda page in the original notebook packet. It is located directly below the title of the presentation.)*

Comment: Maybe if I had seen the full report I would feel more comfortable. At this time I am uncomfortable with the outcomes we have seen so far, for the investment. I would like to have the full report because I may be missing something.

A: The full report will give a better picture. BRIDGES was built on the basis of servicing the parents and indirectly hitting CSC's child outcomes. We are trying to change parental behavior and we are seeing through the study that it is long-term, it may take longer to truly affect child outcomes because we are trying to change parental behaviors.

Comment: It looks like if you are immersed, that is where you see statistical significance. I would be curious to see the report because if only 25% are immersed (and that is where the success is) then the cost of the program vs. the benefit is actually higher, because we're spending \$6 million per year targeting the 1,333 families, but if only 200 of those are fully immersed and getting CSC the outcomes, then it's less of a return.

A: We will send out the full report and the Executive Summary.

Q: Will this be part of the Planning Session discussion?

A: We can have conversation at the Planning Session, once everyone has reviewed the full report.

Comment: The evaluation results are like a roadmap and tell us what is successful and what is not. We can change the program to get the success.

A: Because the evaluation results have only just become available, the next step will be to take the results and explore what is working as well as opportunities for growth and improvement.

3. Employee Service Awards – Chair Weber recognized Chris Jacob, Charles Beneby, and Jeff Earles for their five-year anniversaries, and Marsha Guthrie and Alissa Scuderi for their ten-year anniversaries.

2. Minutes

- A. April 26, 2018 Council Meeting

A motion by Lynch/Martz to approve the Minutes of the April 26, 2018 Council meeting as presented was approved by unanimous vote.

3. Public Comment – Agenda Items – N/A

4. Council Committees:

- Finance Committee

The Finance Committee met May 22 and recommended: i) approval of the April 26 Finance Committee Minutes; ii) approval of the April 30 Financial Statements; and iii) contingent upon approval of the Summer Camp Scholarship Council agenda item, revising the General Fund budget, taking the funding out of the Fund Reserve to provide for the scholarships.

A motion by Bean/Lynch to approve the Finance Committee recommendations in full was approved by unanimous vote.

- Personnel Committee – N/A

5. Consent Agenda

1. Additions, Deletions, Substitutions – N/A
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

The Consent Agenda and Walk-in Warrants list was moved for approval by Council member Burdick and seconded by Council member Lynch.

A question was posed regarding Agenda Item 5A(1) (Reference #2): Why didn't the agenda item conform to CSC's fiscal year? It was explained that it conformed to the State's fiscal year because it was a Department of Children and Families program.

The Consent Agenda and Walk-In Warrants list was approved by unanimous vote.

A. Program

1. Resolution #18-011 Authorizing Renewal of an Agreement with the Department of Children and Families for the ACCESS Program – Approved by Consent
2. Resolution #18-012 Authorizing Renewal of Interlocal Agreement with the School District of Palm Beach County – Approved by Consent
3. Resolution #18-013 Authorizing Additional Funding for Summer Camp Scholarships – Approved by Consent

B. Business

1. Warrants List – Approved by Consent
2. Proclamation Recognizing May 2018 as Mental Health Awareness and Trauma-Informed Care Month – Approved by Consent

6. Non Consent Agenda

- A. Business – N/A
- B. For Informational Purposes Only – N/A

7. Walk-In Items – N/A

8. Chief Executive Officer's Report

1. Mental Health Awareness and Trauma-Informed Care Month – the CEO thanked the Council for the photograph in recognition of Mental Health Awareness and Trauma-Informed Care Month. The day of recognition is May 24 in Palm Beach County, and the photograph will be posted to depict the Council's support.
2. 211 Demographic Breakdown Follow Up – demographic information from the 211 presentation in April is included in the CEO Report.
3. Great Ideas Initiative Success Story – Cancer Alliance Help & Hope – The Cancer Alliance delivers "Help & Hope" baskets to families with a child with cancer.
4. Birth to 22 Recognized by The National Association of Counties (NACo) – Palm Beach County's Birth to 22 Alliance was recognized by the National Association of Counties for its work.
5. Reading Event at Forest Hill Elementary School - Council Member Dr. Fennoy participated in a reading event at Forest Hill Elementary School with CEO Lisa Williams-Taylor, Ph.D.
6. 100,000 Books Provided to Students in 2017 – More than 100,000 books have been provided in 2017 to children at every public school and charter school from Kindergarten to 5th grade. This is the 6th year that CSC has distributed books.
7. CSC Receives Plaque from EmpowHER – A plaque was received thanking the Council for the agency's Great Ideas Initiative funding.
8. Reminder: CSC Planning Session June 28, 2018 – 12:30 p.m. to 4:30 p.m. – The annual Planning Session will be held in June.
9. Institute for Child and Family Health - Information was received right before the meeting that the accreditation for the Institute for Child and Family Health had been suspended by Nonprofits First. The CSC funding agreement is contingent upon accreditation, and there will be more information forthcoming. There will be a grace period for the agency to get affairs in order. If warranted, CSC will work with the agency to ensure all families are transitioned effectively.

9. Legal Reports

1. Sunshine Law and Public Records Annual Training – Thomas Sheehan III, General Counsel
 - Sunshine Law provides right of access to government meetings, including Council meetings.
 - A knowing violation of the Sunshine Law is a misdemeanor in the second degree, imprisonment of up to 60 days or a fine of \$500.
 - An unintentional violation is a non-criminal infraction with a civil penalty of up to \$500.
 - December, 2017 there were four Commissioners of the North Broward Hospital District and its General Counsel indicted for misdemeanor violations of the Sunshine Law, in an effort to terminate their district's President and CEO.
 - To correct a Sunshine violation may be time consuming and cumbersome.
 - Three basic requirements of Sunshine Law are:
 - Meeting is open to the Public

- Reasonable notice of the meeting must be given
- Minutes of the meeting must be taken and be promptly available for public inspection.
- A Public Meeting is one where there are two or more Board members discussing a matter which foreseeable action may be taken by the Council. This could be at a formal meeting or elsewhere. If elsewhere, it could be a Chamber meeting, or any opportunity two or more Council members have to be together at the same time and place. Having multiple Council members at the same event is permissible, but discussing items that may come for action before the Council is not permissible.
- Law covers not only conversations (face-to-face or by phone) but also emails, texts, Facebook, or any other type of communication/method by which two or more Council members can communicate.
- Communication by memorandum and email is permitted, provided that there is no reply - that it is a one-way ONLY communication.
Since we are used to responding to emails, using email for a memorandum has the potential to lead to a violation. If something really needs to be communicated in advance of a meeting, please provide details to the CEO who will send it in a manner that will prevent a reply to anyone except the CEO herself.
- Communications with staff are not covered by the Sunshine Law, although staff are not permitted to be a conduit/liason to communicate information between Board members.

Public Records

- Chapter 119 F.S. definition of public records is very broad: any material, in any format, made or received by an agency in connection with official business, used to perpetuate, communicate or formalize knowledge, is a public record.
- A person denied the right to inspect and/or copy a public record may bring a civil action against the agency to enforce the terms of Chapter 119, and, if successful, the person may be entitled to attorney's fees. At CSC there is a sign at Reception denoting the Public Records Custodian.
- If a public officer knowingly violates the provisions of the Public Records Law he/she is subject to removal or impeachment, and guilty of a misdemeanor in the first degree, with a penalty of one year in prison or a fine of \$1,000, or both.
- Absent statutory exemption, public records are available for viewing and copying by the public. There is no draft exemption to the public records act.
- Location of a record does not determine whether it is public, the content does. Whether a home computer or some other device (personal smartphone) is used, if it meets the definition of a public record, it is a public record. Conversely, if a CSC computer is used for a private matter, although it may be examined by the Court it would not be a public record. If documents are maintained by a third party, if those documents are public records, the third party is subject to the provisions of Chapter 119.
- Email messages, text messages, etc., made or received by public officers are subject to disclosure and need to be maintained. If using the CSC email system, or a CSC cell phone, the texting is captured. If you are sending items that are public records on a non-CSC device you need to capture it in some way, a screenshot or whatever it takes to ensure that the public record is preserved. Public records are subject to the State's retention schedule which varies on the type of document. Please meet with the General Counsel if you have questions on retention periods, or any questions.

2. Annual Financial Statement Filing – Reminder: Due July 1st
3. Proposed Dates for September, 2018 Council Meetings and TRIM Public Hearings – the following dates have been proposed for September Council meetings and TRIM Public Hearings:
 - September 13, 2018 (2nd Thursday) at 4:30 p.m. for Council and 5:01 p.m. for TRIM
 - September 27, 2018 (4th Thursday) at 4:30 p.m. for Council and 5:01 p.m. for TRIM

It was noted that the dates proposed did not clash with the dates of the County Commission's or the School District's TRIM Hearings, nor any holidays. Council members were asked to let the Clerk of the Council know whether they could confirm their availability for those dates, and upon confirmation of a quorum, the Senior Executive Assistant will email a meeting request for Council member's calendars.

4. Presentations at Council Meetings – Questions – As a Council meeting presentation concludes there is generally time for Council Members to ask questions. Questions normally include those such as clarification of services, population being served, CSC involvement, amount of time, etc.

In recent times providers have been asked (a variation of): "What could you do with more funding?" There are several concerns with this type of question:

- i) The question may create the impression there is a new method for obtaining additional funding, (i.e., present at a Council meeting).
- ii) Providers may incorrectly walk away from the presentation believing that one or more Council members will be advocating on their behalf for such additional funding.
- iii) Such an impression may also create an impression of unfairness. There are only 11 Council meetings per year, and the limited opportunity for providers to present to the Council means that the vast majority of providers are unable to make a presentation to the Council every year.
- iv) CSC has a process in place for providers to address funding concerns with their Program Officers. If warranted, the request for additional funding can then be brought before the Council for approval as part of the annual allocations approval process in September. If needed, requests for additional funding for individual programs are brought before the Council on the agenda through the course of the year. CSC does not want to create the impression that a presentation to the Council can be used as a method to circumvent CSC established process for additional funding.

It is respectfully requested that asking providers if they need additional funding not be part of the Q&A at future meetings.

10. Public Comment – Non-Agenda Items – N/A

11. Council Comments – N/A

12. Adjournment

The meeting was adjourned at 5:46 p.m.



~~Vincent Goodman, Secretary~~
Thomas P. Weber, Chair



Lisa Williams-Taylor, Ph.D., Chief Executive Officer