

**CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
COUNCIL MEETING
October 27, 2016, 4:30 p.m.**

MINUTES

1. Call to Order

Chair Langowski called the meeting to order at 4:32 p.m.

Present:

Robert M. Avossa, Ed.D.

Thomas Bean

Vince Goodman

Greg Langowski

Thomas E. Lynch

Thomas P. Weber

Excused: Kathleen Kroll; Dennis Miles; Debra Robinson, M.D.; Shelley Vana

A. Invocation – led by Vince Goodman

B. Pledge of Allegiance – led by Chair Langowski

C. Presentations

1. Parenting Campaign Update – Shana Cooper, Public Information Officer; Mike Roedel, Digital Communications Administrator; Christy Potter, Director of Communications; and John Bartosek, Chief Communications Officer

John Bartosek, Chief Communications Officer stated that the Universal Parenting Campaign had undergone evolution from the original plan in response to input from the community. Christy Potter, Director of Communications described how CSC needed to earn the trust of parents (as a source of expert and timely information) before they would be willing to hear CSC's message(s). She outlined a three phased approach: i) Raise awareness; ii) Soft launch of website and apps; and iii) Big launch to general public. Content would be focused in 6 areas: 1. Children's health; 2. Education; 3. Safety; 4. Behavior; 5. General parenting; 6. Special/ other services. Eight age categories were identified in order to group the information.

Shana Cooper, Public Information Officer stated that the parenting campaign idea had originally been presented with the message "Embrace Each Day", but that research showed that parents did not connect with the 'days' approach. A new approach of "Every Child Deserves..." was developed in order to be warm, personal, positive and universal. This campaign will lead parents to the Everychildpbc.org landing page for them to sign up to receive more information. The second phase is entitled "Every Parent" and will have a specific pitch for call to action: parents will be asked to create an account to receive smart, relevant and timely information applicable to their family, based on their children's ages.

Michael Roedel, Digital Communications Administrator walked Council members through the Every Parent PBC website with customized information based on the child's age. When a parent clicked on a story it brought them to a full article and local resources they may find helpful, in addition to a "you may also enjoy" section. Searches are predictive and will enter

text when a parent starts typing, in addition to popular searches by other parents. He demonstrated the functionality of the parenting app.

Question	Comment/Response
<p>Why two different URLs?</p> <p><u>Follow Up:</u> Why start with both Everychildpbc vs. Everyparentpbc, and once ready to launch broadly why not flip the switch instead of traversing between the two? For consistency of message, would it would be better to keep with the Everyparent and move forward with one?</p>	<p><i>Everychildpbc.org</i> directs users to a one-page landing page to introduce the campaign, what CSC does, and invite user to sign up. When CSC is ready to launch the second part of the campaign the URL <i>Everyparentpbc.org</i> will be active. Parents need to be reintroduced to CSC and why CSC is relevant in their life, and for CSC to be vetted by the parent to be welcome in that parent’s information feed and social media platforms. <i>Everychild</i> will be a pre-campaign to the campaign, as a teaser, to reintroduce CSC.</p>
<p>Privacy Settings</p>	<p>CSC is working with the developers to ensure that there will be security in place, especially for when parents add in their ‘moments’ (uploading photos and videos). It would be addressed in the privacy policies in the app itself.</p>
<p>Personal information – what kind could be loaded into the app?</p>	<p>The app will not collect any information related to HIPAA, and will only use a name, with the key information being the child’s birthdate</p>
<p>Is Zip code being captured?</p>	<p>No</p>
<p>Languages show in example?</p>	<p>This is filler text only, not actual content</p>
<p>In which languages will website be offered?</p>	<p>Most of the website would be translated to Spanish, and for Creole speakers they would use video.</p>
<p>Find ways where this work intersects with other work streams to avoid duplication of efforts.</p>	<p>School system has Parent University. Dr. Avossa will provide connections to SD staff in order to get more out of investments and impact a broader community. CSC staff undertook 3 separate meetings with SD staff, including pre-k, elementary, middle school, school police, food stamp service, ESE, other languages, and PTA.</p> <p>Information contained on Everyparent site is not strictly limited to CSC programs, there will be many links to the SD site and resources.</p>
<p>Keeping information fresh</p>	<p>Working on feedback loop so content and information stays fresh. Goal with an article is to link to relevant resources.</p> <p>Key works that don’t lead to content are being tracked, to be addressed.</p>
<p>iTunes University (App)</p>	<p>A free app and a great way to create a lesson plan to get ideas and thoughts across. Will begin using for teachers and principals, but CSC could tap into this app, short 90 second clips are very powerful.</p>

Question	Comment/Response
<p>What does research show regarding penetration into lower socio-economic groups?</p> <p>How are we going to track utilization in lower-income areas?</p>	<p>Information gathered from research through surveys, as well as research provided by Neilsson Scarborough group. People who may not have laptops, tablets, or even internet access at home do have a phone, and the phone is the key resource. This crosses all socio-economic areas. Different channels are utilized such as Facebook, Twitter and Instagram.</p> <p>Have ideas and plans with Outreach, many of whom work directly with this audience. Will work jointly through them to push information out to the audience served by those agencies on the ground.</p> <p>Although not storing Zip codes, Google analytics can produce broad demographics such as age groups, and pockets where information is being accessed. This information will be used to inform areas where there are gaps in services.</p>
<p>Would prefer to ask demographical information when logging in.</p>	<p>Providing race will give better understanding of who is using the tool which will help inform bringing resources to certain communities that are underserved or in crisis.</p>
<p>How do you prevent duplication of services?</p>	<p>There will be links to connect to information/programs that are already out there. Parents will come to one website to reach the School District, Pediatric offices, clinics, and parenting information. It is pooling information in one place.</p> <p>Intention is to direct families to a <i>variety</i> of available services, not direct them to only one. Families can make their choices.</p>

2. Minutes

A. September 22, 2016 Council Meeting

A motion by Bean/Avossa to approve the Minutes of the September 22, 2016 Council Meeting as presented was approved by unanimous vote.

B. September 22, 2016 TRIM Public Hearing

A motion by Goodman/Bean to approve the Minutes of the September 22, 2016 TRIM Public Hearing as presented was approved by unanimous vote.

3. Public Comment – Agenda Items – N/A

4. Council Committees:

- Personnel Committee – Chair Langowski stated that the Personnel Committee recommended approval of the Minutes from the 9/22 Personnel Committee and the Employee Benefits renewal agenda item.

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

- Finance Committee – Tom Lynch recommended approval of Finance Committee Minutes of 9/8/16, Financial Statements ending August 31, 2016, and allowing termination of financial advisor contract (due to them being sold to Morgan Stanley) effective 10/31/16; will maintain financial oversight in-house for the current time. CEO Lisa Williams-Taylor, Ph.D. and CFO Jennifer Diehl, D.B.A. will have a consultant review CSC’s policy to ensure all is in compliance, and the Finance Committee will bring back a final recommendation.

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

5. Consent Agenda

1. Additions, Deletions, Substitutions
2. Items to be Pulled for Discussion – Agenda item 5B(1) (Reference #3) was pulled for discussion purposes.
3. Adoption of the Consent Agenda and Walk-in Warrants List

A motion by Bean/Weber to approve the Consent Agenda (excluding Agenda Item 5B(1)) and approve the Walk-in Warrants list was approved by unanimous vote.

A. Program – N/A

B. Business

1. Warrants List

Question	Comment/Response
What does CSC receive for membership in the Florida Children’s Council (dues)?	The Warrant amount was \$66,000; it was outlined that this amount was for half the year, the full annual amount is \$122,000. Each of the Florida CSCs submits dues based on a formula, the amount is calculated based on the budget of the individual CSC. There is a CEO of the Florida CSC and she is tasked with bringing in grants. It also pays for the Grade Level Reading Campaign, and a dual-generational approach to the Kellogg work. Grants received fund pilots for various projects.
Do you share information and procedures – what’s working in one county or one area?	The FL CSC meets on a quarterly basis to discuss work around legislation. The FL CSC advocates for various things at the state level. A research group meets bi-monthly to discuss program planning, evaluations undertaken, and what had and had not worked.

Question	Comment/Response
Do we have a choice? Is it worth it?	Dues are based on a budget formula and each CSC pays membership dues to support the organization; there was no intention to move towards removal. CSC PBC acts as the fiscal agent for the FL CSC.

A motion by Bean/Weber to approve the Warrants List as presented was approved by unanimous vote.

2. Proclamation declaring November, 2016 as Prematurity Awareness Month – Approved by Consent
3. Resolution #16-036 Authorizing CSC Employee Benefit Renewal – Approved by Consent
4. Resolution #16-037 Authorizing Procurement of Replacement PC Equipment for CSC Staff – Approved by Consent
5. Strategic Plan, FY 2016-17 – For informational purposes only; no action required.

6. Non Consent Agenda

A. Business

1. Resolution #16-038 Authorizing Additional Funding to Support Implementation of the Child First Model in Palm Beach County

A motion by Bean/Weber to approve Resolution #16-038 authorizing the CEO to execute an amendment to the agreement with Child First, Inc., for additional funding to support the Child First program: i) in an amount not to exceed \$216,000 effective October 1, 2015 through September 30, 2016; and ii) in an amount not to exceed \$250,000 effective October 1, 2016 through September 30, 2017 was approved by unanimous vote.

B. For Informational Purposes Only – N/A

7. Walk-In Items – N/A

8. Chief Executive Officer’s Report

1. Follow Up Data to September 22 Council Meeting – Poverty Rates Disaggregated by Race

Lisa Williams-Taylor, Ph.D. mentioned that the CEO Report contained requested follow up information.

2. CSC Participates in a Florida Report – “Being Black is Not a Risk Factor”

CSC was invited to a national event in Orlando to highlight its work on BRIDGES.

3. CSC One of Twelve Communities Invited to Participate in 2016 Prematurity Summit

CSC assembled a team together with the Healthy Start Coalition to develop a community action plan to reduce prematurity. Copy of abstract which would be presented at the Summit was included in the CEO Report.

4. Attendance Works Presentation

Working together with the Early Childhood Cabinet and the National Campaign for Grade Level Reading, CSC brought in Hedy Chang, CEO of Attendance Works. Approximately 32 individuals participated, the majority of whom were from the School District. After the event an Early Childhood Cabinet meeting took place, and there was much energy about how to move the needle and improve attendance.

5. Copy of Full Page Ad Scheduled to Appear in Palm Beach Post and Sun Sentinel

The full page advertisement highlighted CSC funded agencies, and would be published Sunday, October 30th.

6. Employee Service Awards

The CEO Report contains a photo of employees who have been with CSC for 25 years, 15 years, and 10 years.

9. Legal Reports

1. Certificate of Compliance for FY 16/17

Tom Sheehan, General Council stated that Council members had been issued a Certificate of Compliance form to complete. He stated the deadline for receipt was the January Council meeting. He stated that some people forget to note their current employer, and to please note them on the front of the form.

2. No Council Meeting in November – Next Meeting December 8, 2016

Mr. Sheehan stated that there was no Council meeting in November, the next Council meeting is December 8, 2016.

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

11. Council Comments

12. Adjournment

The meeting was adjourned at 5:18 p.m.



Vincent Goodman, Secretary



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