

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
COUNCIL MEETING
February 25, 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

Kathleen Kroll

Greg Langowski

Thomas E. Lynch

Dennis Miles

Debra Robinson, M.D.

Shelley Vana

Thomas P. Weber

Excused: Vince Goodman

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

1. Metis Evaluation - Healthy Beginnings Home Visitation Program Evaluation: Year 3

Amy Lora, Evaluation Analyst; Jeff Goodman, Evaluation Officer, Michelle Abarca, Program Officer

Amy Lora, Ph.D., Evaluation Analyst, stated that the Metis Evaluation being presented was year 3 of the home visitation evaluation with a focus on the Prenatal Plus program. She stated that a mother had visited at the August 2015 Council meeting to discuss her experience in the Prenatal Plus program. She stated that they would present the findings of the evaluation which had been conducted based on the data that was contained within the Healthy Beginnings system.

Dr. Lora stated that the findings of year one had been presented two years previously and had included three home visitation models: Nurse Family Partnership, Healthy Families, and the former Healthy Beginnings Nurses program. She stated that in year two they had introduced client experiences in the system of care. She stated that year four of the evaluation was currently underway and that the three home visitation programs outlined would be evaluated again, with an emphasis on data from multiple years.

Dr. Lora stated that the Prenatal Plus program was launched in 2013, and the program had served approximately 325 mothers to-date. She stated that it was a home visitation program based on a promising practice, and it targeted high-risk moms. She stated that, for

the purposes of this evaluation and its findings, the high-risk population was an important thing to keep in mind when looking at the findings, because you would expect to see worse outcomes in a high-risk population when compared to the county data and other comparison groups.

Dr. Lora stated that the Prenatal Plus program uses a multi-disciplinary approach with nurse home visitors, in addition to optional dietitians and mental health counselors as needed. She stated that they had considered three broad evaluation questions:

- How are clients and providers experiencing the program delivery?
- To what extent do the clients achieve their intended outcomes?
- How do clients in the program fare when compared with a comparison group?

Dr. Lora outlined the data sources as client surveys, program staff surveys, and Healthy Beginnings System data matched with vital statistics data. She outlined the key findings:

- Clients felt that the program used client-centered approaches
- Clients were highly satisfied with the three components of the programs
- There was low participation with the mental health component of the model.

Dr. Lora expanded upon the client-centered approaches and stated that it was the degree to which the program was tailored to client needs, whether it was flexible and considered changing needs, and whether it took family input into account. She stated that there was consensus with the providers that it was happening. She stated that there had been more variability and less consensus around father involvement. She referred to a bar chart and stated that it was delineated by how helpful each component had been to the client, and that there had been consensus that it had been helpful. She stated that it also showed that clients felt the mental health component was not as helpful as the other components. She stated that all clients were participating in the nursing component, a little more than half were participating in the nutritional component, and only a little more than one quarter were participating in the mental health component.

Jeff Goodman, Evaluation Officer, stated that Dr. Lora had outlined the results of the surveys, and that he would report on how well the clients fared in the program, and how well they had fared against a matched group comparison. He stated that 325 clients enrolled in the start of the program, and that this part of the analysis only included the clients who completed services and gave birth, which was approximately 125 people from January 1, 2014 through February 1, 2015.

Mr. Goodman gave context to "high-risk" by stating that each mother in the county was given a prenatal risk screen when pregnant, and if a score of 5 or below was achieved that client was considered low-risk, whereas a score of 6 or higher was considered high-risk. He stated that the average risk score of mothers who gave birth throughout the whole of Palm Beach County was 4. He stated that the average risk score of Prenatal Plus clients was a 7. He stated that the risk score of the mothers in the Prenatal Plus program was 56% higher than the scores of the other mothers in the county as a whole.

Mr. Goodman stated that the first short-term outcome they had looked at was access to care. He stated that it was getting adequate prenatal care, meaning that mothers got into prenatal care early and that they were consistent, staying with it throughout the whole pregnancy. He stated that 73% of Prenatal Plus clients received adequate prenatal care. He stated that the number for the county as a whole was 72.5%, so the Prenatal Plus client outcome was better than the county as a whole, although it was not a statistically significant difference.

Mr. Goodman stated that 86.5% of clients demonstrated an increase in their knowledge about nutrition over the course of their participation. He stated that of the clients receiving mental health services, a sizeable portion reported improved psychosocial well-being. Shelley Vana asked how the psychosocial well-being was reported. Mr. Goodman stated that there was an instrument called the OSR, and at each session the practitioner would ask whether the specific problem outlined was better now than it was before. He stated that the clients were assessed continuously on a rating scale, documenting where they started from and where they currently stood, and that it was tracked at each session. Ms. Vana confirmed that it was self-reported, Mr. Goodman concurred. Ms. Vana asked what kind of problems the women had. Mr. Goodman stated that it could be depression, stress, or anxiety which were the common three conditions, but that he did not have the specific categories and could get back to her with the information. He stated that the key word was 'improved' and not resolved or cured, that the mothers were seeing an improvement in their condition.

Dr. Avossa asked how a mother was qualified as a high risk. Mr. Goodman stated that it was determined by the prenatal risk screen. He stated that all pregnant women received a prenatal risk screen, either through their doctor or the Health Department. He stated that scoring may include demographic data, with some scoring because of conditions of previous pregnancies. Lisa Williams-Taylor, Ph.D. stated that other factors could include whether the mother was a smoker, single, or had a previous birth with complications. Mr. Goodman stated that another factor was maternal obesity. He stated that other factors included the mother's home situation, whether she was hungry, whether she had felt threatened, and whether it was a good time to be pregnant. He stated that a score of 6 or above was considered high risk.

Mr. Goodman outlined birth outcomes. He stated that the definition of a full-term birth was measured by at least 37 weeks of gestation. He stated that 85.7% of Prenatal Plus clients had a full-term birth compared to the County as a whole, which was 86.7%. He stated that the 1% difference was not statistically significant. He stated that 90.3% of Prenatal Plus clients' infants had a normal birthweight (defined as at least 5 pounds 8 ounces), and in the County the percentage of normal birthweight babies was 91.5%, slightly over 1% difference between the two, and not statistically significant. He stated that although the Prenatal Plus clients were higher risk, they were statistically about the same with regard to birthweights and gestations as compared to the County as a whole.

Mr. Goodman stated that they did see a difference in the Prenatal Plus clients with regard to the infant risk screen. He stated that once a baby was born it was given a risk screen to determine how at-risk it was for unhealthy development, and the evaluation had determined that approximately 2/3 of the Prenatal Plus clients' infants (66.1%) were not at risk whereas in the County as a whole the number was 85% not at risk. He stated that the infant risk was a combination of medical scoring and the environment in which the infant lived. He stated that the infants of Prenatal Plus clients were at a higher risk than the rest of the County for not having healthy development. Ms. Vana asked what things the infants would be at-risk for. Dr. Williams-Taylor stated that domestic violence was an example.

Mr. Goodman stated that they had looked at whether those clients that had received a high dosage of the program had better outcomes, compared to those clients who had not received the recommended dosage. He stated that the results showed that if a client met the recommended number of encounters the positive outcomes (gestation/full-term birth, birthweight, and low infant risk) would occur. He stated that if a mother had completed a certain number of nutrition visits it was significantly associated with optimal weight gain. He stated that the average weight gain of those mothers attending nutritional visits had been 23lbs versus a weight gain of 32lbs for mothers who had not attended nutritional counseling.

Mr. Goodman stated that they had looked at Prenatal Plus clients vs. a matched group who had been referred to the Healthy Beginnings System because of risk, but had not accepted services. He stated that they had matched 125 Prenatal Plus clients to the other group in demographics or prior birth history. When the two groups were compared, results showed the Prenatal Plus client group had significant positive impacts on the number of weeks of gestation and likelihood of a full term birth. He stated that the Prenatal Plus client was **three times as likely** to have a full term birth compared to the other matched group. He stated that the Prenatal Plus client was **four times as likely** to have a normal birthweight baby compared to the other matched group. He stated that there had been no statistically significant differences between the groups for improving prenatal care, ensuring optimal weight gain, or reducing the risk of postnatal depression.

Dr. Lora stated that they had been invited by the State of Florida to present the findings at a national conference. She outlined the take-aways from the evaluation:

- Continue to monitor the mental health component, seeking to understand more about the proportion of clients who needed the services compared to the proportion of clients who elect and consent to services.
- As of December, 2015 some refinements had already been made which included extending post-delivery mental health services from 8 weeks to 12 weeks, and offering a seamless transition once the 12 weeks were up, should the client need additional services
- Continue to look at program implementation and where there were opportunities for refinement

- Continue to look at the data, and also look at more mothers over a longer period of time, and compare the outcomes. This, in part, would be achieved in year four of this evaluation.

Judge Kathleen Kroll asked whether any of the participants in the Prenatal Plus program were clients of the Department of Children and Families. Dr. Lora stated that they had not matched with DCF, they had matched only with vital statistics. Judge Kroll asked whether some of the participants could possibly have been DCF clients, Dr. Lora stated that this was a definite possibility. She stated that they could research it and provide the information to Judge Kroll. Judge Kroll stated that it may be useful for service provision to Department kids. She asked whether there had been a determination whether any particular race was opting-out or -in to services. Mr. Goodman stated that the race breakdown was approximately 60% Black and 28% Hispanic. He stated that they had not used the race filter on opting in or out, but they could do so and bring back the information. Mr. Goodman stated that it was a prenatal program so infants were only just becoming one year old, but as the program progressed they would continue to monitor it.

Dr. Avossa stated that the School District was imminently due to release its strategic plan with four goals, and the biggest goal was reading by third grade. He stated that by being a product of a healthy pregnancy and birth a child would be in optimal shape to progress towards that goal. He asked whether they could longitudinally look at the investments holistically to determine whether children were developing ready to achieve these goals. Mr. Goodman stated that CSC was currently conducting a longitudinal evaluation on babies born in 2010 and rates of child abuse, and they would be able to review the same information with regard to school readiness. He stated that they had an agreement with the School District, and could match birth outcomes to third grade reading. Dr. Williams-Taylor stated that it was on CSC's agenda to look at this information. Dr. Avossa stated that the School District had identified several statistically significant indicators as early as 5th or 6th grade which pointed directly to drop-out (from high school), and they were beginning to backtrack to fix it. He stated that if they were to get serious that reading by third grade was a priority he wanted to try every avenue available to him.

Debra Robinson, M.D. stated that it appeared to be a very valuable program. She asked where the risk screens took place for access into the program. Dr. Williams-Taylor stated that it was part of CSC's Healthy Beginnings System, and the infant screen and prenatal screens were state screens, and happened in OB-GYN offices, in addition to other entry opportunities. She stated that 80% of all births in the county were screened. Dr. Robinson stated that the people being screened were those people who were accessing care. She stated that it was her recollection that the number of births occurring to moms with no prenatal care had dramatically decreased. She asked where the Prenatal Plus services were performed. Mr. Goodman stated that the services were provided in client's homes. He stated that all three components (nurse, mental health, nutrition) would visit at different times, and they would then work together in case conferencing. Dr. Robinson asked why he thought the mental health service was underutilized. Dr. Lora stated that it was something they wanted to monitor because it was the first time they were looking at the data. Dr.

Williams-Taylor stated that they were not sure yet. Dr. Avossa asked whether clients had to drive somewhere to receive services, it was stated that services were brought to the clients. Mr. Goodman stated that the term "mental health" sometimes brought resistance in accepting services. Dr. Robinson asked for a copy of the risk screen to be sent to Council Members. She asked what the cultural competency issues were, in relation to the clients.

Michelle Abarca, Program Officer stated that in terms of Provider training, all Providers were trained in cultural competency. She stated that there was also a very rigorous training called Partners for a Healthy Baby which was reviewed with the family each time the provider visited. She stated that there was also a whole host of other trainings providers undertook. She stated that there were nurses, therapists, and nutritionists who spoke Spanish, and others who spoke Creole, and all three services could be offered in three languages. Dr. Robinson asked whether there was an effort for the professionals to be a demographic match to the clients they served. Ms. Abarca stated that they were matched demographically. Dr. Williams-Taylor stated that this information could be provided to Dr. Robinson, she stated that she would like to see it. She stated that there was a lot of bias in mental health, and the magic word (for mental health services) may be "stress" (as in stress counseling). Ms. Abarca stated that some problems may arise due to the provision of services in the home, and there may be other parties living in the home. She stated that clients may not want their relatives to know that a therapist was visiting for various reasons, including safety reasons. She stated that they had even started working with clients on marital counseling because the problems between the husband and the wife were determined to be the root cause of familial problems, and not depression as the root cause. She stated that they were tweaking the program as they progressed, and were trying ways to better engage the clients. She stated that they used to call the mental health counselors "stress coaches" and there had been pushback, it had also been called "family counselor". She stated that the latter name had raised a concern that the family was engaged with DCF. Shelley Vana suggested "Mind Spa".

Dr. Robinson asked whether, as it was currently funded, there was capacity to take in more pregnant women. It was indicated that there was capacity to do so. She stated that they needed how to figure out how to get more women into the program, she suggested that BRIDGES could help with enrollment. Dr. Williams-Taylor stated that BRIDGES was connected to all Healthy Beginnings programs, and BRIDGES referred to the entry agencies in order to conduct screenings. She stated that they could take a look at where the entry points were for the program.

Shelley Vana asked whether they saw mothers who were consistently physically ill with nausea. Ms. Abarca stated that there was a nursing component of the program and the nurse went to the home and monitored for all those concerns. She stated that many clients were very medically complex, and there were many issues that were far worse than nausea. She stated that nurses accompanied women to the doctor's office and helped them relay their symptoms, and the nurse also translated the doctor's advice in ways that they could better understand.

2. Palm Beach State College Institute of Excellence in Early Care and Education– Kasha Owers, Director of Program Performance (CSC); Debra Strange, Director of Early Learning Career Advising (PBSC); Janet Williams, YWCA.

Kasha Owers, Director of Program Performance, stated that Palm Beach State College's Institute of Excellence in Early Care and Education ("the Institute") operates to create a qualified, well-trained workforce through a professional development system, making education and training opportunities available to all school readiness providers. She stated that in order to meeting the growing and diverse needs of Palm Beach County, the Institute oversees: career advising, SEEK scholarship and Achieve salary supplements, training and development, and tutoring. She stated that the Institute, in partnership with CSC, in 2013 had conducted a study to highlight the characteristics, insights and opportunities of the county's Early Care and Education workforce. She stated that Debra Strange, Director of Early Learning and Career Advising (PBSC) would present the findings of the study.

Debra Strange stated that the study was entitled "The Palm Beach County Early Childhood Workforce Study – 2015". She stated that the study was the first to document the characteristics of the early childhood workforce in the county, and it also described the demand for, and supply of, the service gaps in professional development opportunities and supports in the workforce. She stated that the study also identified the individual and community characteristics that impacted professional development choices in the county.

Ms. Strange stated that a survey of 10,427 practitioners had been conducted. She stated that the names of the practitioners had been obtained from the Department of Children and Families. She stated that randomly-selected names were contacted via email and asked to participate in an on-line survey and face-to-face focus groups. She stated that 530 surveys were received and 3 focus groups were conducted, with a total of 36 participants.

Ms. Strange stated that the county's early childhood workforce demographics were similar to the statewide data. (She outlined that the statewide data had been gleaned from a 2013 study conducted by the Florida Children's Forum.) She stated that the salaries in Palm Beach County were typically higher than statewide averages by approximately 5%. She stated that the respondents to the study and their (annual) salaries were as follows:

- 24% of respondents were Directors or Assistant Directors (\$41,000)
- 11% of respondents were Family Child Care practitioners (\$31,000)
- 43% of respondents were teachers or assistant teachers (\$25,000)
- 9.5% of respondents were support positions such as curriculum specialists, floaters, or non-instructional staff and substitutes
- 12.5% of respondents were 'other' – which could be trainer or an owner.

Ms. Strange stated that the child care practitioners in Palm Beach County typically had a higher level of education than the state average which was possibly due to the SEEK scholarship and the Achieve salary supplement.

Ms. Strange stated that when the survey asked the practitioners **what they believed impacted child outcomes for success in school**, the practitioners had identified four areas:

- i) Positive adult/child interactions supporting learning and growth;
- ii) Ability of the adults to pay attention to the social and emotional needs of the children in their care;
- iii) Smaller class sizes – licensing in Palm Beach County allows a teacher to oversee 20 four-year olds, however, smaller class sizes with more adults allow for good interactions and meeting the needs of individual children;
- iv) Families were engaged in the child care program, and the child care program should embrace the family.

Dr. Strange outlined what the Institute was doing to prepare the workforce:

- CLASS is a classroom assessment scoring system and scores heavily on positive interactions;
- Conscious Discipline training – the Institute is currently in a three-year intensive pilot project with conscious discipline in designated classrooms across the county;
- Strong Minds system – supports smaller class sizes so that teachers can implement strategies and curriculum supports to meet each child's need for positive outcomes;
- Providing parental support through Head Start programs, and through the Palm Beach State College STEAM initiative (Science, Technology, Engineering, Art, and Mathematics);
- Conscious Discipline for parents, Train the Trainer – a box of materials for Directors to take back to the programs for them to train the parents.

Dr. Strange stated that many practitioners in leadership roles were looking for support to help them grow. She stated that they were in need of resources and training in leadership development, as well as communities of practice, to support growth of staff from within individual programs. She stated that the Institute had incentive awards being provided to participants, encouraging them to move throughout the leadership track. She stated that many practitioners live and work in the underserved areas of Palm Beach County. She stated that the Institute (and Palm Beach State College) offer trainings and courses at multiple locations throughout the county to meet the needs of the practitioners.

Ms. Strange stated that in Early Childhood there was typically a reverse correlation between wages and education. She stated that Strong Minds practitioners could receive various Achieve salary supplements to offset the lack of salary increases, and a SEEK scholarship to pay for tuition and books.

Ms. Strange stated that there were various services to provide technical assistance to increase professional development, and to support the County's Early Childhood initiatives. She stated that the study provides evidence that there are high levels of satisfaction with professional development supports in Palm Beach County, and that these system supports are impacting career pathway movement. She stated that, as a Strong Minds partner, the Institute would continue to provide innovative programs, training to support both the early childhood program, the practitioner, and the early childhood workforce.

Janet Williams, a child care provider at the YWCA stated that she had been employed at the YWCA for almost 22 years and that she had a goal to obtain her Bachelor's degree. She stated that the SEEK scholarship program had provided her with resources of: career advisement, financial support, and educational resources to reach her goals. She stated that the Achieve salary supplement has benefitted her in the lack of salary increases at her job. She stated that, through her coursework, she had obtained teaching strategies to communicate in partnership with parents to help children to become successful in their educational endeavors.

Shelley Vana stated that it had been outlined that the teachers have an average salary of \$25,000 per year, and we were asking them to mold our young children. She stated that this salary was poverty-level. She stated that CSC would be unable to fix this situation, but it was laughable to only pay \$25,000 per year to a teacher with twenty 4-year olds in her classroom for umpteen hours per day. Ms. Strange stated that the Achieve salary supplement (funded by CSC) was available for the 220+ programs in the Strong Minds program. Ms. Vana asked how much the Achieve supplement was, Ms. Strange responded that it was from \$2,000 to \$3,000 per year. Ms. Vana stated that it was still a poverty-level salary. Dr. Strange stated that they hoped that the Achieve salary supplement persuaded practitioners to remain in the field to ensure continuity of care. Janet Williams stated that she was thankful for the SEEK program, because she was able to get a bonus of \$2,500 each year. Ms. Vana asked what the teachers would retire on. Dr. Avossa told Ms. Williams to finish her Bachelor's and the School District would hire her. Ms. Vana stated that this identified another problem, because when Ms. Williams attained her Bachelor's degree she would probably leave her position of 22 years. Ms. Strange stated that although many people did leave the industry, the good years spent going through the educational path were still positively impacting children, and it was likely that the leaving practitioner would move to some other type of organization that impacted children.

Debra Robinson, M.D. asked whether she had heard correctly when Ms. Strange had stated that there was reverse correlation between the wages and the amount of education the teacher had. Ms. Strange stated that in other industries, typically, when a higher level of education was attained, the employee was able to move along a career pathway which typically resulted in an increase in wages. She stated that most child care programs did not have the ability to make that happen. Dr. Robinson qualified that there was therefore stagnation in the wages, Ms. Strange concurred. Dr. Robinson asked who makes the decision of what measurement instrument to use (CLASS). Dr. Williams-Taylor stated that this was the instrument being used by Strong Minds, but that it was also being discussed at the state level. Dr. Robinson stated that she understood that CLASS took a significant amount of a teacher's time, having to first write observations, then later transcribe into a computer. Karen Brandi, Director of System Performance stated that Dr. Robinson was thinking of the Teaching Strategies GOLD instrument. She stated that CLASS was an assessment tool that was an observation tool, and being in the Strong Minds system, the tool observed adult/child interactions.

Kasha Owers stated that the survey had been a comprehensive assessment across the county with regard to school readiness providers. She stated that they anticipated working with the Institute during the coming year to look at the workforce for Strong Minds. She stated that they would report to the Council the findings of this upcoming assessment in the upcoming year.

3. SRA Survey Results – Christy Potter, Director of Communications; John Bartosek, Chief of Communications

Christy Potter, Director of Communications stated that in fall, 2015 they had completed the first of a three-part research project to help inform the parenting campaign. She stated that 452 surveys were completed by parents in Palm Beach County with a child under the age of 18 living in the household. She stated that they had asked these parents what they needed information on when it came to parenting. She stated that parents needed information on a great number of topics, and the topics could vary widely depending on the age of their child. She stated that parents with children ages birth to 5 wanted more information on nutrition, whereas online safety was the most-needed information of parents with children ages 6 to 11. She stated that information regarding peer pressure was the top needed item for parents with children of ages 12 to 15. She stated that information needs may also vary depending on the child's gender or ethnicity. She stated that Hispanic parents had more information needs, although it was not abundantly clear why from the research.

Ms. Potter stated that over 40 parents had shared their concerns regarding raising their children, with the top concerns being education, safety, bullying, nutrition, and children making the right choices. She stated that parents wanted to know how to keep their children safe, protecting them from harm, and how to best keep them from being bullies and becoming bullies. She stated that parents wanted to know whether the food their children ate was nutritious and they wanted to know whether their children were getting the best education, and how to help them achieve more in school.

Ms. Potter showed a slide outlining the top sources parents used to access the information they were looking for. Top sources included family members (74%), other parents (69%), Internet websites such as Google, WebMD, and Parenting Magazine (62%), and physicians (50%). She stated that there were major differences between demographic groups which showed that mothers relied more on other parents, and Hispanics relied more on other family members. She stated that fathers used various support groups, including online groups. She stated that over 100 websites were mentioned in the survey and they had mentioned only the most popular sites. She stated that more than 25 support groups were mentioned.

Ms. Potter stated that an overwhelming majority of parents (85%) had said they liked the idea of having access to one Palm Beach County source that compiled and provided national and local information and resources that people raising children could use. She stated that there were no significant differences by any demographic group, including age of children in the household, or whether or not the parent was aware of CSC.

Ms. Potter stated that overall, 60% of parents in the survey said that they had heard of CSC, compared to 48% who said they had heard of CSC in 2013, and 41% who had heard of CSC in research conducted in 2011. She stated that it was aided awareness.

Ms. Potter showed the recommendations from SRA Research Group. She stated that the next steps would be phase two of the research project which would happen late spring, with a phone and Web survey. She stated that phase three would be in late summer/early fall where they would be testing the products, the new website and the phone apps.

Tom Weber referred to the 60% of people having heard of CSC and asked when the survey had been conducted. Ms. Potter stated that it had been conducted in the fall of 2015. Mr. Weber stated that a lot of marketing had been conducted in the past year, so the 60% could reflect the impact of that marketing, Ms. Potter concurred. Dr. Avossa asked why they had asked the question "do you like the idea of having one source", and asked whether it was because it was the strategy they planned on using. Ms. Potter stated that it was part of the parenting campaign and that there would be more details in the CEO Report. She stated that they were pulling together an online resource for parents, with links to all resources from birth to age 18 that currently exist in Palm Beach County, without developing any new programs. She stated that the School District would be a very important link.

D. Election of Officers

Current Officers:

Chair – Greg Langowski

Vice Chair – Tom Weber

Secretary – Vincent Goodman

Tom Sheehan, General Counsel, stated that, pursuant to the Council's Bylaws, February was the Annual Meeting with the election of Officers. He stated that the Officers included a Chair, Vice Chair, and Secretary. He stated that verbal nominations took place followed by a vote.

Mr. Sheehan asked for nominations for Chair. Tom Weber nominated Greg Langowski. Mr. Sheehan asked whether there were any other nominations: there were none. He stated that nominations were closed.

A nomination by Tom Weber to appoint Greg Langowski as Chair was approved by unanimous vote.

Mr. Sheehan asked for nominations for Vice Chair. Shelley Vana moved to re-nominate the rest of the slate for both Vice Chair and Secretary (as currently represented). Mr. Sheehan asked whether there were any more nominations: there were none. He stated that nominations were closed.

A nomination by Shelley Vana to reappoint Tom Weber as Vice Chair, and Vincent Goodman as Secretary was approved by unanimous vote.

2. Minutes

A. January 28, 2016 Council Meeting

A motion by Bean/Lynch to approve the Minutes of the January 28, 2016 Council meeting as presented was approved by unanimous vote.

3. Public Comment – Agenda Items (Public Comment was taken after the Consent Agenda had been approved)

Chair Langowski invited former County Commissioner Jeff Koons to the table. Mr. Koons stated that he was there to thank the Council for two new staff people for the Food Bank. He stated that he had been a Council member eight years previously and at that time had been reviewing a new school program that could be successful, and a representative from Johns Hopkins had also been there for that school program agenda item. He stated that the representative from Johns Hopkins had told the Council that the program would not work. Mr. Koons stated that upon asking why, it had been explained that the children in the afterschool program were malnourished and their brains would not work. He asked how they lived in the richest agricultural area on the planet and there were 107,000 children on free and reduced lunch, and the children were malnourished. He stated that the Food Bank had started a strategic food study with which Dr. Williams-Taylor was participating, and they were focusing on the youth. He stated that using the SNAP employees was the fastest way to sign up the kids to the program. He stated that it was his theory that Dr. Avossa took care of the kids for 180 days per year, and they had to determine where the kids were living and what they were doing with regard to nutrition for the other 180 days. He stated that nutritional advice was the number one issue in the SRA presentation for information that parents looked for. He stated that children needed good nutrition.

Pam Cahoon stated that she was on the Board of the Food Bank, and that she was also Chair of the advisory board for the Hunger Plan. She thanked the Council for its support and participation.

4. Council Committees:

A. Finance Committee

Tom Lynch stated that the Finance Committee had met prior to the Council meeting and recommended approval of the Audited Comprehensive Annual Financial Report (CAFR) for fiscal year ended September 30, 2015. He stated that there had been no findings. He stated that the external audit firm also reviewed CSC's investment policy and investments that had been placed in 2015 and had determined that they were in excellent condition.

Mr. Lynch stated that the Finance Committee also recommended approval of the January 31, 2016 Financial Statements (unaudited).

A motion by Vana/Bean to approve the CAFR and January 31, 2016 Financial Statements (unaudited) was approved by unanimous vote.

Mr. Lynch stated that staff was working on putting together a budget for 2016/17 in time for the April Planning Session, and that it would be in the Planning Session notebook and ready for the vote.

B. Personnel Committee – no report

5. Consent Agenda

1. Additions, Deletions, Substitutions

Chair Langowski stated that there had been a substitution. He stated that Agenda Item 5B(5) (Reference #9) had contained a typographical error in the fiscal impact section with regard to the applicable fiscal year and that it had been corrected to reflect FY 2015/16.

2. Items to be Pulled for Discussion – Agenda item 5B(4) (Reference #8) was pulled for discussion purposes.

3. Adoption of the revised Consent Agenda and Walk-in Warrants List

A motion by Lynch/Weber to approve the revised Consent Agenda with the exception of agenda item 5B(4), and approve the Walk-in Warrants list was approved by unanimous vote.

A. Program

1. Resolution #16-005 Authorizing Benefits Specialists and Match Funding for the Palm Beach County Food Bank – Approved by Consent

2. Accepting Funding from EC-LINC for Exploration of Two-Generation Programming – Approved by Consent

3. Resolution #16-006 Authorizing Expansion of Triple P with Parent-Child Center and Center for Family Services – Approved by Consent

B. Business

1. Warrants List – Approved by Consent

2. Proclamation Declaring March 2016 as Ethics Awareness Month – Approved by Consent

3. Resolution #16-007 Consenting to the Assignment of the Training Registry, Inc. Contract Assignment to New World Now LLC – Approved by Consent

4. Resolution #16-008 Authorizing Mobile App for Parenting Public Awareness/Education Campaign

John Bartosek, Chief of Communications, stated that the Agenda Item referred to a key component in the parenting campaign. He stated that they were working on the content for the campaign, and that the Council had approved the Website for the campaign in February. He stated that Christy Potter had outlined in the SRA survey presentation that there was support in the community for the single-source of information, and that there was support across all demographics to be able to find parenting information quickly and readily. He stated that, as noted in the agenda item, they were reallocating public education dollars to cover the cost of App creation and were shifting away from traditional media such as print ads and TV, in order to free up funding for the App creation.

Tom Lynch asked what the \$396,000 represented, whether it was the App development and whether it also included maintenance. Michael Roedel, Digital Communications Administrator, stated that there would be two Apps created, one for the iOS platform which included the iPhone and iPad, and the second would be for the Android operating system. He stated that they realized that 2/3 of users in Palm Beach County would use one of those two devices. He stated that the amount was for the development of the App, and the maintenance would be something to look at with the same vendor or another vendor, as they approached the end of the contract. Mr. Lynch asked who would maintain the App(s) when they were developed, ensuring that all the information was correct. Mr. Roedel stated that CSC owned all of the codes so it could choose to have the vendor that had developed it do it for CSC, or another company could be chosen at that time. Mr. Lynch asked what he thought the annual cost would be. Mr. Roedel stated that it may range from \$8,000 monthly, therefore \$96,000 for the year which would include the cost of maintaining the App and a change in software every time the devices received an update. He stated that it would also encompass enhancements so that users would feel like they were getting something by keeping the App on their phones.

Mr. Lynch asked whether they would be conducting analytics to determine whether the App was being used, and thus justify the cost. Mr. Roedel stated that they would maintain analytics in the same manner they did with monitoring the CSC website. He stated that there were several different ways for users to contact them, either by using the Apple Store or the GooglePlay store. Mr. Lynch stated that it was very expensive to develop it, and, once developed and if it worked well, he asked whether there would be the opportunity to sell it to other counties or other CSCs. Tom Sheehan, General Counsel, stated that CSC would own it.

Tom Lynch stated that it was surprising to him that the intended amount for the agenda item was already allocated in the Warrants list before it had even been approved. Mr. Sheehan stated that the reason for this was because the initial phase of the app creation was a discovery phase, to have the company meet with CSC and refine the schedule for development, determining exactly what would be needed, and the timeframe for those plans. He stated that the company wanted a portion of the fees up front before they would

get started. Mr. Lynch stated that the full amount was on the Warrants list. Mr. Sheehan stated that the reason the amount was shown was in order to get approval. He stated that the reason it was on the current Warrants list, assuming it was approved, was so that they would be able to move forward with it. He stated that if the agenda item had not been approved, even if the Warrant had already been approved, CSC would not spend any money relating to that Warrant. Mr. Lynch stated that it was his opinion that it was not conducted correctly.

Debra Robinson, M.D. asked whether the proposal was the result of a competitive process. John Bartosek stated that they had undertaken a competitive process, as they had done with the creation of the website. He stated that there had been a representative from the Office of the Inspector General present at all meetings. Dr. Avossa asked staff to consider the long-term cost of investing, and asked whether it would be more efficient to have an internal staff member managing both the website and the Apps, rather than outsourcing these duties. He stated that that there may be an opportunity for efficiency.

Dr. Robinson asked whether the App could text clients, or whether clients could sign up to receive texts. Mr. Roedel stated that with an App they would be able to push messages directly to the user without using a text message or using the phone. He stated that pushing information in this manner would not cost the recipient any fees, if, for instance, they were using a Trac phone. He stated that CSC would, therefore, be able to message users. Dr. Robinson likened it to receiving alerts and stated that it was good. Mr. Bartosek stated that it was their intention that when people signed up it would have the age and gender of their children so that age-specific messages could be pushed to the parent.

A motion by Bean/Robinson to approve Resolution #16-008 authorizing the Chief Executive Officer to execute the necessary agreement with Mutual Mobile, Inc. to create two smart phone Apps (Android and iOS) providing public education and awareness for the universal parenting campaign, in an amount not to exceed \$396,500, and to pay associated travel costs not to exceed \$15,000 effective March 1, 2016 through September 30, 2016 was approved by unanimous vote.

5. Resolution #16-009 Authorizing Spring 2016 Reading Campaign Book Purchase – 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. Mentoring Data

Dr. Williams-Taylor stated that the CEO Report contained a follow-up regarding mentoring data following a mentoring presentation at the December, 2015 Council meeting. She stated that a question had been raised "how do we know our mentoring programs are successful?", and that they had pulled data from the Milagro, Alpert Jewish Family Services, and Take Stock in Children mentoring programs. She stated that the outcomes were shown.

2. Relationship Scan

Dr. Williams-Taylor stated that approximately three years previously CSC had conducted a relationship scan. She stated that they would be contracting with a local consultant to look at the relationships between CSC, its providers, and community partners. She stated that interviews would be conducted with those parties, including Council members, to look at opportunities for improvement and to determine where CSC's successes lay, and where they could be built upon. She stated that the interviews would be conducted in person or over the phone, and would take approximately 45 minutes. She stated that Elsa Sanchez, Senior Executive Assistant, would be reaching out to Council members to determine their interest.

3. Award from American Heart Association

Dr. Williams-Taylor stated that CSC had received an award from the American Heart Association.

4. Employee Service Awards

Dr. Williams-Taylor stated that there had been several employee service awards in the months of January and February and there were quite a few employees who had worked at CSC for 10 to 15 years.

5. Communications Update

Dr. Williams-Taylor stated that Council members had a Communications update at their places which outlined that 2016 was marking CSC's 30th anniversary. She stated that the update outlined the different work that was going on in commemoration of the 30 year anniversary. She highlighted a trifold brochure that contained the 30 year information and stated that they could provide copies to any Council members that were interested in distributing the information. She stated that new billboards had been going up around the county highlighting CSC's 30 year anniversary.

9. Legal Reports

1. April 28, 2016 Annual Planning Session – 4:00 p.m.

Tom Sheehan, General Counsel stated that April's Council meeting would be preceded by the annual Planning Session. He stated that the Planning Session would be from 4:00 p.m. to 6:00 p.m., and would be followed immediately by the Council meeting at 6:00 p.m.

Dr. Williams-Taylor stated that subject matters to be discussed would be the budget for 16/17, as well as all the different programming they wanted to focus on. She stated that it was an important meeting for everyone to attend, if they could. Mr. Sheehan stated that he could confirm that Council meetings after the Planning Session were historically very short.

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

11. Council Comments

Judge Kathleen Kroll stated that she had invited all Council members to observe proceedings at Juvenile Delinquency Court, as well as Dependency Court, to watch a segment of the population that they may not be aware of. She stated that Tom Weber had attended and that she was very grateful for his attendance. She encouraged all Council members to visit, because it was a population that it was well-deserved to know exactly what was going on. Mr. Weber stated that it was impressive to see how Judge Kroll managed the chaos, with so many different parties involved. He encouraged fellow Council members to visit.

12. Adjournment

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


Vincent Goodman, Secretary


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