

Kent County
Family & Children's
Coordinating Council



KCFCCC Meeting Minutes
September 6, 2011, 12:00pm – 1:30pm
MSU Extension Offices – Room A & B
775 Ball Avenue, NE

Members/Alternates Present: Wayman Britt, Susan Broman, Candace Cowling, Lynne Ferrell, Jack Greenfield, Sandy Harmon, Lynn Heemstra, Paul Ippel, Ron Koehler, Rich Liberatore, Sharon Loughridge, Maureen Noe, Justin Swan, Patti Warmington.

Members Absent: William Forsyth, Sandra Ghosten-Jones, Kristen Gietzen, Judge Patti Gardner, Cynthia Gladyness, Ron Jimmerson, Kevin Konarska, Nancy Marshall, Cathy Raevsky, Savator Selden-Johnson (Sandy Harmon represented), Diana Sieger, Vicki Seidl, Bernard Taylor, Matthew VanZetten.

Guests: Rebekah Fennell, Jon Wilmot

1. Welcome & Call to Order

Sue Broman opened the meeting with a welcome and had everyone introduce themselves. Susan gave a brief update on Matthew VanZetten's progress from his surgery.

The minutes were reviewed and Lynne Ferrell made a motion to accept the minutes, supported by Candace Cowling – **UNANIMOUS**

2. Public Comment

None.

3. First Steps/Great Start Collaborative Update

Rebekah Fennell provided a handout outlining the Collaborative's progress to date. The vision was created back in December of 2010. After that, work groups were gathered and fifteen indicators were developed.

Strategies to achieve the goals were then discussed within the work groups. The planning horizon is three years. The four factors used in prioritizing strategies were, prevalence of the problem, severity of the problem, strategy's potential to impact community indicators within the next three years and the feasibility of the strategy.

The DRAFT document that was provided includes the Great Start Collaborative strategies to date. Rebekah said the work includes the Great Start Collaborative and some community members. She pointed out a couple of things.

Under Early Learning, they want to integrate quality curriculum across all settings because they want to be sure they are looking at language and literacy outcomes for kids no matter what group they participate in. These will be aligned with the Michigan Department of Education Learning

Expectations for preschool to give them the skillsets they will need for Kindergarten.

Rebekah continued saying the group talked about a “gateway” to navigate the early learning opportunities and how to manage the resources.

They talked about expanding access to the entire continuum of early learning opportunities and rationing it for those most vulnerable to get the most intensive interactions.

Putting the family at the center of this process was discussed, having an early learning home, giving the family access to programs even if they move.

Parenting Education strategies were discussed to develop a couple of messages for parents, to be used with early-learning providers and non-early-learning providers, expanding the points of contact for families.

The group wants to expand oral health education, so primary care providers tell parents of children as early as age one to seek preventative dental services.

Communications strategies were discussed to not only provide public awareness, but advocacy as well as a call to action.

There will be a community indicators report in the future, and will be looking at tactical issues as well.

Lynn Heemstra wanted to know if they will be creating a list of indicators that will be measured. Rebekah said they have the list, but they don’t have all of the data yet. The document isn’t published because it isn’t complete yet, but will send Lynn what they have so far.

Lynne Ferrell added that a lot of this work contains threads of Collective Impact. They have been mindful of this from the beginning.

4. **Prevention Budget**

Wayman Britt began by talking about the County’s budget reductions over the past three years. The totals are about \$14 million the last two years, while this year it amounts to about \$20 million. In meeting with the Board of Commissioners, the cuts expected are positions eliminated from the Health Department related to MIHP and Healthy Start. Due to other funding streams brought in by the Health Department, that program will be maintained. Every department is mandated to make cuts. The Prevention Initiative budget will have to be reduced, but not by as much as the others. Matthew sent out a letter outlining the historical budget numbers and the new numbers. The agenda packet included the new budget numbers for 2012.

Wayman said for 2011 the budget for Prevention Services was \$1.689 million. For 2012 the total budget is expected to be \$1.5 million. The handout gave the expected budget breakdown for 2012.

Susan Broman said the Executive Committee of the KCFCCC has recommended moving forward with the budget.

Lynne Ferrell asked what the future will be for this budget, if there would be any efforts to replace the dollars with alternative funding.

Wayman said there is a leeringness of going before the voters for more taxes, even for \$1.00. He added that the Board of Commissioners are reminded frequently that the Prevention dollars spent are getting a return on the investment and it’s a good place to spend the money. The Board supports the Prevention Initiative and sees the need to continue it.

Also, if the Personal Property Tax is eliminated, as currently being proposed at the state level, that is

a potential of another \$9 million the County will have to cut. Wayman said the County is lobbying and working with legislators to educate them on the impact of this revenue loss.

Susan Broman asked for a motion to approve the Prevention Budget. Lynn Heemstra made the motion, seconded by Patti Warmington – UNANIMOUS.

5. **Collective Impact**

Susan began the update for Collective Impact, saying that concerns raised in the last meeting are being addressed. There is a proposed budget for about \$240,000. The cost figures are outlined in this updated budget.

Also provided for this meeting is the RFP for technical assistance and project support. This document provides a clear idea of where the project is going. This will serve as the document that will go out to potential bidders when looking for a firm to do this work.

The third piece is a shortened version of the OP-Ed document presented at the previous meeting. In a nutshell, it says it's important for this community to get itself together around indicators and outcomes for kids.

Susan asked for questions on the documents provided in the meeting packet. Once the committee is in agreement, the next step will be to secure some bids from firms noted for doing this type of work. She added there are only a few organizations who do this type of work. Securing funding for the project is also part of the current process.

The Executive Committee of the KCFCCC has agreed to move forward on this work in Matthew VanZetten's absence. Wayman added that this is a good thing because it is an extreme amount of work.

Justin Swan asked about the term "targeted universalism" in the documentation, as it relates to proposition 2, granting special treatment on basis of race.

Susan answered it is not target based on race. Services are targeted based on risk factors. She added we will be careful so as to avoid any misperception. Wayman added that we will rely on the data to help us move in a more concerted effort in dealing with problems in the County.

Susan commented that she would put it a broader framework of the "socio-economic status" of individuals. They will look at people who have limited access to resources, will also look at patterns that have occurred over time. This would indicate individuals at the highest need.

Wayman commented that in their experience with KSSN, they learned that Cedar Springs was a high need area. This work will be more scientific, based on social-economic factors.

Lynn Heemstra asked what the timeframe was for this project. Susan answered this is uncertain. The first year will be spent getting the project going. Part of this process will be building our infrastructure as a community to sustain this work.

When asked how the process will work, and if there had been discussion at the executive level on who will drive the funding prior to the rfp. Susan said private funders are primarily being looked at to do the first piece, to get it going. She added there has been a fair amount of interest expressed. They will also look at maximizing the capacity of existing institutions in the community to support the work on an ongoing basis.

Maureen Noe asked if the budget included all resources and Susan said it didn't. Susan went on to say that this conversation is intended to give the group a chance to think about Collective Impact and to offer suggestions if anyone thinks something vital is missing.

Wayman added the last time we met there was some good feedback. He added if anyone hasn't taken a good look at the information, please do and communicate back to Susan any feedback.

Candace Cowling suggested doing some preliminary work on history, capturing the best of what has been learned to provide to the outside consulting company.

Lynne Ferrell mentioned it is important for us to articulate where we want to go.

Susan said we need to talk more about that because we don't know yet.

When asked if there was secured funding, Susan said there wasn't, but there have been preliminary conversations with four or five funders. We don't have the funds yet. She said we can't move any further without the KCFCCC Council's agreement.

When asked what the status of the document as a communication piece was, Wayman said there were some timing issues, because if there will be an rfq come through the County, the Board of Commissioners does need to be made aware. It is being planned now.

Wayman suggested the group go to the County's website, accessKent.com and look at where the KCFCCC is listed. He said in looking at all of the efforts in the past and present with the County, it's important to note we don't want to diminish any of the work that anyone is doing, but we want to have a collectively greater impact as a team. He said it's good that it is being brought to this body and if we get others involved who are currently not, we could make an even greater impact.

Paul Ippel made a motion to accept the direction of the Collective Impact Statement and the Budget. The motion was seconded by Lynne Ferrell. The vote was UNANIMOUS.

6. **Miscellaneous**

Lynn Heemstra mentioned an event "Lights on After School" event planned for October 20. They hope to have a rally with those involved in supporting after school programs.

Lynn added the Expanded Learning Opportunity Network is celebrating their 10th anniversary, so the KCFCCC Council will be invited to the annual meeting on November 4 from 8-12:00 Noon. The location is to be determined.

Additionally, Lynn said the Wallace Foundation approached the City to apply for a grant. They had a site visit and are waiting work from them. They expect to hear back in early October, which will help build out of school time, consistent with Collective Impact, looking at how all the after school providers looking to generate defined outcomes, looking at the impact for youth in the City and the County. This will build on the B to B Initiative. They are looking at how to connect the dots to get smarter about how the work is done.

One last item mentioned that the City was cited in a strategy guide that came out through the Harvard Family Research Project with the National League of Cities and the Wallace Foundation on their Grand Rapids Juvenile Offense Index report that shows the impact of what they are trying to do with afterschool programs are on juvenile crime.

7. **Adjournment**

The meeting adjourned at 1:06 p.m.

Next Council meeting:

Tuesday, November 1, 2011 12:00pm – 1:30pm
MSU Extension Room A & B