

**Kent County**  
**Family & Children's**  
**Coordinating Council**



---

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

---

**Members/Alternates Present:** Wayman Britt, Susan Broman, Candace Cowling, Judge Patti Gardner, Kirsten Gietzen, Jack Greenfield, Rich Liberatore, Sharon Loughridge, Nancy Marshall, Maureen Noe, Diana Sieger, Christopher Smith, Justin Swan, Matthew VanZetten, Patti Warmington.

**Members Absent:** Lynne Ferrell, William Forsyth, Sandra Ghosten-Jones, Cynthia Gladyness, Lynn Heemstra, Paul Ippel, Ron Jimmerson, Ron Koehler, Kevin Konarska, Cathy Raevsky, Savator Selden-Johnson, Vicki Seidl, Bernard Taylor.

**Guests:** Rebekah Fennell, Carol Paine-McGovern, Jon Wilmot

**1. Welcome & Call to Order**

Sue Broman opened the meeting with a welcome and had everyone introduce themselves. .

The minutes were reviewed and Diana Sieger made a motion to accept the minutes, supported by Sharon Loughridge – **UNANIMOUS**

**2. Public Comment**

None.

**3. Heart of United Way West Michigan Update**

Maureen Noe provided an update on the direction of United Way. She said that in the beginning United Way funded agencies and then moved to program funding and now they have just launched outcome funding. They issued an rfp to the non-profit community asking them for programs that would meet the outcomes set by the United Way. Next phase they will enter is strategy funding. They have determined what strategies will produce results based on national and local research.

Maureen continued her update, explaining what resources are currently being used by United Way. They are: Annual Campaign, Grant Writing, Public Policy, Volunteer Center & Project Blueprint.

United Way also utilizes Community Engagement resources such as, Community Conversations, Data Analysis and Best Practice Research, and Program Allocations and Outcome Assessment.

Some of the impact made by United Way is in the form of products such as, United Way's 211 helpline, the Kent County Tax Credit Coalition, Kent County Essential Needs Task Force and Schools of Hope.

United Way has organized their work in three areas, Education, Income and Health.

Maureen introduced a slide that talked about Collective Impact. She explained that the United Way felt the partners that need to be involved are Government, Faith Community, Foundations, Social Services and United Way. There are others that should be included around the table are Business, Education, Community at Large, Research and Recipients.

The discussion continued as Maureen outlined her definition of collaboration: Pooling of resources; Common Language; Aligned Outcomes; Shared Consequences.

Maureen shared the action steps United Way will take as they roll out their new structure with Vision Council. These steps include Community Voice, Data Analysis, Convene Vested Sectors and Big Audacious Goal. Maureen went on to explain what their outcomes are.

The group discussed what factors were considered in the graduation rates Maureen published in her presentation. She said the graduation rate in Kent County is about 80%, while Grand Rapids Public is closer to 50%.

In closing, Maureen shared what their core values are; Authentic, Collaborative, Trustworthy, Inclusive and Transparent (ACTIT).

In talking about their \$12,000,000 goals for this year's campaign, Maureen mentioned that Steelcase Foundation has offered them a one-to-one ratio grant for bringing in new businesses. Businesses with 100 or fewer employees, who contribute \$1,000 or more to United Way, the Steelcase Grant will match it.

#### 4. **Collective Impact**

Matthew VanZetten began by saying the conversations on evaluation began about one year ago, recognizing there were systems and programs meeting the needs of individuals, but outcomes were not being met collectively to move our community forward. We are now ready to begin moving on that dialogue.

Matthew said the timeline has been created, a budget approved by the Executive Committee has been set and a draft rfp is done as well.

An update on the timeline was given by Matthew, along with the status of the rfp. He said an rfp will be issued in November. The budget has been reviewed by the Executive Committee and the foundations are looking for proposals for grant requests. Some of those interested in this effort are the Grand Rapids Community Foundation, Steelcase Foundation, Kellogg Foundation and the Doug & Maria DeVos Foundation have all expressed interest in this proposal.

Matthew hopes to have all of these things in place by the end of November.

December 8<sup>th</sup> there will be a special order of business to the Kent County Board of Commissioners where the KCFCCC will provide an update on the Prevention Initiative and present the Collective Impact to them.

Next up there needs to be a team put together for review of Technical Assistance (TA) providers. Funders and community representatives will help select the consultant. There should be an update to the KCFCCC Council in February on the accomplishments from November, December and January as well introduction of the TA people. The first big event will be the indicator event, where they will take a look at all the indicators and initiatives already identified.

The budget was approved by the Executive Council to be \$240,000, but will likely be increased in an effort to add staff from the Johnson Center to gain a master's level intern.

Matthew asked for questions on the budget and the rftp. The group discussed issues that led up to

Collective Impact and agreed this needs to happen, but that it will take some time. They also agreed that language will be important as well as buy in from partners, and listening to input from everyone.

After continued discussion, Matthew asked if anyone had specific thoughts on the rfp, please send him an email.

**5. KCFCCC Schedule/Appointments for 2012**

Matthew said several people have reapplied for the KCFCCC Council, but Dr. Taylor will not be due to potentially leaving our community. There will be one position open and the Board of Commissioners is currently interviewing for that position. The appointments should be revealed the first of January.

**6. Miscellaneous**

Patti Warmington announced that Proaction Behavioral Health, the parent organization of Life Guidance and Project Rehab merged October 1 with Cherry Street Health Services. They are all officially going away and will be called Cherry Street Health Services. This will include the new Touchstone Innovare location.

Candace Cowling shared that in the middle of December they will work with CHAC, 1<sup>st</sup> Steps and United Way to convene users of the Ages and Stages Questionnaire (ASQ). An invitation will be forthcoming.

Jack Greenfield shared that The Bridge of Arbor Circle is having an open house to highlight the issues of homelessness.

Maureen Noe reiterated the Steelcase Grant Challenge One to One. Any vendor or organization not currently running a United Way Campaign can help bring in dollars from the Steelcase Foundation.

Justin Swan announced he has left the Kent County Republican party and has started his own business, Organicycle". They will focus on Grand Rapids now.

Sharon Loughridge announced that Kids First holiday open house will take place on December 1 on the St. John's campus.

**7. Adjournment**

The meeting adjourned at 1:30 p.m.

**Next Council meeting:** Tuesday, January 3, 2012 12:00pm – 1:30pm  
MSU Extension Room A & B