



**Ohio Children's Trust Fund
Board Meeting Minutes
September 14, 2017**

Board Members Present:

Carrie Baker
Angie Bergefurd (Director Tracy Plouck)
Carla Carpenter (Director Cynthia C. Dungey)
Jennifer Davis (Director Lance Himes)
Christina Hudak
Senator Stephanie Kunze
Representative Sarah LaTourette
Dr. Kathi Makoroff
Ronald Rees
Diana Starkey

Board Members Absent:

Representative Janine Boyd
Senator Cecil Thomas

Staff Present:

Kristen Rost, Executive Director
Eric Campfield, Program Manager
David Monder, Program Manager

Guests:

Jane Dockery, Wright State University (*via Skype*)
Denise Pleska, Senior Staff Attorney for ODJFS
Ciara Price, Senior Legislative Aide, Representative Sarah LaTourette
Lisa Valentine, Senior Legislative Aide, Senator Stephanie Kunze

Chairman Sarah LaTourette called the Ohio Children's Trust Fund (OCTF) Board Meeting to order at 10:07am on September 14, 2017. A quorum of members was present.

Launch of OCTF Blog

OCTF Executive Director Kristen Rost presented the newly created Trust Fund blog (<https://www.octfblog.org/>). Shannon Jack, an Ohio Northern University student who worked as an intern for the Trust Fund this past summer, created the blog. Director Rost noted that the main purposes of the blog are to provide a forum where individuals can share stories and ideas, provide

important child abuse and child neglect prevention information and provide individuals with multiple options for making donations to the Trust Fund.

Director Rost briefly reviewed the first article on the blog pertaining to one of the Trust Fund's Human Trafficking Prevention grantees, Treetops Center for Children and Adolescents. The Director then presented the donation features of the blog and the multiple ways in which an individual can donate including donate by community; donate by cause; material donation; and general donation.

The donate by community page contains a map of Ohio's eight child abuse and child neglect prevention regions. By clicking on a region, a potential donor can then see a list of the counties within that region as well as the issues of greatest concern in the region according to annual data collection. In addition, this page contains information on the regional child abuse and child neglect prevention plan assembled and approved by the regional prevention council including the core strategies of the plan.

Director Rost noted that sometimes a donor seeks to give to a specific cause that is dear to them. As a result, the OCTF blog has a donate by cause page that allows individuals to direct their donation be utilized for specific causes including caregiver support, child care, child sexual abuse, and child physical and mental health.

The Director next reviewed the material donation page on the blog that allows individuals to donate needed items to sites. She concluded her review of the donation features by noting the general donation page on the blog through which donations will go directly to the OCTF to be used wherever they are needed most.

Director Rost explained that the blog is far more user friendly than the current donation page on the Trust Fund website and it will enable the OCTF to respond to increased inquiries on Facebook from potential donors asking where and how they can contribute to the Trust Fund. She noted that the blog has links to the different OCTF social media sites and it also contains a link through which an individual can report child abuse and neglect.

The Director concluded her presentation by reiterating the vital social connection role the blog will serve in providing a forum through which individuals can obtain important child rearing and child abuse prevention information as well as share stories. She advised that the blog will launch soon and she invited Board members to connect the Trust Fund with organizations that would be interested in and willing to share content.

Board members expressed their support of the blog imagery and content and they asked to be notified once the blog is launched.

Old Business

Minutes

Chairman LaTourette asked for any additions or revisions to the May 4, 2017 board meeting minutes. Vice-Chair Ron Rees motioned that the May 4, 2017 board meeting minutes be approved as written. Carla Carpenter seconded the motion and the minutes were approved unanimously.

New Business

Chairman's Update – Biennial Operating Budget

Chairman LaTourette provided a brief update on the Biennial Operating Budget. She explained that while the requested fee increases were successfully inserted into the Ohio House passed version of the budget, they were removed in the Ohio Senate due to across the board opposition to any and all fee increases rather than any specific opposition to the OCTF fee increases. The Chairman emphasized the importance of having ongoing conversations with legislative members to educate them about the purpose of the Trust Fund and what the fee increase means and why it is important.

The Chairman then advised that the removal of the Metropolitan Statistical Area (MSA) language sought by the Board was included in the Biennial Operating Budget and that this language will greatly assist the Trust Fund in filling remaining Board vacancies.

Chairman LaTourette next explained that the Trust Fund's dedicated state special revenue fund has approximately \$8 million in cash on hand due to the OCTF having to carry over some funding from SFY 2017 that it was unable to expend due to the transition and rollout of the OCTF regional model. The Chairman noted that while the Trust Fund has \$8 million to expend in State Fiscal Year (SFY) 2018, it is currently only authorized to spend \$5 million of these funds and will therefore, exceed its appropriation authority this fiscal year unless it goes to the Controlling Board and asks for an increase in appropriation authority.

The Chairman then explained that the Ohio Department of Job and Family Services (ODJFS), who as the Trust Fund's administrative agent would be responsible for making a formal request to the Controlling Board for an appropriation authority increase, has reservations about going to the Controlling Board and requesting the appropriation authority increase without having expended a significant amount of the \$5 million the Trust Fund is currently authorized to spend. As a result of this, while vendor contract and grant agreement funding levels will remain unchanged, purchase order amounts will need to be modified on a quarterly basis so that vendors can start their programming.

During an extensive conversation about the appropriation authority issue, multiple Board members expressed their reservations about delaying going to the Controlling Board and seeking the appropriation authority increase. Despite their reservations, members understood ODJFS' concerns about seeking the appropriation authority increase without having first expended currently authorized funds. Vice-Chair Rees noted that while he recognized that it is ODJFS' prerogative on the timing of making the Controlling Board request, he opposed any delay in making the request because it is essential to get child abuse and child neglect prevention services up and running locally with minimal obstacles.

Moving forward, Board members emphasized the importance of maintaining clear and positive communication with vendors concerning the appropriation authority issue to ensure that the Trust Fund does not lose any of them. Director Rost explained that the OCTF staff will have personal conversations with vendors where they will provide and discuss preliminary purchase order amounts with them to ensure that they are clear on the process and that they understand that their contract and grant agreement funding levels are unchanged.

OCTF Regionalization Update

Director Rost then provided updates on each of the eight Ohio Child Abuse and Child Neglect Prevention Regions that included providing information on: the strategies; the amounts funded per strategy; the amounts approved for vendors per strategy; the vendor selection process status per strategy; a brief description of the services each vendor will be providing; the target participants per strategy; the number of people to be served per strategy; and the counties to be served per strategy.

The Director noted that the Northeast region has funds leftover after meeting the requirements of their prevention plan. She asked Board members whether the region should be allowed to propose ways to possibly spend these funds or if they should be required to return them to the Trust Fund.

Following a brief discussion, Vice-Chair Rees motioned to notify the Northeast region that the OCTF is interested in receiving an addendum from them on how they would use the remaining funds. The OCTF Executive Director is authorized to set a deadline for receipt of the addendum as well as to accept the addendum. Christina Hudak seconded the motion. The board voted to approve the motion.

Director Rost finished providing updates on the regions and then brought up the status of the Central Ohio Regional Prevention Coordinating Entity.

Board member Carrie Baker briefly left the meeting, but a quorum of board members was still present.

The Director explained that The Ohio State University Ohio Colleges of Medicine Government Resource Center (GRC) and the OCTF mutually agreed to not move forward with a regional prevention coordinator grant agreement for SFY 2018-2019 for the following reasons: the OCTF and GRC were unable to arrive at a grant agreement budget level that was within the average range of other coordinating entities across the state; and GRC advised that they could not contract with service providers or monitor them. Given this, continuing negotiations with GRC for coordinator duties seemed impractical as the deliverables would entail primarily administrative duties and there would be a significant amount of overlap with those regional duties being carried out by the Trust Fund.

Director Rost reached out to the ODJFS Office of Legal and Acquisition Services for next steps. They advised that the OCTF reach out to all of the entities within the Central region who either responded to the original RFGA for serving as the Central Ohio Regional Prevention Coordinator or who responded to one or both of the RFGAs for service provision to gauge their interest in potentially replacing GRC. Nationwide Children's Hospital (NCH) was the only entity who expressed an interest and they provided a proposal to the OCTF Board for consideration.

The Director explained that under the proposal, NCH will perform all required coordinator duties including implementing the Central Ohio Regional Outreach Plan and Parent Engagement Plan as well as contracting with the Central Ohio approved provider (CompDrug) and the evaluation provider (The Ohio State University) in SFY 2019. Director Rost noted that the total budget levels under the NCH proposal are approximately \$20,000 less per fiscal year than the levels proposed by GRC.

Director Rost also informed Board members that the Central Ohio Regional Prevention Council had a mixed reaction to the NCH coordinator proposal. While several council members thought the proposal was sound and expressed their belief that NCH would do a good job as coordinating entity, other members expressed concern as to whether there was a conflict of interest in them serving as

coordinating entity given that the council had just recently approved NCH as a provider to deliver parenting education services throughout the Central Ohio region.

The Director explained that while different units of NCH would be handling coordinator duties versus service provider duties, the concern about whether NCH as coordinating entity could monitor themselves as a service provider was genuine. If the OCTF Board decided to approve the NCH proposal to serve as the coordinating entity, the OCTF will contract directly with NCH for service provision and the Trust Fund will be responsible for monitoring them.

Director Rost also fully explained that the Board could reject the NCH proposal and have the OCTF assemble and release a Request for Grant Applications (RFGA) to search for another organization to serve as the Central Ohio coordinating entity. She did advise that if the Board took this option, it would probably be February or March of 2018 before a coordinating entity would be under contract given that the OCTF would need to create the RFGA, release it, allow time for interested parties to apply, score the applications and then enter into contract negotiations.

Board members discussed the NCH proposal and asked if there were any legal issues that would prevent proceeding with the proposal. The Director explained that while there are no legal issues with proceeding, there could be a perception issue in approving NCH as the coordinating entity given that they are one of the approved service providers for the Central Ohio region. Board members understood the perception issue, but also indicated that there could just as easily be a perception issue if they did not approve a reasonable and complete proposal and instead decided to delay the securing of a coordinating entity by initiating a RFGA process. In addition, members felt that there have been multiple opportunities for interested organizations within the Central region to apply to serve as the coordinating entity and none did as evidenced by the lack of adequate response to the original RFGA or the re-release of the RFGA.

Following the discussion, Vice-Chair Rees motioned to approve Nationwide Children's Hospital's proposal to serve as the Central Ohio Regional Prevention Coordinator. Dr. Kathi Makoroff seconded the motion. The board voted to approve the motion.

Following approval of the above motion, Board member Carrie Baker returned to the meeting.

Director Rost then advised members that the Eastern Ohio Regional Prevention Council amended their Outreach Plan and Parent Leadership and Involvement Plan. The changes were made to reflect a more realistic set of activities in the coming year. She explained that while the strategies have changed, the amount of funding requested is the same. The Director noted that the amended outreach plan would include increasing awareness of prevention programs and services in the region with a focus on vendor provided outreach. She also noted that the amended parent leadership and involvement plan would include utilizing council members and partnerships to increase parent involvement in the council process as well as focusing on engaging parents through virtual efforts, such as Facebook groups.

Board members had concerns with the Eastern region asking to retain the same amount of funding, but to do fewer strategies for both outreach and parent leadership. Members also had questions concerning the strategies that the region selected for their amended outreach and parent leadership plans. As a result of these concerns and questions, Board members decided not to take any action on the Eastern Ohio Regional Prevention Plan amendments.

April Prevention Month Discussion

Director Rost outlined the key components of the 2018 April Prevention Campaign for board members.

She explained that the Trust Fund has convened a Statewide April Steering Committee composed of representatives from the following: a representative from each region; a representative from the OCTF Board; a representative from the Governor's Office; the Public Children Services Association of Ohio (PCSAO); the Ohio Network of Children's Advocacy Centers (ONCAC); the Ohio Family and Children First Council (OFCFC); the County Commissioners Association of Ohio (CCAO); the National Association of Social Workers (NASW); and Kappa Deltas.

Director Rost noted that the first Statewide April Steering Committee meeting was held August 22, 2018. She advised that the committee will continue to meet on a monthly basis and will help inform the Trust Fund's April prevention month messaging and materials that will then be implemented locally via the regional prevention councils.

Statewide April Steering Committee members will also assist the Trust Fund in sharing social media posts and in securing radio appearances on morning and/or afternoon drive shows as well as daytime appearances in Ohio's major television markets.

The Director informed board members that the OCTF is partnering with students at Ohio Northern University to develop the April 2018 Prevention Month messaging. Students are responsible for developing three unique messages that will be shared with statewide partners and the OCTF Board. Each message will include a tag line and campaign imagery and a color palette.

ONU students will also collaborate with the OCTF on the design and development of a social media campaign for usage and placement statewide. The social media campaign will include Facebook and Twitter posts for every day in April and the last two weeks in March along with Instagram posts. The students will also design a campaign Pinterest page, 4 blog posts, and a plan to engage Snapchat users with suggested Snaps.

Director Rost noted that the Trust Fund will also work with an advertisement agency to create a video and radio PSA as well as collateral campaign materials requested by regional prevention councils (i.e. table tents, place mats, coffee sleeves, etc.). The advertisement agency will also assist the OCTF in purchasing a month-long Facebook, Twitter, Instagram and Snapchat campaign along with advertisement space on television, radio, YouTube and Hulu and targeted, street-level advertising in high foot traffic areas around the state.

The Director informed board members that the OCTF April Kickoff Event will take place on April 5, 2018 at the Ohio Statehouse. In addition, she explained that the Trust Fund will be engaging youth groups, businesses, private organizations and government agencies to participate in the Kids Bake for Kids' Sake event.

Director Rost explained that the OCTF will work with its eight regional prevention councils to engage Ohio schools, Ohio libraries, Ohio Kappa Delta Chapters, Ohio state and county agencies and Ohio corporations in April prevention month planning and activities.

She also advised that regional prevention coordinators have requested and been approved for funding to implement regional April child abuse and child neglect prevention month activities. These activities, which must incorporate the OCTF Board's statewide prevention month campaign messaging and materials, will be developed into a plan by each region's April Prevention Month Workgroup that each regional prevention coordinator will submit to the OCTF by January 31, 2018.

Finance Committee and Budget Update

Chairman LaTourette asked OCTF Board Treasurer Diana Starkey to provide an update on the State Fiscal Year (SFY) 2017 Operating Budget. Treasurer Starkey reviewed revenue levels and expenditure levels as well as specific expenditures that will be carrying over into SFY 2018. Board members did not have any questions on the SFY 2017 budget, but Christina Hudak suggested that the Trust Fund thank donors publicly.

Treasurer Starkey next reviewed the SFY 2018 Operating Budget revenue levels and expenditure levels including carryover funds. The Treasurer also noted that the OCTF received its FFY 2017 Community Based Child Abuse Prevention (CBCAP) award in the amount of \$934,017.00. She advised that this award amount includes an increase of \$91,096.00 over the federally allocated amount Ohio receives (\$842,921.00). The Trust Fund was able to increase the award amount by leveraging additional state and local funds that were spent on prevention work in the area of child abuse and child neglect. Board members did not have any questions on the SFY 2018 budget.

Strategic Plan Update – OCTF Key Performance Indicator Dashboard

Director Rost welcomed Jane Dockery from Wright State University (WSU) via Skype who provided background information and an update on the OCTF Key Performance Indicator Dashboard. Ms. Dockery briefly reviewed the purpose of the dashboard and explained that WSU will be working with the OCTF to develop dashboard requirements, structure and an outline of the content that will culminate in a dashboard mock up.

Ms. Dockery then briefly elaborated on the dashboard requirements and the difference between functional and non-functional aspects. She noted that the dashboard structure pertains to how the dashboard will be organized and she explained that the content outline of the dashboard pertains to the data categories to be used and the most important indicators to present.

Ms. Dockery concluded her brief presentation by outlining the benefits of the OCTF dashboard.

Board members thanked Ms. Dockery for the information she provided and they look forward to discussing dashboard indicators further with her at the next board meeting.

Other Business

Chairman LaTourette reminded members that there are 3 public vacancies on the OCTF Board and she explained that the Trust Fund is looking for new members from the following areas: Northeast – Cuyahoga, Geauga, Lake and Lorain counties; Northwest – Lucas and Wood counties; and Central – Delaware, Franklin, Licking and Union counties. She also explained that the OCTF is looking for members in the following areas of expertise: marketing and public relations, legal, a non-profit executive or a social worker and individuals with ties to the corporate world. She encouraged members to reach out to Director Rost if they knew of any potential members with the above expertise and from the above noted areas in Ohio.

Director Rost also reminded members of the 2018 OCTF Board meeting schedule. The Director also advised members that they are required to have taken annual ethics training by December 31, 2017.

As there was no further business to come before the board, Chairman LaTourette adjourned the September 14, 2017 OCTF Board meeting at 12:03pm.

Handouts:

OCTF Board Meeting Agenda – September 14, 2017

OCTF PowerPoint Presentation – September 14, 2017

OCTF Board Draft Meeting Minutes – May 4, 2017

OCTF Funding Priorities

Council Member Documents

Eastern Regional Prevention Plan Amendment

Central Ohio Regional Prevention Coordinator – Nationwide Children’s Hospital Proposal

SFY 2017 OCTF Operating Budget

SFY 2018 Income Statement

SFY 2018 OCTF Operating Budget

OCTF Ohio Revised Code

Executive Director’s Report