



**Ohio Children's Trust Fund
Board Meeting Minutes
November 16, 2017**

Board Members Present:

Jennifer Davis (Director Lance Himes)
David Frash (Director Cynthia C. Dungey)
Christina Hudak
Grace Kolliesuah (Director Tracy Plouck)
Senator Stephanie Kunze
Representative Sarah LaTourette
Dr. Kathi Makoroff
Ronald Rees
Senator Cecil Thomas

Board Members Absent:

Carrie Baker
Representative Janine Boyd
Diana Starkey

Staff Present:

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

Guests:

Jane Dockery, Wright State University
Helen Heinig, Ohio Northern University
Shannon Jack, Ohio Northern University
Meliss Klorer, Mercy Medical Center
Denise Pleska, Senior Staff Attorney for ODJFS
Ciara Price, Senior Legislative Aide, Representative Sarah LaTourette
Lisa Valentine, Senior Legislative Aide, Senator Stephanie Kunze
Jane Whyde, President, Ohio Family and Children First Council Association

Chairman Sarah LaTourette called the Ohio Children's Trust Fund (OCTF) Board Meeting to order at 10:04am on November 16, 2017. A quorum of members was present.

Northwest Ohio Regional Council

Chairman LaTourette recognized Meliss Klorer from Mercy Medical Center, which serves as the Regional Prevention Coordinator for the Northwest Ohio Regional Prevention Council. Ms. Klorer began her council update by providing some personal background information and then she briefly reviewed a history of council activities.

Ms. Klorer provided a status update for each of the region's three strategies (awareness campaign targeting families impacted by substance abuse; trauma informed consultations in early childhood settings; and parenting support and education for vulnerable and isolated families) including information on the vendors selected for each strategy, the specific programs the vendors are providing and the counties within the region that each vendor will be serving.

She informed board members that grant agreements for all three vendors have been signed and services are underway. Ms. Klorer noted that she is currently working on assembling a monitoring process that she will utilize to ensure that outcomes and participation numbers are being met by all providers in the region.

She also explained how she is working to develop stronger relationships with the counties by developing a newsletter that she has sent to family and children first council directors as well as county commissioners throughout the region. She has also begun meeting with family and children first council directors and county commissioners to keep them updated on the regional model as well as the progress of the providers in the Northwest region.

Ms. Klorer concluded her presentation by noting that she is working on recruiting parents to participate in council activities and that she will be implementing the Northwest regional outreach plan in the next few weeks.

Board members thanked Ms. Klorer for the information she provided and they commended her for the excellent work taking place in the Northwest region.

Old Business

Minutes

Chairman LaTourette asked for any additions or revisions to the September 14, 2017 board meeting minutes. Vice-Chair Ron Rees motioned that the September 14, 2017 board meeting minutes be approved as written. Jennifer Davis seconded the motion. The board approved the motion with David Frash and Grace Kolliesuah abstaining.

New Business

Chairman's Update – Controlling Board Update

Chairman LaTourette provided a brief update on the OCTF's Controlling Board request. She reported that the Trust Fund's request to increase its' State Fiscal Year (SFY) 2018 appropriation authority from \$5,000,000 to \$10,000,000 was approved by the Controlling Board at its' November 13, 2017 meeting. The Chairman advised that while the Trust Fund did not ask for an appropriation authority increase for SFY 2019, the SFY 2018 approved request contained a notation indicating that the OCTF may in the future request an increase in appropriation authority from the Controlling Board for SFY 2019.

OCTF Executive Director Kristen Rost added that a request for an increase in SFY 2019 appropriation authority was not requested because revenue projections for SFY 2019 do not currently have the Trust Fund exceeding its' current SFY 2019 appropriation authority level. The Director indicated that the OCTF may need to increase appropriation authority levels given that some OCTF grantees have requested no-cost extensions into SFY 2019 because they will not begin providing their services until later into SFY 2018. If they end up needing to extend their service provision into SFY 2019 in order to fulfill their grant agreement requirements, the Trust Fund may need to request a SFY 2019 appropriation authority increase from the Controlling Board. Director Rost reminded board members that the OCTF has created quarterly installments on its' grantee purchase orders that will allow for closer monitoring of grantee expenditure levels and timetables. This enhanced monitoring should enable the Trust Fund to ascertain at an earlier time in SFY 2018 whether an appropriation authority increase will be needed for SFY 2019.

Finance Committee and Budget Update

Director Rost provided an update on the SFY 2018 Operating Budget. She reviewed the SFY 2018 revenue levels and noted that they are on track in comparison to this point last fiscal year. She noted that the Trust Fund received a small refund that was discovered in a Crawford County audit. The Director reminded members that the OCTF strategic plan calls for charging participants for attending OCTF sponsored child abuse and child neglect prevention trainings and she noted that we have started receiving payments for recently sponsored Incredible Years trainings. She also advised members that the Trust Fund has already exceeded its' anticipated donation funding level for SFY 2018 and she believes the OCTF will receive further donations in April.

The Director also reviewed expenditures and noted the difference in obligated versus encumbered levels that is currently resulting from multiple grant agreements still being finalized and several Request for Grant Applications (RFGAs) processes still being completed including the OCTF website development. Board members did not have any questions on the SFY 2018 budget.

OCTF Key Performance Indicator Dashboard

Director Rost welcomed Jane Dockery from Wright State University (WSU) who explained that the purpose of the OCTF Key Performance Indicator Dashboard is to build a user-centric dashboard to centralize and build awareness of child well-being in Ohio. She explained that WSU is 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 advised that dashboard content pertains to the data categories to be used and the most important indicators to present. She explained that indicators may be primary or secondary data and she noted that primary data is being collected right now to obtain a community-wide baseline measure of the protective factors to gauge changes over time. She noted that the regional surveys are also collecting measures of adult chronic stress via the Adverse Childhood Experiences (ACES) survey module.

Ms. Dockery discussed that when developing the comprehensive needs assessments, the OCTF regions used the Trust Fund's Needs Assessment Priority Guidance document, which she is using to guide today's discussion. She also reminded members that the priority guidance document has over 80 indicators on it and that if all of these were placed on the dashboard, it would be too overwhelming. As a result, the purpose of today's interactive session is to gather the board's input on the indicators that the dashboard will display.

Ms. Dockery then briefly reviewed the child level, family level, community level and society level outcomes, indicators and data variables/sources along with the protective and risk factors for each level with board members. Following discussion of this data, she asked board members to examine the handouts containing the protective and risk factors for each level and to circle for each level the key indicators that each member believes should be included on the dashboard.

Board members discussed the protective and risk factors and asked whether additional key indicators could be included if they felt they were needed on the dashboard. Director Rost advised that members can add indicators to the list if they wish. Board members then provided their selections to Ms. Dockery.

Director Rost noted that she will ask additional experts from the agencies represented on the board to examine the data reviewed at this meeting and indicate what they believe should be key dashboard indicators.

Board members thanked Ms. Dockery for her presentation and work on the dashboard.

April Prevention Month

Director Rost welcomed Shannon Jack and Helen Heinig from Ohio Northern University (ONU). The Director reminded board members that the OCTF partnered with students at ONU to develop three campaign concepts for April 2018 Prevention Month. Director Rost advised members that the three campaign concepts developed by ONU were sent to the OCTF Statewide April Steering Committee for review and she explained that she would share the feedback she received following the presentation of the three concepts.

The Director also advised that ONU students will 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 a marketing firm to create a video and radio PSA as well as collateral campaign materials requested by regional prevention councils (i.e. table tents, placemats, coffee sleeves, etc.).

Ms. Jack and Ms. Heinig presented the first April campaign concept, “30 for 30.” They began their presentation by noting that they had changed the tagline to “30 seconds for 30 minutes” because the original tagline was the same as ESPN’s “30 for 30.” They explained that this campaign concept encourages parents, caregivers, grandparents, teachers, coaches, aunts, uncles, friends and more to take the pledge to raise awareness of child abuse and child neglect.

Ms. Jack and Ms. Heinig next presented the second April campaign concept, “Through Their Eyes.” They explained that this campaign seeks to portray life from the perspective of a child. They noted that this campaign seeks to normalize the struggles of every day parenting utilizing strong visuals to represent what a child feels and sees when their parent reacts to situations such a child spilling a drink in a restaurant.

Ms. Jack and Ms. Heinig then presented the third April campaign concept, “Not All Heroes Wear Capes.” They explained that this campaign seeks to inspire parents, caregivers and everyday citizens to take the pledge to be a hero for a child in their lives. Participants will be encouraged to post a video or photo on social media, state their pledge to be a hero and then challenge someone else to take the pledge as well.

Following the presentation, several board members expressed their concern that the “Through Their Eyes” campaign portrays parents as villains, which will result in a less effective message as it will turn people away from the campaign and from seeking the help they need. Some members also felt that the imagery of the campaign concepts lacked diversity.

Director Rost explained that OCTF stakeholders who reviewed the concepts noted similar concerns and she shared the statewide feedback she received concerning the campaign concepts.

For the “30 for 30” concept, she noted ESPN tagline concerns discussed above as well as concern that a lack of clear, concise messaging will result in the general public not knowing how to make a pledge to raise awareness of child abuse and child neglect. Reviewers of this concept also noted that a lot of time and effort goes into making a 30 second video and they are concerned that individuals will not take this extra effort to participate in the campaign.

For the “Through Their Eyes” concept, the Director shared that stakeholders expressed concern with utilizing language that depicts parents as villains or monsters. Some reviewers did not instantly identify the graphic as a viewfinder while others were concerned that not everyone knows what a viewfinder is. Some individuals suggested changing the campaign slogan to “Through a Child’s Eyes” given that an existing campaign addressing childhood trauma and domestic violence currently utilizes the “Through Their Eyes” tagline. In addition, some stakeholders suggested asking families to take photos of what they do with their children and what happy children look like.

For the “Not All Heroes Wear Capes” concept, Director Rost noted that several individuals suggested building on both the hero concept and the call to action in the next 30 minutes by changing the hashtag to “#30minuteheroes.” Reviewers liked how this campaign highlights that every day people and family members can be a ‘hero’ in a child’s life. For implementation, it was suggested to highlight one person in the county each week as a hero (e.g. a school counselor, pastor, community member, etc.). Individuals also noted that this concept works broadly for multiple audiences and is in alignment with current pop culture of superheroes. The Director also relayed concerns that the superhero graphics will not be quickly and easily associated with child abuse and child neglect prevention. In addition, several individuals believe this concept contradicts itself between the tagline and the artwork given that all of the campaign images are of individuals wearing capes. Some reviewers also suggested changing the tagline to “Anyone can be a Superhero to a Child.”

Board members discussed the feedback received about the campaign concepts and shared the parts of each campaign they favored as well as the parts of the campaigns that concerned them. For instance, some members felt the “Not All Heroes Wear Capes” idea of a parent posting a video about them being a hero is unlikely to happen. These members favored having the campaign directed at encouraging others to recognize and post someone else being a hero. Other members expressed support for the “Through Their Eyes” campaign focus on normalizing the stressful situations that happen with parents and focusing on giving people the tools that they can use to diffuse those

situations. They also wondered whether ONU could pull components from the different campaign concepts and merge them together.

Ms. Jack and Ms. Heinig advised that they could merge different parts of the three campaign concepts (messaging, imagery, taglines, etc.) into a final version.

Chairman LaTourette commented that board members seem to be in general agreement that the final April campaign should merge parts of the “Through Their Eyes” campaign with parts of the “Not All Heroes Wear Capes” campaign.

After further discussion, Vice-Chair Rees motioned to merge parts of the “Through Their Eyes” campaign and the “Not All Heroes Wear Capes” campaign with the stipulation that OCTF Board members are to give any additional feedback on the April campaigns to the OCTF staff by December 15, 2017 and based on that feedback, the OCTF staff are authorized to decide how to merge the campaigns into a final April statewide campaign. Chris Hudak seconded the motion. The board approved the motion with Grace Kolliesuah abstaining.

Director Rost advised board members that she will be calling each of them to discuss how they and their organizations can get involved in April.

Board members thanked Ms. Jack and Ms. Heinig for presenting the campaign concepts and for all the work undertaken by the ONU students for the OCTF April campaign.

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 amount of funding remaining per strategy; the vendor selection process status per strategy; and the counties without a service provider selected per strategy.

The Director also shared updates for each vendor in every region that included information on: the strategy being provided by each vendor; the counties served by each vendor; whether the vendor has begun delivering services; the amount awarded to each vendor; the participants to be served by each vendor; and the participants served so far by each vendor. She also noted that for the next board meeting, the regional update will include a break down per vendor per region of the number of participants engaged by each vendor and the number of participants who have completed a series or a program.

Director Rost then explained that the Trust Fund will be distributing guidance to regional prevention councils and regional prevention coordinators that will include the baseline amount of local grant funding available in SFY 2019 allocated by the OCTF Board. She then reviewed a table containing multiple potential baseline grant funding levels for SFY 2019 along with the ending balance after factoring in the SFY 2019 beginning cash balance (based on the OCTF Board approved SFY 2018 budget) along with the estimated SFY 2019 revenue and expenses.

The OCTF Executive Director noted that historically, the OCTF Board has allocated \$3,800,000 each fiscal year for local child abuse and child neglect prevention programs and services. In addition, the OCTF has historically ended the state fiscal year with at least \$2,500,000 in order to cover

expenses starting July 1st. She also reminded members that the OCTF SFY 2019 State Special Revenue appropriation levels are \$5,000,000 and the SFY 2019 Federal Revenue appropriation levels are \$2,000,000.

The Director advised members that while the table contained baseline grant funding level options of \$3,000,000, \$3,500,000 and \$4,000,000, board members were at liberty to propose and approve a different baseline grant funding level.

Board members asked if the OCTF staff knew whether any of the baseline funding levels offered in the table would put the Trust Fund above the current SFY 2019 appropriation authority levels. Director Rost responded that the \$4,000,000 funding level could potentially do so.

Members suggested advising councils and coordinators that the baseline grant funding level approved by the OCTF Board is contingent upon the availability of state and federal funds.

Following this, Vice-Chair Rees motioned to approve a SFY 2019 baseline grant funding level of \$3,500,000. Chris Hudak seconded the motion. The board approved the motion.

Nicole Sillaman then reviewed a request from the Western Ohio region to amend their regional prevention plan to ensure that at minimum 1 strategy would be implemented in each of the region's counties, but that not all counties would be required to implement each strategy.

Following Ms. Sillaman's review, Vice-Chair Rees motioned to approve the Western Ohio regional prevention plan amendment. Senator Stephanie Kunze seconded the motion. The board approved the motion.

Chairman LaTourette advised that additional information is needed concerning the Southeast Ohio Regional Prevention Plan Amendment. As a result, the amendment will be considered at the next Trust Fund board meeting.

Statewide Application – Child Guidance and Family Solutions

Chairman LaTourette advised that Statewide Application from Child Guidance and Family Solutions will be discussed at the next Trust Fund board meeting.

Strategic Plan Update

Chairman LaTourette advised that the OCTF Strategic Plan update will be discussed at the next Trust Fund board meeting.

Family and Children First Council Association President

Chairman LaTourette then recognized Jane Whyde, President of the Ohio Family and Children First Council Association. Ms. Whyde advised that the association asked her to come to the OCTF board meeting to share a statement with board members. She said in lieu of reading the statement, she will summarize it and then email it to board members.

Ms. Whyde noted that her association has been in partnership with the Trust Fund for many years and while the OCTF funding process has changed, the association wishes to continue the partnership. She advised that Chairman LaTourette has arranged for the association to meet with her and the

OCTF staff to give some feedback and offer suggestions of how family and children first councils can help.

She explained that family and children first councils are in every county and have every child serving system at the table, which gives councils the capacity to improve connecting individuals with the child abuse and child neglect prevention programs being funded by the Trust Fund in the eight regions. As a result, the association respectfully requests that the OCTF provide them with information on which vendor contracts are in place as well as the contact information for each vendor as they come under contract so that they can help increase the number of participants in the programs being delivered.

Ms. Whyde noted that state statute requires that family and children first councils conduct an assessment and a planning process in each of their counties every year. The association encourages the Trust Fund to use the information the councils gather as it determines the needs in each county and the child abuse and child neglect prevention services to be provided in each county.

Chairman LaTourette thanked Ms. Whyde for her presentation and asked her to send the statement to the Trust Fund so it can be shared with board members. She also confirmed that she and Director Rost will be meeting with Ms. Whyde to discuss the association's concerns and suggestions on November 28, 2017. The Chairman invited any interested board members to either attend the meeting or send her any questions, comments or concerns they may have so she can share them with Ms. Whyde at the November 28th meeting.

As there was no further business to come before the board, Chairman LaTourette adjourned the November 16, 2017 OCTF Board meeting at 12:10pm.

Handouts:

OCTF Board Meeting Agenda – November 16, 2017
OCTF PowerPoint Presentation – November 16, 2017
OCTF Board Draft Meeting Minutes – September 14, 2017
SFY 2018 Income Statement
SFY 2018 OCTF Operating Budget
OCTF Funding Priorities
April Prevention Month Campaigns
OCTF Ohio Revised Code
Statewide Application – Child Guidance & Family Solutions
Executive Director's Report