

Family and Children's Trust Fund (FACT) Board of Trustees December 2015 Meeting Minutes

Board Meeting Site: VDSS Central Regional Office, Richmond

Members Attending

Anne J. Atkinson
Frank Blechman
Dawn Chillon
Betty Wade Coyle
Kevin Keene (Dec. 2 only)
Pam Kennedy
Kay Kovacs
Judy Kurtz
Margaret Schultze, Commissioner (December 2nd only)
Nadine Marsh-Carter
John Oliver (December 2nd only)
Mary Riley
Lisa Specter-Dunaway
Jack Frazier, VDSS Deputy Commissioner for Operations (designee for Commissioner Schultze on December 1st only)

Members Not Attending

Candace Bryan Abbey
Robin Foreman-Wheeler
Yasmine Taeb

Also Attending

Michelle L'Hommedieu, Office of the Attorney General
Heather Board, VDH, Injury, Violence and Tobacco Prevention Programs Manager
Rita Katzman, VDSS, Child Protective Services Program Manager
Nancy Fowler, VDSS, Office of Family Violence Program Manager
Hayley Mathews, FACT Executive Director
Rebecca Hjelm, FACT Senior Research Associate

December 1, 2015

Call to Order and Review of Agenda

Chairman Specter-Dunaway called the meeting to order at 1:03 PM and provided an overview of the agenda.

Approval of Minutes

Secretary Atkinson presented the September 2015 minutes that were sent via e-mail to Board members in advance. ON MOTION DULY MADE (Ms. Coyle) and seconded (Mr. Blechman) the minutes were approved. Motion carried with all present voting in favor.

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Treasurer's Report and Audit Findings

Board members were provided copies of the balance sheet as of October 31, 2015 and the profit and loss statement for the period July to October 2015. Ms. Mathews noted improvements have been made to review procedures to ensure that any needed accounting corrections are made in a timely manner to ensure statements are currently and accurately presented during meetings.

ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Coyle) the Treasurer's report was accepted. Motion carried with all present voting in favor.

The FY14 audit findings were presented by Ms. Mathews and Board members were provided a copy of the auditor's financial report. It was noted that the only remaining element is the governance letter which the auditor has 60 days to provide. The letter will be shared electronically with the Board as soon as Ms. Mathews receives it.

Mission Moment

Board members watched the trailer for *Paper Tigers*, a documentary about the lives of select students at Lincoln High School, an alternative school that specializes in educating traumatized youth in Walla Walla, Washington. A screening of the film was recently organized by Greater Richmond SCAN and the Greater Richmond Trauma-Informed Community Network and held in Richmond on November 19. Over 70 schools, colleges, universities and communities across the country screened the documentary the same week.

FACT Chair Report

While awaiting the arrival of presenters, Chairman Specter-Dunaway began her report by reminding Board members to complete the annual Conflict of Economic Interest filing which is due December 15th.

It was also announced that there are plans to present the Child Welfare Certificate of Appreciation Awards at the Child Abuse Prevention Conference in April 2016, the fourth year that FACT has made such awards. The Child Abuse and Neglect Committee was asked to conduct reviews of the nominations and present recommendations to the Board during the March meeting. The nomination process begins in January 2016.

Presentations on Prevention Funding and Activities in Virginia

As a result of the Board's interest in learning more about prevention funding, a panel of program administrators were invited to make presentations focusing on the prevention funding they oversee. Ms. Mathews began the discussion with a brief overview of top sources of revenue of children's trust funds in other states, which she presented previously during the December 2014 Board meeting.

Ms. Heather Board, Virginia Department of Health (VDH), Violence and Tobacco Prevention Programs

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Manager, described the types of prevention funding VDH manages and the types of programs and activities the various categories of funding support. Revenue from three of the four FACT specialty license plates is split with VDH's Safe Kids Coalition. Ms. Board explained that funds are used to support approximately 10 Safe Kids Coalitions for unintentional injury prevention activities such as child passenger safety, drowning prevention, poisoning prevention, and safe sleep. Ms. Board's PowerPoint presentation will be sent to Board members.

Ms. Rita Katzman, Virginia Department of Social Services (VDSS), Child Protective Services Program Manager, made a presentation focusing on child maltreatment prevention funding. This includes Healthy Families, primary and secondary child abuse prevention grants funded through three funding streams, and the child abuse prevention play "Hugs and Kisses," which is funded with CAPTA funds. Ms. Katzman described funding sources and applicable requirements, recipients, and types of programs and activities being funded, and evidence of effectiveness. Several handouts about the funding and grants awarded were shared with Board members.

Ms. Nancy Fowler, VDSS, Office of Family Violence Program Manager, described funding managed by her office and programs and activities supported by the funding. Five sources of funding are received by the office for distribution; some are specifically for prevention and others are intended to fund direct services. The presentation included a description of ways that domestic violence and sexual violence efforts are coordinated by agencies in communities. Presentation materials were shared with the Board.

Ms. Mathews presented information on behalf of Bragail Williams- Brown, VDSS Prevention, Family Engagement and Resource Family Program Manager, on Promoting Safe and Stable Families (PSSF) funding. The purposes of PSSF and its uses in Virginia were explained. Copies of the PowerPoint presentation were shared with the Board.

FACT Chair Report, Continued

Chairman Specter-Dunaway invited Board members to reflect on the information from the panel of presenters and give thought to how FACT might access existing resources, to what extent should FACT provide advisory comments to the Governor regarding prevention funding and activities, and give consideration to whether FACT needs additional information. As a follow up to the Board's discussion regarding VOCA funding in September, Chairman Specter-Dunaway shared a letter she sent to the Director of the Virginia Department of Criminal Justice Services (DCJS) regarding the new funding opportunity and communicating FACT's willingness to work collaboratively with DCJS.

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Chairman Specter-Dunaway led discussion about the status of FACT related to charitable contributions. Because FACT is a public/private partnership, there has been some confusion at different times about whether FACT is considered a public entity or an organization with a 501(c)3 designation. FACT has always been a public entity, established in statute, and contributions to FACT are treated like a contribution to the Commonwealth and are considered tax deductible.

UPON MOTION DULY MADE (Ms. Specter-Dunaway) and seconded (Ms. Coyle) the Board approved going into executive session for the purpose of discussing proposed legislation for the 2016 General Assembly session as permitted by Section 2.2-3711, subsection (A), paragraph (29) of the Code of Virginia and included the following non-FACT Board members: Hayley Matthews, Rebecca Hjelm (FACT staff) and Michelle L’Hommedieu (Office of the Attorney General). All present voted in favor of the motion.

Executive Session

The Board entered Executive Session at 4:34 PM.

The Board exited Executive Session at 5:00 PM.

UPON MOTION OF THE CHAIR, the Certificate of Closed Meeting was read stating, “Whereas, the Family and Children’s Trust Fund has convened a Closed Meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Freedom of Information Act; and Whereas, Section 2.2-3712 of the Code of Virginia requires a certification by the Family and Children’s Trust Fund that such Closed Meeting was conducted in conformity with Virginia law; NOW, THEREFORE, BE IT RESOLVED that the Family and Children’s Trust Fund hereby certifies that, to the best of each member’s knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters were identified in the motion convening the Closed Meeting were heard, discussed or considered by the Family and Children’s Trust Fund.” All Board members present voted in the affirmative.

UPON MOTION DULY MADE (Mr. Blechman) and seconded (Ms. Kennedy) that Ms. Mathews was authorized to move forward on matters discussed in Executive Session related to proposed legislation for the 2016 General Assembly session. All Board members present voted in favor.

Recess

The meeting was recessed at 5:12 PM.

December 2, 2015

Meeting Reconvened and Opening Remarks

The meeting was re-convened at 8:42 AM.

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FACT Staff Report

Ms. Mathews first reviewed results from the 2015 Board member survey. The survey process began in 2012 as a way to gauge Board members opinions and recommendations. Feedback is discussed with Board members each year and elements are incorporated into the workplan when possible.

Ms. Hjelm provided a status report on the 2015 FACT Report, which is now complete and will be posted to FACT's site in the coming days. The Report encourages readers to use the web portal and local data tool and highlights state-level trends, rather than region- or locality-specific data. Before completion, much feedback was received from FACT's Editorial and Planning Committee and was incorporated to improve the Report. Ms. Coyle suggested targeted marketing to the press as they are likely users of the resource.

The inaugural issue of the e-newsletter has been issued and metrics indicate a 40 percent open rate, a rate higher than the industry average of 24 percent. The next issue will be released the week of December 8th and will include information about the upcoming grant announcement. Regarding social media, FACT is on Twitter and Facebook and other organizations are increasing the impact through "likes" and re-tweeting of messages. Effectiveness of the social marketing efforts is being monitored via Google Analytics. It was announced that VDSS is currently experiencing budget limitations so the plan to add part-time staff to focus on strategic communications has been delayed. In the interim, these activities have been added to Ms. Hjelm's responsibilities.

Ms. Hjelm is actively working on the next Issue Brief and encouraged members to share any resources or related information with her. She is meeting with experts and organizations that are actively engaged in trauma-related work to access information about cutting-edge research and practice. Ms. Hjelm is also working on the development of a webinar that will provide a brief training and tutorial on how to use the data tool and web portal, which will be helpful in assisting those who are seeking FACT grant awards to better utilize the tool.

Ms. Mathews described changes made to the RFP to reflect Board priorities. The RFP will be issued in the coming days and an optional pre-proposal meeting will take place later in December. The proposals will be reviewed by the grant review team on March 1st and recommendations will be presented to the Board on March 2 for award decisions. Board members are encouraged to join the pre-proposal meeting either in person or by telephone.

Ms. Mathews reported that challenges have continued regarding the establishment of the online contribution function. Substantial work with vendors and the state Treasury continues in an effort to identify the best vendor to assist with the enhancement to FACT's site.

Regarding marketing efforts, Ms. Mathews reported that a scoping document was developed in order to assist with further exploration of pro bono assistance. Through contacts of Mr. Blechman and Ms. Abbey, potential providers have been identified. One firm has provided a draft logo already, which was

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provided to the Board for feedback. The draft logo was then referred to the Fund Development Committee for further consideration during committee break-out time.

Committee Breakouts

Chairman Specter-Dunaway asked committees to meet and focus on workplan goals. The breakouts began at 10:00 AM.

Committee Reports and Workplan

The full Board re-convened at 11:05 AM.

Goal #2: Supporting organizations and communities and building community capacity: Ms. Kurtz reported that the Grants Committee recommends approval of two ad hoc requests for funding from Children's Advocacy Centers of Virginia and Prevent Child Abuse of Virginia. Additional information was request of People Against Child Trafficking in American Schools.

ON MOTION DULY MADE BY THE COMMITTEE (Ms. Kurtz for Grants Committee) and seconded (Mr. Blechman) funding was approved for Children's Advocacy Centers of Virginia and Prevent Child Abuse of Virginia. Motion carried with all present voting in favor.

Goal #3: Conduct comprehensive fundraising efforts to support prevention and treatment of family violence: Ms. Kovacs and Mr. Keane reported on the discussion of the Fund Development Committee and related marketing efforts associated with **Goal #4: Enhance marketing efforts to promote FACT's mission and service to the community.**

UPON RECOMMENDATION OF THE COMMITTEE, the Board agreed to accept, with suggested changes, the logo reviewed by the Board. Motion carried with all present voting in favor.

Additionally, Mr. Blechman explained the value of having a "champion" to support and advance FACT efforts and stated his willingness to take the lead in approaching the First Lady on behalf of the Board. The committee recommends investigation of the possibility of Virginia's First Lady becoming a champion for FACT.

UPON RECOMMENDATION OF THE COMMITTEE, the Board authorized Mr. Blechman, with assistance of other members of the Board and staff as needed, to approach Virginia's First Lady to serve as champion for FACT. Motion carried with all present voting in favor.

Mr. Keane presented the idea of establishing a calendar for marketing and resource development activities. Additionally discussed was the value of outreach to the existing networks of FACT stakeholders in marketing FACT products such as the FACT Report, use of the data portal, and upcoming series of Issue Briefs. It was proposed that FACT provide these stakeholders, such as grantees and those on existing information distribution lists, with simple FACT promotional graphics that might be

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reproduced in stakeholder communications.

UPON RECOMMENDATION OF THE COMMITTEE, the Board approved outreach to the existing network of FACT stakeholders to use marketing products to be provided by FACT. Motion carried with all present voting in favor.

Child Abuse and Neglect Committee

Ms. Coyle reported that committee discussion focused on how to expand trauma-informed care efforts, how to promote the use of data, and plans to support the 2016 ACE Summit. Ms. Mathews also reported that a proposal has been submitted to make a presentation on the FACT Report and data portal at the Children's Services Act (CSA) Conference, which draws about 500 attendees.

Goal #1: Serving as data clearinghouse on family violence throughout Virginia: Ms. Atkinson and Ms. Hjelm highlighted achievements including the ongoing enhancement of FACT's data portal, the publication of the FACT Report, and development of the Issue Brief series focused on trauma. The ongoing development of tools to support data utilization and related social marketing efforts were also highlighted.

Commissioner's Comments

Commissioner Schultze provided highlights from a meeting of agency heads with the Governor that reflected a diverse range of topics. These included ensuring high ethical standards, the state economy and impact of reductions in federal dollars; millennials as change agents; and coordination of workforce development efforts that employ multiple funding streams managed by several agencies. Commissioner Schultze suggested preparing a presentation on the FACT Report and data portal at an upcoming agency heads meeting.

Reporting on the four VDSS priorities, Commissioner Schultze that as part of eligibility systems modernization (VACMS) the agency now has all Medicaid cases on the system and work with local agencies is continuing in support of the transition. Plans are to move SNAP to the new system next year. In connection with Priority #2, the safety, permanency, and well-being of children in foster care, a Summit was held in November, Adoption Month, with Debbie Johnson, Virginia's appointed adoption champion. There are 860 children waiting for adoption and half are under 10 years of age. The Governor charged the group with having all 860 adopted by next November. Priority #3, reforms to the system of child support enforcement are continuing and include alternate work hours, home basing staff, and upgrading offices. Priority #4, which is focused on safe, quality child care, VDSS is working to implement legislation, to propose additional legislation, and to complete a plan due to the U.S. Department of Health and Human Services in March 2016.

Terms of several Board members will be expiring June 30, 2016 and Commissioner Schultze encouraged members to apply for re-appointment or help in recruiting strong replacements. Information can be submitted to the Secretary of the Commonwealth at any time.

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Debrief and Adjourn

Upon invitation of Chairman Specter-Dunaway, Board members commented on what worked well and suggestions for improving future Board meetings. She reminded Board members of upcoming meetings in March and June, encouraged Board members to help disseminate the RFP when it is released and invited any interested to attend the pre-proposal meeting in person or via conference call later in December. Board members were also encouraged to make financial contributions to FACT as part of their end-of-year charitable giving.

UPON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Kovacs) the meeting was adjourned at 12:24 PM.