

**Family and Children’s Trust Fund (FACT) Board of Trustees
September 2014 DRAFT Meeting Minutes**

Members Attending

Anne Atkinson
Frank Blechman
Dawn Chillon (9/9/14 only)
Betty Wade Coyle
Robin Foreman
James Isaac
Kevin Keane
Pam Kennedy
Kay Kovacs
Judy Kurtz
Andria McClellan
John Oliver
Mary Riley
Margaret Schultze
Lisa Specter-Dunaway

Members Not Attending

None

Also attending

Hayley Mathews, FACT
Rebecca Hjelm, FACT
Michelle L’Hommedieu, Office of the Attorney General
Madalene Milano, GMMB (9/9/14)
Chris English, Lane & Associates (9/10/14)

September 9, 2014

Call to Order and Review of Agenda

Chairman Specter-Dunaway called the meeting to order at 11:05 AM. She reviewed the agenda and no revisions were made. Those in attendance introduced themselves.

Approval of Minutes

Secretary Atkinson presented the June 2014 minutes. Several, small amendments were suggested to clarify typos. ON MOTION DULY MADE (Ms. Coyle) and seconded (Ms. Kennedy) moved to approve the June 2014 Board minutes as amended. Motion carried with all in favor.

Treasurer’s Report

Board members were provided a copy of a) the draft FACT Profit and Loss DRAFT statement showing figures for FY2012, FY2013, FY2014 and FY2014 as of 9/8/14 and b) Annual Revenue Disbursements for Revenue Sharing Special License Plates reflecting revenues from 2001 to 2014. Ms. Mathews reviewed the P&L statement noting that a total \$250,000 has been committed to 2014-15 grantees and they will begin to be reimbursed in October 2014. The revenues from special license plates show

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declines for 2014. It was suggested by Ms. Riley that a "budget" column be added to the P & L statement so that status of planned/actual expenditures can be better tracked.

Upon inquiry from Ms. McClellan, it was explained by Ms. Mathews & Ms. L'Hommedieu that FACT is a public entity, not a 501(c)3. However, contributions are tax deductible. Although the FACT Board is charged with fundraising, Ms. Mathews as public employee cannot fundraise. She can assist the Board, but she cannot independently engage in fundraising activities. It was also clarified that the Board is not prohibited from seeking changes in the *Code of Virginia* related to Board operations or to family violence issues.

FACT Chair Report

Reporting on Board development, Chairman Specter-Dunaway reported that Ms. Mathews will disseminate the annual Board evaluation survey in the next couple of weeks. Feedback from the survey will be reported at the December Board meeting. Chairman Specter-Dunaway also reported that new Board members have been assigned a tenured Board member "buddy" to assist with their orientation to the Board. Tenured "buddy" members have agreed to follow up with new members after this and the December Board meetings to answer any questions and provide helpful background information about FACT.

A list of committee assignments for July 1, 2014 to June 30, 2015 was provided. Reporting on FY15 committee assignments, Chairman Specter-Dunaway asked each Board member to write one SIGNIFICANT thing they plan to contribute to the FACT Board in the upcoming year on the inside of their name card. Members were reminded that FACT is a "working board" that works both during and between Board meetings to achieve goals outlined in its strategic plan. Each Board member has been assigned to at least one committee. A chair for the Fund Development Committee was not appointed, but Mr. Keane will lead the Board discussion about fund development. A volunteer to Chair the Fund Development Committee is being sought.

Ms. Hjelm provided background about the FACT Report and Issue Brief, noting that the print version of the FACT Report is less helpful than the locality-specific information that is available online and that there are plans to launch a more user-friendly online data portal by the end of the year. The new data portal will allow users to access data in more usable formats (e.g., by single and multiple localities and selected indicators). Copies of the current FACT Report were distributed to Board members and the current organization and format reviewed. Then, three possible options for changes to content and format were presented and Board guidance was invited. Ms. Kurtz inquired about tracking dissemination of the FACT Report and metrics on website use metrics. Ms. Mathews described the groups to whom the FACT Report has been sent in the past and offered to investigate website metrics tracking with the new version of FACT's website.

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In discussion of options, members highlighted the need to retain some form of a printed report to give key groups and media outlets, but with a clearer reporting of trends. Discussion also included that changes should be guided by a usefulness perspective rather than to save the costs associated with printing, the importance of having an electronic version available for download, and the limited usefulness of the current regional presentations of data. Other members highlighted the relationship of the FACT Report to the FACT branding initiative and recommended that the report should, to the extent possible, be compatible with FACT's marketing strategy.

Chairman Specter-Dunaway summarized discussion reporting Board consensus on an abbreviated FACT report that highlights clearly the most important trends, provides more on limitations and appropriate use of the data, and supports the transition of readers to an online tool.

Branding Initiative and Marketing Discussion

Following the introduction of Madalene Milano with GMMB, an advocacy advertising firm, Mr. Keane provided background context for discussing findings from a survey of FACT Board members and FACT stakeholders. Mr. Keane described work on developing a framework that takes into account the FACT "narrative" and tools, assets and opportunities that can be employed to raise the visibility of FACT.

A PowerPoint handout on key findings from the branding initiative survey was provided to Board members and reviewed by Ms. Mathews. Her presentation was followed by a discussion of FACT's marketing strategy.

Ms. Milano facilitated discussion of initial observations on the stakeholder feedback and provided an overview of the 4Cs (category, culture, culture, and consumer) exercise draft language for FACT's positioning statement. Board members provided feedback on the draft positioning statement and the other four categories. GMMB will work with Ms. Mathews and Mr. Keane to refine the messaging and begin to draft a more specific marketing plan for review at the December Board meeting.

Committee Break Outs and Recess

The three, standing committees of FACT met in break outs from 3:15 to 4:30 PM and the Board meeting was recessed at 4:30 PM.

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Meeting Reconvened

Chairman Specter-Dunaway re-convened the meeting at 8:35 AM and reviewed the day's agenda. Chris English, an auditor with Lane and Associates was recognized and those present introduced themselves.

FY12 and FY13 Audit Findings

Mr. English distributed copies of the draft financial statements for 2012 and 2013, reviewing fiduciary responsibilities of the Board and the roles, responsibilities and practices of auditors. Highlights of the 2012 and 2013 financial statement were reviewed and Mr. English, Ms. Mathews, and Commissioner Schultze responded to Board member questions and comments. Final statements will be completed in the coming weeks.

Workplan and Committee Reports

A copy of the FACT Work Plan was shared with Board members in advance of the meeting.

Goal #1: *Serving as data clearinghouse on family violence throughout Virginia:* Ms. Atkinson reported that the Editorial and Planning committee will meet again on September 25th and that the second draft of the Issue Brief has been completed. She explained that the process of the committee has included critically examining each indicator and that two indicators used in the past were eliminated and another indicator on family structure is being further investigated due to the very strong body of research showing elevated risk of maltreatment, particularly environments of serial cohabitation. Copies of handouts on the relationship of family structure to family violence from the March 2014 Board meeting will be sent to new Board members as background.

Goal #2: *Supporting organizations and communities and building community capacity:* Ms. Foreman reported that the committee recently revised the parameters for ad hoc requests for funding and strengthened the proposal scoring process for FACT's annual RFP. The committee has examined several options for the timetable for the awarding of grants. Options included 1) shifting awards to December 2015 rather than March 2015 with contract period beginning April 1, 2016; 2) shifting awards to September 2015 with contract period beginning January 1, 2016; and 3) waiting until March 2016 to award the grants with the contract period beginning July 1, 2016. The committee recommended option #3.

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Board members discussed merits of the options and the relationship of the grant award timeline to timelines for the release of the publications, website launch, and the marketing work.

ON MOTION DULY MADE (Ms. Foreman) and seconded (Ms. McClellan) moved to adopt the recommendation to delay the awarding of grants until March 2016 with the grant period to begin July 1, 2016. Motion passed with Mr. Blechman opposed, all other Board members supporting, and no abstentions.

Goal #3: Conduct comprehensive fundraising efforts to support prevention and treatment of family violence: Mr. Keane reported that the committee has set a goal of \$7,500 in Board member contributions between July 1, 2014 and June 30, 2015. The goal is based on an average \$500 contribution for each of the fifteen Board members, including the Commissioner. A pledge form will be available at the December Board members. The committee has explored revenue streams that intersect with the FACT mission as a possible source of funding, and findings from additional investigation will be presented at the December meeting.

Goal #4: Enhance marketing efforts to promote FACT's mission and service to the community: Mr. Keane reported that some tactics in the strategic plan will be folded into the marketing plan that will be shared at the December 2014 meeting. The website re-design is an important tool that will have the capability to be used for marketing and communications purposes. Having a structure that allows FACT to capitalize on opportunities for earned media remains an important element of marketing efforts.

Child Abuse and Neglect Committee: Ms. Coyle reported on the transition from a Governor's Advisory Board on Child Abuse and Neglect (GAB) to a FACT Board committee and highlighted the differences in roles and responsibilities. The need to further define the role of the Committee related to CAPTA was noted with plans to research the issue more deeply. FACT has continued the practice of recognizing outstanding professionals and advocates at the annual statewide Child Abuse Prevention conference in April, and continuation of the awards ceremony will take place again in April 2015. Three issues on which the Committee continues to focus are quality assurance research, trauma-informed care, and the impact of domestic violence on children.

Executive Director's Report

Ms. Mathews provided a written update to Board members and specifically highlighted work she is doing related to completion of the 2012 and 2013 audit, work on the elder abuse curriculum, status of the FACT website and marketing efforts, ad hoc support, work in orienting new Board members, and participation on multiple statewide stakeholder groups. UPON MOTION DULY MADE (Ms. Kurtz)

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and seconded (Ms. Foreman) moved that FACT continue with Lane and Associates for the FY14 audit and explore other options for the FY15 audit.

Commissioner's Update

Commissioner Schultze extended congratulations to new Board members upon their appointment. She provided updates on a number of initiatives in the Governor's Office and the Secretary of Health and Human Resources. She also provided updates on VDSS' three, major areas of focus:

1. Eligibility systems modernization
2. Youth permanency and adoption efforts
3. Modernization of child support practices through an initiative called *Family Strong*

Commissioner Schultze also reported the recent creation of a Children's Cabinet and an Executive Order establishing the Commonwealth Council on Childhood Success. The Cabinet is dedicated to the education, health, safety, and welfare of Virginia's children and youth and will develop and implement a policy agenda that will help better serve Virginia's children through fostering collaboration between state and local agencies. The Council will be chaired by Lt. Governor Northam and will focus on improving the health, education, and well-being of Virginia's youngest children.

Mission Moment

Chairman Specter-Dunaway shared two grantee success stories from INMED Partnerships for Children. Both stories demonstrated the core mission of FACT. Chairman Specter-Dunaway reported that Mission Moments will be incorporated during future meetings.

Debriefing and Adjourn

Upon invitation of Chairman Specter-Dunaway, Board members commented on what worked well and suggestions for improving future Board meetings. Members were reminded to leave their name tents with individual goals. Ms. Mathews reminded members that the next meeting is scheduled for Wednesday, December 3rd at the VDSS Regional Office in Henrico (1604 Santa Rosa Road). It is currently planned as an all day meeting and will begin at 9:00 am. ON MOTION DULY MADE (Ms. Kennedy) and seconded (Ms. Kurtz) moved to adjourn the meeting. Motion carried with all in favor. The meeting was adjourned at 1:00 PM.