

**Family and Children’s Trust Fund (FACT) Board of Trustees  
March 2015 DRAFT Meeting Minutes**

**Members Attending**

Candace Bryan Abbey  
Anne Atkinson  
Frank Blechman  
Dawn Chillon  
Betty Wade Coyle  
Kevin Keane  
Kay Kovacs  
Judy Kurtz  
John Oliver  
Margaret Schultze  
Lisa Specter-Dunaway  
Robin Foreman-Wheeler  
Yasmine Taeb

**Members Not Attending**

Pam Kennedy  
Andria McClellan  
Mary Riley

Also attending

Hayley Mathews, FACT  
Rebecca Hjelm, FACT  
Michelle L’Hommedieu, Office of the Attorney General (March 3 only)

**March 3, 2015**

**Call to Order, Review of Agenda & Mission Moment**

Vice-Chairman Foreman-Wheeler called the meeting to order at 10:06 AM. It was announced that Ms. McClellan, Ms. Kennedy, and Ms. Riley were unable to attend due to scheduling conflicts. Ms. Mathews conducted a review of the agenda including an update on FACT’s marketing plan, reports from Board members who have conducted site visits with grantees, selection of recipients of the 2015 Child Welfare Certificate of Appreciation Awards, and selecting topic areas of focus for the future.

For the FACT Mission Moment, the Board viewed a video produced by the California Office of the Attorney General: *First Impressions: Exposure to Violence on A Child’s Developing Brain*. The video provides context for understanding the “trauma-informed care” movement. More information about the impact of trauma will be provided during the June meeting as part of Board education.

**Approval of Minutes**

Secretary Atkinson presented the December 2014 minutes which had been sent to Board members in advance of the meeting via e-mail. Several typographical corrections were made and ON MOTION DULY MADE (Ms. Coyle) and seconded (Mr. Blechman) the December 2014 minutes, as amended were approved with all present voting in favor.

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#### **Marketing Discussion**

Chairman Specter-Dunaway introduced the marketing discussion by providing background on the role of the draft plan in providing a foundation for FACT's marketing/branding action. More specifics on tactics will be added, and the plan will also be used to inform development of the part-time position to assist FACT with marketing efforts.

Mr. Keane reviewed a draft of FACT's Strategic Marketing Plan. An outline of the plan was distributed to Board members. The plan first defined the job of FACT, the problem to be solved, and background on challenges, strengths, and unique qualities of FACT. The strategic plan also set forth the goal of the marketing plan, who is to be engaged, and key values and tone that guide the initiative. Finally, the compelling brand story, strategies to achieve the change, and criteria for success were defined. Discussion followed affirming a continued focus on and use of the term "family violence" and generating suggestions about wording defining FACT's job. A list of tactics that have been brought up in previous discussions was also reviewed and will be included in an action plan to be developed.

#### **Site Visits**

Chairman Specter-Dunaway asked Board members who had conducted site visits to report brief highlights on their visits and any feedback they had received related to the grants process. It was reported that 12 of 19 grantees have been visited with two rescheduled due to severe weather. The visits are viewed very favorably by grantees who have been appreciative of the opportunity to showcase their programs and services. The visits also serve as an opportunity to educate grantees further about FACT's role and current activities.

Based on feedback from the visits, it was noted that although grant amounts are modest, the \$15,000 represents a large amount for a number of grantees. Grantees appreciate the flexibility to use funds for both prevention and treatment services and to contract for services or part-time work rather than being required to hire for a full-time position. Reporting requirements were viewed as reasonable and commensurate with amounts of awards.

#### **Lunch and Committee Break-Outs**

Following a brief break for lunch, FACT committees met. Each committee had specific goals to accomplish related to identifying how the committee's work is reflected in the FACT work plan and any items the entire Board may need to consider. Committees that met were: Child Abuse and Neglect Committee (led by Ms. Coyle), Fund Development Committee (led by Mr. Keane), and Grants Committee (led by Ms. Foreman-Wheeler and Chairman Specter-Dunaway).

#### **FACT Chair Report**

##### **Release of the 2014 FACT Report, Issue Brief and Data Portal**

Chairman Specter-Dunaway reported on the release of the 2014 FACT Report, Issue Brief and Data Portal, emphasizing the huge amount of work that goes into producing these resources and the extent to which they benefit the field and help with branding the work of FACT. A VDSS press release

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about the publications was distributed. Board members were encouraged to become familiar with the resources, share them with others in their networks, and otherwise promote their use.

Ms. Mathews reported on outreach efforts associated with the release of the resources, and Ms. Hjelm provided a demonstration of the website and reporting functions of the data portal. A follow-up survey of stakeholders on the data portal will be conducted in the coming months. Board members noted the additional marketing opportunities created by release of these resources; in addition to the initial press release, additional releases might focus on the survey results and examples of how the data are being effectively used by communities.

### Child Welfare Certificate of Appreciation Awards

Chairman Specter-Dunaway provided background on the FACT's role in awarding certificates of appreciation during the luncheon ceremony at the child abuse prevention conference held annually. Nine individuals and five teams have been nominated for recognition this year. A smaller conference is planned this year and will occur on April 13<sup>th</sup> in Richmond. A request for the Governor to attend has been submitted; if he is not able to attend, Mrs. McAuliffe or Lt. Gov. Northam may be invited.

ON MOTION DULY MADE (Ms. Coyle) and seconded (Ms. Foreman-Wheeler) moved that the FACT Board approve the five individuals and one team recommended by the Child Abuse and Neglect Committee. Motion passed with all voting in favor and Ms. Coyle and Ms. Kurtz abstaining.

### FY16 Nominating Committee

Chairman Specter-Dunaway explained that in accordance with FACT bylaws, three members are needed to serve on a nominating committee to select nominees for offices for next year. The nominating committee must nominate one eligible person for each office and report its nominees at the June 2015 meeting. Additional nominations can be made from the floor during the June meeting. Ms. Specter-Dunaway appointed Ms. Foreman, Ms. Atkinson, and Mr. Keane to the committee; Mr. Keane will chair the committee.

### FACT's Role: Past, Present, Future

Discussing FACT's role, capacity, and plans for the future, Chairman Specter-Dunaway observed that Board members have had many ideas and have interest in undertaking numerous activities, but that there is need to take into consideration resources available to support what is undertaken. It was noted that VDSS has demonstrated a strong commitment to FACT with the addition of Ms. Hjelm and the upcoming addition of the marketing person. Work needs to be organized around key areas of focus and to provide greater connectivity between marketing efforts, grant awards, issue briefs, and any other programs undertaken.

### Topic/Focus Areas for FY16 and Beyond

Ms. Mathews reported that the Board has expressed interest in identifying an area of focus for the next three to five years. While FACT must serve as a unified voice for all of family violence, for the purposes of research efforts, marketing work, and resource allocation to grantees, a focus needs to

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be determined. Two possible areas of focus were presented: 1) trauma and 2) family well-being. A handout describing the two areas was reviewed. Following discussion it was decided that the issue would be revisited on day 2 of the meeting following committee reports so that these reports might be taken into consideration.

### **Recess**

The Board meeting was recessed at 4:30 PM.

***Wednesday, March 4th***

### **Meeting Reconvened**

Vice-Chairman Foreman-Wheeler re-convened the meeting at 8:47 AM and reviewed the day's agenda.

### **Treasurer's Report and FY14 Audit**

Ms. Mathews reported that the transition to QuickBooks is complete, having taken 18 months to ensure everything has been coded properly and accounted for. The FY14 audit report is 99% complete but was delayed by office closures due to severe weather. The report will be available for the June 2015 meeting. There will be a new audit firm for the FY15 audit; the procurement process will move forward following Ms. Mathew's return from leave.

The profit and loss statement and balance sheet, both prepared by Treasurer Riley and reconciled through January 31, 2015, were presented by Ms. Mathews. Chairman Specter-Dunaway suggested an overview of our financial statements might be helpful to the Board and that Ms. Riley will be asked to make such a presentation if she is comfortable doing so.

### **Committee Reports and Workplan Discussion**

Providing background, Chairman Specter-Dunaway noted that committee reports will inform the day's discussion and important planning decisions.

#### **Goal #1: Serving as data clearinghouse on family violence throughout Virginia**

Ms. Atkinson commended Ms. Hjelm and Ms. Mathews on the substantial achievements in assuming control of the website, creating of the data portal, and releases of both the FACT Report and the Issue Brief. It was reported that in preparation for the next FACT Report, existing data elements will again be reviewed to ensure that the most relevant and reliable data are used. The next item requiring the Board's attention is determining the focus of the next issue brief which will be discussed after committee reports are made.

#### **Goal #2: Supporting organizations and communities and building community capacity**

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Ms. Foreman-Wheeler announced that there were no ad hoc requests this quarter.

She reported that the committee had looked at RFPs from other trust funds, VDSS' Prevention RFP, examined the FACT RFP, and desired to retain flexibility of the process. Emerging from this process is a framework that allows for continuing to fund projects across a spectrum of programs and services, is open to new projects, and can support the piloting a multi-year grants in two areas: trauma informed services and prevention of family violence. Both would be signature projects at \$15,000 per year or \$30,000 total for two years.

The committee sees opportunities to streamline the grant application, particularly at lower funding levels. The multi-year applications would require more information. The committee plans to research some options for streamlining. Board discussion included suggestions for exploring the possibility of co-sponsoring a grant with an entity such as Altria whereby the entity adds funding to be awarded and FACT conducts the grant making process; for requiring grantees to specify how their efforts contribute to longer-term desired outcomes; and for examining the geographic distribution of grant awards. Board members agreed with the proposed framework and the committee will bring a draft RFP before the Board at the September 2015 meeting. Amounts available for grants will be determined at the June 2015 meeting when the budget is adopted.

### Goal #3: Conduct comprehensive fundraising efforts to support prevention and treatment of family violence statewide

Mr. Keane reminded members about Board contributions to FACT and the goal of an average \$500 per member, noting the importance of being able to report that all Board members were contributing.

Mr. Keane noted that the presentation on the previous day served as a framework for the strategic marketing plan and that the report to follow will focus on action items or tactics. He then presented a conceptualization at which "resources," both existing and new funding streams, is at the center and is surrounded by different categories of action that support the resource needs. Categories discussed included branding, narrative, access and engagement, awareness, authoritative leadership, grant making, and fund development. It was noted that each category is linked to a code authority for FACT. The next step is to complete an action plan with specific tactics. Mr. Keane, Mr. Blechman, and Mr. Oliver will be following up with firms that do branding. When complete, FACT Board members will be asked to become actively involved in carrying out the marketing plan.

### Update on Child Abuse and Neglect Committee

Ms. Coyle welcomed other Board members to attend Child Abuse and Neglect Committee meetings; the next meeting is scheduled for July in Richmond. Mr. Patterson, Prevention Consultant with VDSS, reported on the Division of Family Services' prevention work, kinship care, and diversion at the March 2nd meeting. During the March meeting, the committee expressed concerns about funding not being authorized for extending foster care to age 21 and about the state drawing federal funds for child care.

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ON MOTION DULY MADE (Ms. Coyle) and seconded (Mr. Blechman) moved that a letter be sent on behalf of the FACT Board urging the Governor to make every effort during the upcoming General Assembly re-convene session to secure funding to support extension of foster care to age 21 and to secure federal funding for child care. Motion passed with all voting in favor and Ms. Schultze abstaining.

**Continuation of Discussion about Topic Area of Focus**

Ms. Mathews reviewed the two suggested focus areas reviewed on the previous day: trauma-informed practice and family well-being. Following discussion among Board members, consensus was achieved around producing a multi-year series focusing on trauma and family well-being with “preventing family violence” remaining the core message. These topics will be woven into branding efforts and grant making priorities. It was further decided that the FACT Report and Issue Brief do not need to be released at the same time and that by shifting the Issue Brief to sometime between April and June each publication could receive the attention it merited. Ideas will be further developed and brought to the Board for approval at the September 2015 meeting.

**Executive Director’s Report**

Ms. Mathews provided a written report to Board members. In her oral presentation, she reported there are opportunities for Board members to attend several upcoming conferences and encouraged members to let her know of their interest in attending. She reported that a great deal of time since the last Board meeting had been devoted to the publications and the data portal and thanked Ms. Hjelm for her work. In advance of the June Board meeting, a proposed budget for FY16 and a slate of FACT Board officer nominees will be prepared. Ms. Mathews also announced that Dr. Allison Sampson Jackson will provide a briefing on trauma-informed interventions as part of Board education.

**Commissioner’s Comments**

Ms. Schultze reported that Ms. Mathews will be asked to be included or contribute to the work of a group working on a plan on aging being developed by the Department for Aging and Rehabilitative Services. She also reported that Virginia has been working with Casey Family Programs and was asked to participate in a meeting in January on trends in substance abuse; she learned that Virginia was doing well compared to other states in relation to drug issues in Appalachia. More information will be forthcoming on the issue. She also noted that the Governor had announced that of 213 bills his office introduced, more than 70 percent were successful in the recent General Assembly session; on the list of those of which he was most proud was the child care bill to better protect children in a home child care setting. Each item on the list was briefly reviewed.

Ms. Schultze reported that the Department of Social Services tracked 80 bills during the General Assembly session; 21 bills on child care were introduced; 17 on child welfare; 12 on child support; and

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11 on public assistance. The list of bills was down to 23 by the end of the session. On the issue of extending foster care to age 21, the extension was authorized and they are hopeful funding will be authorized. The child care legislation strengthened requirements for licensing, background checks, inspection, and written notice to parents when a facility is not licensed. Hiring of 79 new inspector positions was also authorized when need is demonstrated.

Ms. Schultze also reported that work of the Commonwealth Council on Childhood Success continues with workgroups on child well-being, school readiness and that the Council works with the Children's Cabinet. Work is being done by the Department of Health on Thriving Infants which focuses on safe sleeping, shaken baby, pre-natal care, and contraception.

**Debrief & Adjourn**

Chairman Specter-Dunaway asked for feedback on the Board meeting, what worked well and what can be improved. Members agreed that having committee meetings early on day 1 was more effective. The Chairman noted that upcoming Board meeting dates are listed on the agenda. Most of the June 3 meeting will be devoted to Board education, particularly around trauma-informed practice, and that a budget will be adopted and officers for FY16 will be elected. Members were reminded to complete the conflict of interest training if they had not yet done so and to read the procurement publication provided in Board materials. ON MOTION DULY MADE (Ms. Coyle) and seconded (Ms. Kurtz) moved to adjourn the meeting. Motion carried with all in favor. The meeting was adjourned at 12:15 PM.

Respectfully submitted,  
Anne J. Atkinson, Secretary