



Children's Trust Fund
Protecting Michigan's Children

Board of Directors Virtual Meeting

November 19, 2020

1:30 p.m. – 3:30 p.m.

Minutes

Members Present: Tammy Bernier, Rabbi Amy Bigman, Willie Dubas, Stan Hannah, Bill Hardiman, Kelle Jo Ilitch, Amy Tattie Loepp, Sgt. Martin Miller, Alisande Shrewsbury, Jill Simms, Kathleen Trott, David Zyble

Members Not Present: Lauren Rakolta, Orlando Todd,

Guest Speakers: Tiffany Dowling (M-3 Group CEO)

Public: N/A

Staff Present: Suzanne Greenberg, Heidi Coggins, Alan Stokes, Emily Schuster-Wachsberger, Taylor Williams

1. **Call to Order:** The meeting was called to order by Board Chair, Amy Tattie Loepp, at 1:32 p.m.
2. **Approval of Board Minutes.** The minutes of the board meetings held on September 17, 2020 were approved. **Motion by Sgt. Martin Miller and seconded by David Zyble. Approved unanimously.**
3. **Board Chair Report: Amy Tattie Loepp**
 - a. A board self-evaluation is required and to be completed by CTF board members. Please fill out the evaluation and send to Alan Stokes, stokesa@michigan.gov. Contact Alan with any technical assistance. Results are to be discussed at the December board meeting.
 - b. A separate questionnaire is being developed which will gather information about the board membership's skill set.
 - c. A list of board member's roles and responsibilities will be created to assist in orienting the new board members
4. **Executive Director Report: Suzanne Greenberg**
 - a. Suzanne introduced Tiffany Dowling, owner of the M-3 Group, who presented on CTF rebranding and public awareness efforts. Highlights from that presentation included:
 - i. Three major elements of a rebranding effort are: Understanding CTF's rebranding and fundraising needs; integrate that understanding through due diligence and analysis to create an appropriate plan of action; and implement the plan and analyze results.
 - ii. Defining "Key Performance Indicators" are integral to evaluating success and any needs to make changes to achieve the plan's goals and objectives.
 - iii. The timeline from initiation of project to full implementation and solidification of the brand is approximately 12-18 months.
 - iv. Each year the program is reevaluated.
 - b. Suzanne received a letter this morning from the Associate Director of the Administration of Children and Families, Children's Bureau announcing that the national child welfare redesign process is to include both primary and secondary prevention. CTF will be working

with MDHHS's Children's Services Administration and a team to apply and participate in the technical assistance offered by the ACF Children's Bureau.

- c. Michigan Public Health Institute (MPHI) received the CDC's Preventing Adverse Childhood Experiences Data to Action (PACE D2A). grant with MI being one of 4 states to receive this funding. CTF was specifically mentioned in the state's ACEs Master Plan and will partner with MPHI on the PACE D2A grant rollout.
- d. CTF is helping to incorporate the Strengthening Families/Protective Factors (SF/PF) framework training with the ACEs training initiative. Heidi Coggins is an experienced ACE's Master Trainer and Emily has recently completed this training.
- e. CTF was one of 4 grantees (from different states) awarded the three year federal Minority Health Grant which is a national study examining the relationship between receiving the Earned Income Tax Credit (EITC) and the reduction of child maltreatment statistics. CTF is partnering with University of Michigan's School of Social Work assistant professor and researcher Dr. Katie Maguire-Jack as well as Jacquetta Hinton from MDHHS' Office of Equity and Minority Health on this endeavor.
- f. CTF received a grant from the MDHHS Injury Prevention division to provide SF/PF training to our entire grantee network (DS and LC). Both Heidi Coggins and Emily Schuster-Wachsberger will assist in providing the training.
- g. The board would like to receive the reviews from its recent successful CTF's October annual conference/training. Alan will send these to the board.

5. Grantee Satisfaction Survey Results

- a. The annual survey results were presented by Suzanne. The survey is a tool to identify both the Local Councils' and Direct Services grantees' needs, and measure satisfaction with how well CTF is meeting their needs.
- b. Additional questions about kinship care, overall community prevention coordination and sexual abuse prevention community efforts were included.
- c. This survey information is a resource for future branding, programming and other CTF strategic planning for 2021 and 2022.
- d. Amy Tattrie-Loepp noted that the December meeting's agenda will include a high-level planning discussion asking board members for their ideas for next year. Please share any questions and/or initial thoughts with Amy Tattrie-Loepp or Suzanne Greenberg.

6. Committee Reports.

- a. Program Committee:
 - i. Completing a committee mission statement.
 - ii. Collecting member profile statements to get to know each other, determine group skillset and determining expertise gaps which will assist the group in recruiting additional members.
 - iii. Having members describe their current work to see where members' work align with committee's efforts.
- b. Public Awareness Committee:
 - i. Working on rebranding efforts.
 - ii. Jill Simms noted that Stan Hannah's contributions to the group have been valuable.
- c. Resource Development Committee:
 - i. Aligning with the group's purpose.

- ii. Defining the scope of what the word 'resource' means.
 - iii. Seeking 10-15 committee members.
 - iv. Identifying ways in which they can support other committees.
 - d. Stakeholder Education Committee:
 - i. Reaching out to state appropriations regarding line item concerns.
 - ii. Reexamining bylaws to update as appropriate.
 - iii. Reviewing statute for future recommendations.
- 7. **No Public Comment.** No public members in attendance.
- 8. **Adjourn: A motion to adjourn was made by Jill Simms and seconded by Stan Hannah with the motion being passed unanimously.** The meeting was adjourned at 3:28p.m.