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**Idaho Children’s Trust Fund Board Meeting**

**January 28, 2015**

**Alexander House, 304 W. State St., Boise, Idaho**

**Draft Meeting Minutes**

***Call to Order:*** At 9:05am, Board Chair Sarah Leeds called the meeting to order

***Board Members Present:***

Celia Asumendi, Shannon Dunstan, Janet Goodliffe, James Herrmann, Sarah Leeds, Amanda Pena, Jeanette Pinkham

***ICTF Staff Present:***

Roger Sherman, Angela Wickham, Lisa Newhouse

***Sarah moved to amend the day’s agenda for the vacant Region V ICTF Board Member position.***

***James seconded - All in favor***

* 2 nominees: Jill Andrus and Leticia Hernandez
* **Jill Andrus** is a Teacher of the Visually Impaired and serves students, families, and schools in Region 5.  She previously worked for the Idaho Infant Toddler Program, where she was a Developmental Specialist. (With her experience with both IESDB and ITP, as well as parent herself, I would highly recommend her to your board, she brings many talents. From Paula Mason at IESDB) Jill is one of two teachers from IESDB who was trained in Darkness to Light.
* **Leticia Hernandez** worked for CARES in Twin Falls for many years and now works for hospice in the Magic Valley. She is one of the most prolific Stewards of Children trainers in the state and one of a handful of bilingual trainers. Some of you who have been on the board for a while met her when she presented at our meeting in Hagerman.
* Discussion of candidates, what board needs represented
* ICTF will forward both names for consideration by the Governor’s Office

Note: It was suggested that ICTF keep in mind a law enforcement representative for a future board vacancy.

***Presentation on Impact of Historical Trauma in Native American communities***

Board Member Jeannette provided an excellent overview of training materials she uses as the ICWA Social Worker for the Nez Perce Tribe Child Protection Services. Her presentation provided a glimpse of the impact that historical trauma plays in the role of Indian Child Welfare today, specifically related to the past boarding school placements and removal of Indian children from their families.

***October Meeting Minutes***

Approved √

***Consent Agenda***

Approved √

***Report on fundraising possibilities –*** *Shannon Dunstan*

Shannon provided an overview of the handout (attached) illustrating existing and potential sources of funding: Grants, “Charity of the Month” types of opportunities; Sponsorships; Donors; and Designated public funding (surcharges on marriage, birth and death certificates, vehicle license plates proceeds, etc.

Board members brainstormed ideas to increase exposure and solicit funding support for ICTF

* Tidwell Endowment Fund
* “Charity of the month” – tax exempt opportunities
* United Dairymen Sponsorship
* Beef Commission
* Potato Commission
* Development of major donors to fund a project

-“gofundme.com”

- put a project out through social media to find funding

* Online presence

-get an intern student learning program at BSU to create marketing campaign (Roger will follow-up with the BSU Service learning program, specifically targeting the marketing/business sector based on a suggestion from Amanda that they have been used successfully in the past).

* Staff were directed to development funding packets that ICTF Board members could easily share when out talking with their networks.

***Clarifying roles between IDHW & ICTF***

* Roger and Sarah discussed the meeting and materials shared with joint meeting of IDHW FACS staff to help clarify role and processes between IDHW and ICTF.
* department discussions, for transition with new IDHW director
* 2 proposals on doc will be dropped

***Executive Session***

* Amanda moved, Shannon second – ICTF Board went into Executive Session to personnel issues.

Action: ICTF Board approved an increase to salary for Grants Contract position by $1 per hours, and agreed to complete a performance review of the Executive Director by the April 2015 meeting to continue discussion on salary increase based on merit. Amanda will review IDHW classifications for alignment.

Sarah, Amanda, Celia will form a personnel committee to complete the performance evaluation of the Executive Director in time for the April Board Meeting, 2015 as well transfer funding to allow for salary increases if approved.

***Executive Committee Policy***

No discussion/action at this time. Postponed until the April Board Meeting.

***Working Lunch***

***Child Abuse Prevention Month***

Roger provided an overview of the Child Abuse Prevention Month and shared activities that ICTF has done in the past.

Board members brainstormed many great ideas, including:

* First Friday in April- wear blue
* Contribution buckets?
* Grant money to regions that offer to help with events
* Enlist support of after school centers?
* Ask City of Boise to hang flags
* Inquire if cities or hospitals, banks, etc. would be willing to highlight Child Abuse Preventions month with laser light pinwheel?
* Promote pinwheel coloring page for kids (in newspaper/facebook for prize)
* Create a Facebook challenge to change cover pic/profile pic to pinwheel
* Check to see if ICTF is eligible for *Idaho Gives c*ampaign
* Create “Mayor/City” pinwheel challenge
* News station Community Events page (will air)
* Business Pinwheel Gardens

***SFTI program and assignment of roles***

* All board is to attend
* Sign-up sheet went around for a committee for monitoring workshops and registration table
* Jamie will take photographs unless he is unable to attend.
* Board discussed various methods of conducting conference evaluations including ‘online’ and via phone

-Clicker or can check out IPads

* Sarah will share with ICTF staff the evaluation tool/technology she has used successfully at a previous conference.

***“The Ed Award”***

Roger provided a backdrop of how “The Ed Award” came to be. The Ed Van Dusen Legacy Award for Exemplary Practice in Child Abuse and Neglect Prevention, or the ED for short, is presented each year to a program nominated by the prevention community and selected by the Idaho Children’s Trust Fund Board of Directors. Last year the award was presented to Giraffe Laugh Early Learning Centers for all of their work to integrate the Strengthening Families approach and child sexual abuse prevention into all of their work.

Ed Van Dusen might rightly be called the “Father of the Idaho Children’s Trust Fund” because of his role in getting the organization established in 1985. After his death in 2009, the Trust Fund’s board renamed its “Board Award” in his honor.

Any agency or organization engaged in efforts to prevent child abuse and neglect in Idaho is eligible to apply or to be nominated by a third party. This includes, but is not limited to: non-profits, government agencies, schools, hospitals, foster parents, faith communities, child care centers, coalitions, private counselling centers, homeless shelters, and service clubs. A Legacy Award Winner may not be nominated again.

Board members were encouraged to spread the word that ICTF is taking applications for nominees for “The Ed Award Deadline is February 13th (nomination form is on our website: www.idahochildrenstrustfund.org. Four Board members agreed to serve on the selection committee: Amanda, Janet, James, and Celia. The Award will be presented at the luncheon on Wednesday (March 18) of the conference by either Sarah or Amanda.

***PCAA Site Visit / Re-chartering Process***

Roger provided backdrop/history of ICTF membership with Prevent Child Abuse America (PCAA). ICTF became a member of PCAA in May of 2007 after completing a successful site visit (prior to that it was a ‘provisional member’).

**Prevent Child Abuse America,** founded in 1972 in Chicago, works to ensure the healthy development of children nationwide. The organization promotes that vision through a network of chapters in 50 states. A major organizational focus is to advocate for the existence of a national policy framework and strategy for children and families while promoting evidence-based practices that prevent abuse and neglect from ever occurring.

PCAA’s network of State chapters is critical to the successful realization of their mission. Independent of one another and unique in terms of the kinds of strategies and programming they offer, the State chapters are defined by their shared focus on the prevention of child abuse and neglect, and similar in many of the activities they support and implement: advocacy, public awareness, training/education, coalition building, collaboration, prevention programming, and Child Abuse Prevention Month activities among others.

PCAA charters one chapter per state. State chapters share PCAA’s mission, are statewide in focus, and adhere to the same common criteria and required elements. State chapters benefit from being part of a national network as do their local and state partners.

State chapters are required to undergo a site visit every three – 5 years. Due to scheduling delays at PCAA, Idaho has not had a site visit since its original one in 2007. PCCA has let us know that they will be conducting a renewal site visit with ICTF in October 2015.

Roger shared an overview document of what a site visit typically includes. Site visits usually take 1.5 days and primarily require forward work from staff. All board members are invited to participate, but not all are required to participate. PCAA site reviewers will facilitate discussions using routine sample questions from the Self-Assessment Tool that ICTF will complete one month prior to the site visit. The Self-Assessment Tool is centered on the nine (9) criteria for being a PCAA state chapter. The chapter will track and identify a general work plan for further strengthening and improving the chapter’s prevention work.

***Legislative Issues: Medical Neglect Issue and Request***

Roger shared with Board members that he had recently received a letter from Linda Martin requesting ICTF’s support to re-introduce a legislative bill to amend 18-1501(4) that would allow for the prosecution of parents if their child died or was permanently disabled due to medical neglect. HB 458 was introduced in 2014 (presented by Representative John Gannon). It did not get a committee hearing.

Roger distributed a copy of the letter from Linda Martin and HB 258.

Board members discussed that it was not ICTF’s role to take a stance on this proposed legislations agreed that ICTF will not speak to specific legislation, but can use opportunities to educate for stronger families, safe nurturing homes, etc.

* Letter from Linda Martin about medical neglect from religious group
* Add language to “religious shield” law
* Is our response limited? What are our boundaries?
* Can use information to educate but nothing more

***Strategic Communication Plan***

Roger distributed results from a PCAA texting survey (conducted by the Richter Group) that conducted a meta-analysis of a decade of research previously commissioned by PCAA. Using this analysis, the Richter Group developed new messages aimed at increasing awareness of the organization and converting that awareness into action.

Seven hundred (700) interviews were conducted with respondent demographics replicative of the full US population over age 20. Two key take-home messages were: “when 2 messages are combined, they have a very strong impact – much more so than each message individually.” The first message frames the problem of child abuse and neglect to establish context. The second message identified PCAA (ICT, etc.) as providing a set of solutions.

* Messages need to be clear and repetitive
* Taglines woven into messages

***Expenditures over $1000***

* 16,000 Pinwheels for Child Abuse Prevention Month
* SOC Workbooks
* SFTI related expenses (comes mostly from CBCAP grant)
* Look for SFTI sponsorships, partners for future conferences
* Janet motioned, Amanda second, expenditures approved √

***Roger approved to travel to PCAA Executive Directors meeting (March 1-4, 2015)***

* Janet motioned, Amanda second
* Congressional Delegation Visit (as long as it’s strictly educational)
* Bring Pinwheel coloring pages?

The next ICTF Board Meeting will be April 22, 2015

The Board Retreat Meeting is scheduled for July 20-21. Location TBA.