



EXECUTIVE DIRECTOR REPORT

April 1, 2024 - May 1, 2024

SUMMARY
1. Trust staff changes, growth, and developments.

MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT		
DATE	MEETING / EVENT	SUMMARY
4/1	Archer Library	L. Cayson met with Allison to discuss upcoming activities for children and youth. Posted information on CTAC's social media.
4/2	Greater Gainesville Chamber President's meeting.	ED Kiner and L. Cayson attended the meeting hosted by the Greater Gainesville Chamber of Commerce.
4/2	Balance 180 Gymnastics and Sports Academy	ED Kiner, K. Goldwire, and L. Cayson met with Jules Blakemore and Julie Kumpf to learn more about the programs offered. A tour of the facility was provided.
4/4	Woman's Club of High Springs & Alachua Library High Springs Branch	L. Cayson participated in this event. CTAC partnered with the Woman's Club of High Springs by providing snacks for 25 children during Story Time. (Staff donated the items)
4/4	High Springs Woman's Club General meeting	L. Cayson attended the meeting. Committees shared information and updates on fundraisers for the month.
4/4	Meeting with UF Director of Community Relations	ED Kiner met with Karen Thomas to discuss partnerships and opportunities.
4/4	Meeting with Santa Fe College Representatives	ED Kiner and DOP Goldwire met with Santa Fe Assoc. Vice President of Student Affairs to discuss a new community outreach initiative.
4/6	Bike Rodeo Safety & Health Fair	L. Cayson managed a resource table and provided information to families. Kids were provided with free t-shirts. Photos about the event were posted on CATC's social media.

4/6	Caring and Sharing Learning School-25th Anniversary Celebration	ED Kiner, K. Goldwire, B. James, D. Tyson, M. Jones, and L. Cayson attended the event. Photos from the event were posted on CTAC's social media.
4/9	Tobacco Free Alachua Quarterly Partnership Meeting	A survey was conducted among students attending UF and Santa Fe to learn more about tobacco usage and vaping. The report found that educational initiatives would be helpful. In addition, having alternatives or students such as hobbies, music, food, gift cards as incentives, would help. The next survey will be conducted in July.
4/9	YMCA Partnering Meeting	YMCA CEO Angela Howard met with ED Kiner and DOP Goldwire to discuss partnering opportunities.
4/9	5th Avenue Neighborhood Association	ED Kiner and L. Cayson attended the monthly meeting.
4/10	Phil Kabler, CDS Family & Behavioral Health Services	L. Cayson received an email from Mr. Kabler with a request for blue pinwheels. L. Cayson dropped off 25 blue pinwheels. CDS joined CTAC's initiative by putting out pinwheels and sharing post on social media during Child Abuse Prevention month.
4/11	Gainesville Housing Authority Meeting	ED Kiner met with GHA CEO to discuss youth development opportunities.
4/12	Alachua County Library-High Springs Branch	L. Cayson participated in the event as part of CTAC partnering with the Woman's Club of High Springs by providing goody bags to 10 employees at the library in celebration of National Library Week, April 7-13th. Photos were posted on CTAC's social media.
4/15	Mr. Griffin, Boys & Girls Club of NCF	L. Cayson met via zoom with Mr. Griffin to discuss co-hosting Lights on Afterschool event. The Boys & Girls Club of NCF have agreed to co-host the event scheduled for October.

4/15	Brianna Chesteen, Founder & Executive Director of Health Education Training Center of Gainesville (HEAT)	ED Kiner, K. Goldwire, M. Jones, and L. Cayson met via zoom with Ms. Chesteen to learn about the HEAT program.
4/15	Comprehensive Literacy Planning Committee Meeting	Committee meeting with partners and CTAC to discuss the Needs Assessment for the Literacy Plan.
4/15	PRIDE Center Visit and Tour	ED Kiner met with Commissioner Alford to discuss youth needs and initiatives for LGBT youth.
4/16	FACCT Communications Affinity meeting	L. Cayson and K. Rabin participated in the zoom meeting hosted by Jenn Faber, FACCT. All of the CSC's have the opportunity to ask questions from other CSC's. This meeting provides for opportunities to brainstorm together on ideas and share upcoming events.
4/16	Manhood Development Project Meeting	ED Kiner and DOP Goldwire met with Charlie Jackson to discuss CTAC funding opportunities and timelines.
4/16	CTAC Staff Retreat Debrief	ED Kiner met with Retreat Facilitator Brian Hilliard to debrief the retreat and discuss potential additional offerings.
4/17	Representative Yvonne Hayes- Hinson	L. Cayson contacted the office of Representative Hayes-Hinson to invite her to the next board meeting.
4/17	CTAC Finance Committee Meeting	Finance Committee met to review and discuss FY24/25 budget and fund balance.

4/18	UF College of Education Stakeholder's Day	<p>L. Cayson and M. Jones attended the event. Information about the following programs was provided:</p> <p>UF Prevention & Intervention Network for Youth, Families, Schools & Communities. Anita Zucker Center for Excellence in Early Childhood Studies. Lastinger Center for Learning. At the end of the meeting, a tour of the College of Education Center was provided.</p>
4/18	Junior Achievement 3DE Meeting	ED Kiner met with Junior Achievement Regional Director Shauna Dykes to discuss 3DE at Eastside.
4/19	Safety Net Collaborative meeting, WellFlorida Council Office	L. Cayson attended the meeting. The Alachua Health Department provided a preliminary report on the findings from the community health assessment. The final report will be available in June.
4/20	Celebrate the Child event, Westside Park	L. Cayson managed a resource table and provided information to families. Also, corn hole games were available for kids to play. Kids really enjoy this activity.
4/22	Reichert House Visit & Tour	ED Kiner met with Reichert House Board Members to tour the facilities and discuss plans for the reopening and summer.
4/22	Alachua Education Task Force	ED Kiner met with David Wisener and Michele Lee to discuss book vending machines for Alachua elementary schools.
4/22	Pleasant Street Civil Rights & Cultural Arts Center	ED Kiner met with Pastor Gerard Duncan at the Center to discuss youth health opportunities and other initiatives.
4/22	Youth Mental Health Committee Meeting	ED Kiner and DOP Goldwire participated in the meeting discussion on community resources centers and mental health.

4/23	Elio Piedra, Tu Fiesta Radio	L. Cayson met with Mr. Piedra to discuss radio ads for the month of May.
4/23	Adrianna Menendez, Rural Women's Health Project (RWHP)	L. Cayson met with Ms. Menendez, RWHP to discuss sponsoring the resource guides. Last year, CTAC sponsored the printing of the resource guides.
4/23	AMIKids Meeting	ED Kiner met with AMIKids ED Jasmin Hall to discuss needs of the program.
4/24	Health Education & Training Center	L. Cayson visited with the HEAT team and volunteers to learn more about the Diaper Distribution program.
4/24	Meeting with Commissioner Prizzia	ED Kiner and Commissioner Prizzia met to discuss CTAC initiatives.
4/24	OPIOID Task Force	Opioid Task Force met and received an update on funding for county-wide communications/marketing plan.
4/25	The Amazing Give Live	ED Kiner participated in the Amazing Give Live event at Tu Fiesta to encourage support for nonprofits from the community.
4/26	Relay for Life event, City of Alachua, Hal Brady Recreation Center	L. Cayson participated in the Relay for Life event. Posted pictures on CTAC social media about the event.
4/26	Gainesville Empowerment Zone	ED Kiner visited GEZ and met with James Lawrence to discuss ALICE families and enrollment opportunities through ELC.
4/27	Safe Kids Event, City of Alachua, Legacy Park	L. Cayson managed a resource table at the event. Sharing information with families. Photos of the event were shared on CTAC's social media.

4/29	Joint Alachua Co. Commission & Alachua Co. School Board Special Meeting	ED Kiner attended and presented.
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PROGRAMS CALENDAR

April	
Tuesday, April 2, 2024	Lastinger Literacy Planning Meeting
Thursday, April 4, 2024	Alachua County Campaign for Grade Level Reading
Friday, April 5, 2024	Pinwheel Planting
Friday, April 5, 2024	Community Doula Project Introduction Meeting
Friday, April 5, 2024	BEAM Postpartum Training Planning Meeting
Monday, April 8, 2024	Children's Trust Board Meeting
Tuesday, April 9, 2024	NCIT Steering Committee Bi-Monthly Meeting
Tuesday, April 9, 2024	Anita Zucker Center Focus Group with Dr. Mathien and Dr. Rodgers
Wednesday, April 10, 2024	System Transformation Working Group
Thursday, April 11, 2024	Youth Health Request for Proposal Released, Cone of Silence Begins
Thursday, April 11, 2024	NCIT Quarterly
Monday, April 15, 2024	Comprehensive Literacy Planning Committee
Tuesday, April 16, 2024	The Future Call: Conversations on Florida's Early Learning Future
Wednesday, April 17, 2024	System Transformation Working Group
Thursday, April 18, 2024	FACCT Policy Affinity Group
Friday, April 19, 2024	BEAM Postpartum Training Planning Meeting
Monday, April 22, 2024	Youth Health RFP - Bidders' Conference
Tuesday, April 23, 2024	Roadmap Advisory
Tuesday, April 23, 2024	SAMIS and Fiscal Training with Head Start Summer Bridge
Saturday, April 27, 2024	BLI Master Class Session 4 Human Resources and Real Estate
Tuesday, April 30, 2024	The Future Call: Conversations on Florida's Early Learning Future

May	
Wednesday, May 1, 2024	Provider Language Line Training
Friday, May 3, 2024	BEAM Postpartum Training Planning Meeting
Monday, May 6, 2024	Alachua County BoCC/Children's Trust of Alachua County Joint Meeting
Monday, May 6, 2024	System Transformation Working Group
Thursday, May 9, 2024	Summer Camp SAMIS Delivery Training
Friday, May 10, 2024	Birth Culture Corporation Contract Review Meeting
Friday, May 10, 2024	BEAM Postpartum Training Planning Meeting
Monday, May 13, 2024	Children's Trust Board Meeting
Tuesday, May 14, 2024	Help Me Grow Alachua Meeting with State Office
Thursday, May 16, 2024	Child Abuse Reporting Training hosted by the Child Advocacy Center for All CTAC Funded Providers
Thursday, May 16, 2024	Safety Net Collaborative for Housing Meeting
Thursday, May 16, 2024	Joint Literacy Planning Meeting with School District and PEAK Literacy
Friday, May 17, 2024	Postpartum Training Follow-up Meeting
Friday, May 17, 2024	Meeting with Anita Zucker Center
Monday, May 20, 2024	System Transformation Working Group
Monday, May 20, 2024	Comprehensive Literacy Planning Committee
Tuesday, May 21, 2024	SAMIS S3 Collaborative Meeting
Tuesday, May 21, 2024	Choice Neighborhood Steering Committee Meeting
Wednesday, May 22, 2024	North Central CRT Meeting
Wednesday, May 22, 2024	HIPPY Graduation
Tuesday, May 28, 2024	The Future Call: Conversations on Florida's Early Learning Future
Thursday, May 30, 2024	Understanding Trauma Training hosted by Child Advocacy Center for All CTAC Funded Providers
Thursday, May 30, 2024	Youth Health RFP-Application Submission Deadline
Thursday, May 30, 2024	Vital Village Network National Summit Steering Committee Meeting
Friday, May 31, 2024	BEAM Postpartum Training Planning Meeting

INITIATIVES

In collaboration with Episcopal Children's Services, The Children's Trust is proud to offer a second year of continued summer learning to children ages 3-5, at participating Head Start locations.



The flyer is titled "ALACHUA HEAD START Summer Bridge Program" in a large, bold, white font on a purple background. It features two circular photographs of children: one on the right showing three children smiling, and one on the left showing a group of children. The flyer is organized into sections with green headers: "HIGHLIGHTS", "LOCATIONS", and "PROGRAM DETAILS". The "HIGHLIGHTS" section lists five bullet points: Engaging curriculum, Qualified educators, Social and emotional development, Nutritious meals, and Family involvement. The "LOCATIONS" section lists five bullet points: Building Dreams, Just A Blessing, Martin Rochelle, The CHILD Center, and I Rise Performing Kids Academy. The "PROGRAM DETAILS" section lists four bullet points: Dates: June 5th - July 30th, Time: 7:30 AM - 2:30 PM, Age Group: 3 - 5, and Before and After Care available. At the bottom right, there is a purple box with white text that says "FOR MORE INFORMATION AND TO REQUEST ENROLLMENT FORMS". Below this box, the contact information for LaKishia Shorter, Project Manager, is provided, including the phone number 352-816-8055 and the email address Lakishia.shorter@ecs4kids.org. A green box at the bottom right states "Forms due Date: May 1, 2024". Logos for Head Start, Episcopal Children's Services, and The Children's Trust of Alachua County are also present.

ALACHUA HEAD START Summer Bridge Program

HIGHLIGHTS

- Engaging curriculum
- Qualified educators
- Social and emotional development
- Nutritious meals
- Family involvement

LOCATIONS

- Building Dreams
- Just A Blessing
- Martin Rochelle
- The CHILD Center
- I Rise Performing Kids Academy

PROGRAM DETAILS

- Dates: June 5th - July 30th
- Time: 7:30 AM - 2:30 PM
- Age Group: 3 - 5
- Before and After Care available

FOR MORE INFORMATION AND TO REQUEST ENROLLMENT FORMS

LaKishia Shorter
Project Manager
352-816-8055
Lakishia.shorter@ecs4kids.org
Forms due Date: May 1, 2024

 


CHILDREN'S TRUST
OF ALACHUA COUNTY

PLANNING, RESEARCH, AND EVALUATION

SAMIS Implementation

- Support for providers beginning to enter programmatic and fiscal information into our information management system (SAMIS).
- Configuring, customizing, and testing picklists, surveys, features, requirements, and functionality for programs (e.g., Mentoring Grants, Head Start Summer Bridge, Summer Camps, Family Resource Center/Community Navigators).
- Designed, developed, and distributed provider training materials (e.g., presentations, “how to” guides, and videos).
- Facilitated training with 11 programs and 18 provider staff:
 - Head Start Summer Bridge (4/23) - 3 staff in attendance.
 - Family Resource Center/Community Navigators (4/29) - 3 staff in attendance.
 - Mentoring Programs (4/24, 4/26, 4/30) - 12 staff in attendance.
- Designed and distributed internal staff SAMIS “how to” training videos and materials.
- Participation in coordination and development meetings:
 - SAMIS Collaborative and Webauthor Meeting (4/24)
 - CSC Broward and Alachua SAMIS Meeting (4/25)
- Submit and oversee tickets for SAMIS enhancements.
- Developing views and reporting for Trust and provider staff to monitor data entered.

Program Development, Monitoring, & Renewals

- Youth Health RFP Bidders Conferences (4/22).
- Review and development of performance measures, data collection, and monthly reporting for new and continuing programs.
- Provider meetings/evaluation discussions with program staff to review results and discuss data collection, and performance measures.
- Developed/revised performance measures and data collection/reporting requirements for PEAK Literacy and Akwaaba Freedom School.
- Developed and revised surveys/assessments for program evaluation.

Collaboratives/Committees/Professional Memberships:

- Participated in the Data Community of Practice – Florida Local College Access Network of Alachua County on 4/2 & 4/30.

FINANCE AND ADMINISTRATION

FY2024 March Checks and Expenditures Report

FY2024 March Programmatic Award and Expense Report

FY2024 2nd Quarter Budget Review

FY2024 2nd Quarter Financial Report Memorandum to the BOCC

FY2024 Personnel Services Budget Amendment (Resolution 2024-04)

COMMUNICATIONS

March 1- April 30, 2024

Website Traffic - Key Points

- March: 5,100 views and 1,700 unique users
- April: 7,600 views and 2,300 unique users
- The top-visited page was the homepage, followed by TeensWork Alachua.
- Most views are coming from organic searches, followed by direct access.

Social Media - Key Points

- Gained 53 followers on Facebook and 32 followers on Instagram over the 2-month timespan
- Facebook posts reached 12,500 users, a 217% increase since the start of the year.
- Instagram post reach also increased by 16.3%.
- LinkedIn had the two recent job postings go up, which may have contributed to 820 organic impressions. It also gained 11 new followers.

In the News

- [Summer youth employment program looking for business partners](#) - WCJB TV20, April 12
- [Children's Trust in Alachua County plants pinwheel garden for Child Abuse Prevention Month](#) - WCJB TV20, April 5
- [Children's Trust of Alachua County signifies Child Abuse Prevention month](#) - The Independent Florida Alligator, April 8

Sponsorship

- Still running two 30-second radio spots for a week each per month on WUFT. A digital ad is also running off and on for one-week periods.
- Tu Fiesta Radio aired three 30-second spots, multiple features on their social media, and Marsha Kiner took part in The Amazing Give livestream.
- **February 2024 Citizens of the Month** and **March 2024 Citizens of the Month** on Main Street Daily News website and print edition.

Other assets added

- "Proudly Funded by Children's Trust of Alachua County" signage created for providers, as yard signs, window clings, and 3'x2' banners. The first order of yard signs should be ready soon and will be to all summer camps by their start dates. Window clings and banners are next on the docket.
- Summer Programs Guide published online, and we've directed to the web page.
- Book stickers were designed for HIPPY graduation event (ordered and arrived), and a generic version for future book giveaways are ordered.
- PowerPoint template
- Certificate template
- Building signage is installed

BOARD REQUESTS

DATE	REQUEST	STATUS	COMMENTS
3.25.2024	Chair Pinkoson noted the concerning numbers of maternal and child mortality rates from the Alachua County Environmental Scan. He requested a presentation by Healthy Start to the Board at a later date to discuss the causes and potential interventions.	In progress	
3.25.2024	Treasurer Twombly suggested a presentation by a Medicaid outreach provider to discuss the full range of Medicaid's services. ED Kiner suggested that this be incorporated into staff's professional development and into the training offered to the Trust's providers.	In progress	

SUCCESS STORIES

Success stories shared by UF HEALTH Partners in Adolescent Lifestyle (PALS)

One student came to the PALS counselor expressing difficulty managing emotions in class. They shared feelings of frequent onsets of sadness and anxiety that they could not cope with, often resulting in having to leave class or even school for the day. The PALS Counselor collaborated with the student to build upon their strengths and create a list of 3 things they can do to cope in the moment. The client recently presented the list to the PALS Counselor, showing that they have added new things to their list on their own time as they learn more about themselves and how to manage their emotions. They are now able to reference their list and utilize their new skills in the moment to manage their emotions.

One student who played music as a coping mechanism could not do so because they could not afford the musical instrument. The PALS counselor connected with a non-profit organization that donates instruments to children and was able to get an instrument donated to the child. The student was incredibly grateful and excited!

One student was struggling with feelings of hopelessness and sadness daily. The PALS Counselor worked with the student to identify support systems around them, safe people to go to at school and at home, and individualized coping skills that work for them. They also worked with the student on finding meaning and creating goals. The student has expressed feeling more hopeful recently and that they have found a healthier friend group and have connected more with their parents.