



**CHILDREN'S TRUST**  
OF ALACHUA COUNTY

## **EXECUTIVE DIRECTOR REPORT**

May 1, 2024 - June 1, 2024

### **SUMMARY**

1. Trust Signage Around Town at Provider Businesses/Organizations
2. Summer Activities - Looking Forward - June and July

<b>MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT</b>		
<b>DATE</b>	<b>MEETING / EVENT</b>	<b>SUMMARY</b>
5/1	Tu Fiesta Radio meeting	L. Cayson met with Elio Piedra, Tu Fiesta Radio to discuss sponsorship opportunities for their event, Tu Fiesta Radio Festival scheduled for Nov. 2, 2024.
5/1	Black on Black Crime Taskforce Meeting	ED Kinder attended the meeting to hear presentations on gun violence initiatives and needs.
5/2	National Day Of Prayer event	ED Kiner and L. Cayson attended the National Day of Prayer hosted by The Alachua County Christian Pastors Association and held at Upper Room Ministries COGIC in Gainesville.
5/2	AMIKids Meeting	ED Kiner met with AMIKids ED Jasmin Hall about the organization's reduction of funding from DJJ.
5/4	42nd Annual 5th Ave Arts Festival	ED Kiner and L. Cayson hosted a resource table at the festival. Information and resources were shared with families attending the event.
5/8	Career & Technical Education Input Meeting	ED Kiner and DOP Goldwire attended the CTE Input Workshop held by ACPS for business and community leaders to discuss the CTE programs needed in the district, current programs needing phased out, and available resources to support new programs.
5/9	Radio Ad Recordings - Tu Fiesta Radio	L. Cayson recorded radio ads in Spanish about the Children's Trust funded programs. The focus for these ads in the month of May are Summer Camps, & TeensWork Alachua programs. Also, bike and water safety tips.
5/9	United Way - United for Impact Event	ED Kiner attended the United Way event.

5/14	Woman's Club of High Springs - Education and Libraries Committee meeting	L. Cayson attended the meeting. The committee discussed upcoming fundraising activities during the Summer months. In August, members will collect items from the wishlist for Partnership for Strong Families, as one of CTAC's funded organizations and will provide it to ED Kiner in September when she will serve as guest speaker.
5/14	Point of Sale Task Force (POS)	L. Cayson attended the POS meeting. The task force shared a presentation on tobacco sales and Mobile Vape Trucks showing up across Gainesville to sell tobacco products. According to the task force, these mobile smoke shops do not have the permits to sell these types of products. Additionally, compliance checks will be conducted across local stores to see if alcohol or tobacco products are sold to underage individuals. The task force is reaching out to city and county officials to request support for enforcing the law.
5/14	ELC Board of Directors' Meeting	ED Kiner and staff attended the meeting.
5/14	Rotary Youth Speech Contest & Recognition	ED Kiner judged the Gainesville Rotary Speech Contest and announced the winners.
5/14	East Gainesville Community Meeting with Delta Sigma Theta Sorority	ED Kiner participated in the Zoom community meeting and spoke briefly.
5/15	Gainesville Fire Rescue's Faith and Community Engagement Initiative (FACE IT) meeting	ED Kiner and L. Cayson attended the FACE IT meeting. This group consists of faith-based and community/neighborhood organizations that Fire Rescue can reach out to for two key topics - Emergency Management (storm preparation, evacuation, shelters, resources) and Community Health (prevention, education, health fairs). By connecting with faith-based organizations and nonprofits in our community, they can

		identify gaps in preparation efforts, help individuals with critical needs, and share information related to these topics.
5/15	GINI Committee and Rural Women's Health Project Potluck meeting	The GINI Committee and the Rural Women's Health Project held their quarterly potluck meeting. The committee discussed issues pertaining to language line. There were two members who attended a national conference and shared information on how to be inclusive and create best practices for helping families of non-English speaking language navigate the system.
5/15	Community Partnership School Meeting	ED Kiner and DOP Goldwire met with Children's Home Society to discuss the expansion of Community Schools in the county.
5/16	Gun Violence Initiative Meeting with the City of Gainesville	ED Kiner & DOP Goldwire met with Brittany Coleman, Gun Violence Intervention Program Manager, for the City to discuss the City's plans and how to partner.
5/16	Junior Achievement Meeting	ED Kiner & DOP Goldwire met with JA Leaders to discuss partnering on their new 3DE Initiative at Eastside High School.
5/16	Gun Violence Initiative Meeting with the County	ED Kiner & DOP Goldwire met with Asst. County Manager Carl Smart and others to discuss Gun Violence Initiatives and plans for the county and city and collaboration with the Trust.
5/16	Mirror Image Leadership Academy Graduation	Trust staff attended the event and sponsored.
5/20	Comprehensive Literacy Planning Committee Meeting	Monthly planning Committee meeting.
5/21	Meeting with Faye Williams	ED Kiner met with Faye Williams to discuss Porter's initiatives.

5/21	Fanfare & Fireworks meeting	CTAC will participate in this year's WUFT's Fanfares & Fireworks as the title sponsor for WUFT's PBS Kids Zone. ED Kiner, DOP Goldwire, L. Cayson, K. Rabin, and A. Bethune met to discuss the logistics for the event. The event will take place on Wednesday, July 3rd. Several of our funded providers have been invited to participate.
5/23	Newberry Area Chamber Business After Hours	L. Cayson attended the networking meeting hosted by the Chamber. The event was held at Capricious Cafe in Newberry.
5/28	Howard Bishop Graduation	ED Kiner presented the Rotary Service Award to an 8th Grader during the graduation.
5/29	Healthy Afternoons with Gainesville Fire Rescue	L. Cayson hosted a resource table at the event. Information about CTAC, Summer Camps and TeensWork Alachua was shared with families. Free children's books, cups, and gold crowns for kids were handed out. Photos from the event were posted on CTAC's social media platforms.

## PROGRAMS CALENDAR

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	<b>Children's Trust Board Meeting</b>
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
Friday, May 24, 2024	Voices for Healthy Kids and National Advocacy Consultant Intro and Discussion
Friday, May 24, 2024	CTAC and Healthy Start Call for MCH Workshop Discussion
Tuesday, May 28, 2024	BLI Cohort 4 Fall Programming Pre-Planning Meeting
Tuesday, May 28, 2024	The Future Call: Conversations on Florida's Early Learning Future - FAIMH
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	Design Team Meeting for June Power Sharing Convening
Friday, May 31, 2024	BEAM Postpartum Training Planning Meeting
June	
Monday, June 3, 2024	City of Alachua Education Task Force
Wednesday, June 5, 2024	SMG meeting with FACT
Wednesday, June 5, 2024	Gun Violence Initiative Meeting
Thursday, June 6, 2024	Alachua County Campaign for Grade Level Reading
Thursday, June 6, 2024	Alachua County Campaign for Grade Level Reading Advisory Team
Thursday, June 6, 2024	BLI Dinner and a Conversation
Friday, June 7, 2024	Health Communities Meeting
Friday, June 7, 2024	Pre-Call for State Organization Power Sharing Convening
Saturday, June 8, 2024	BLI 2024 Masterclass Cohort 3 and Accrediation Academy Cohort 2 Recognition Ceremony
Monday, June 10, 2024	Children's Trust Board Workshop on FY25 Budget
Monday, June 10, 2024	<b>Children's Trust Board Meeting</b>
Monday, June 10, 2024	Virginia Cost Analysis & System Transformation Working Group Learning Session
Tuesday, June 11, 2024	Lastinger and CTAC Planning Meeting and Review
Tuesday, June 11, 2024	The Future Call: Conversations on Florida's Early Learning Future
Friday, June 14, 2024	BEAM Postpartum Training Planning Meeting
Monday, June 17, 2024	Comprehensive Literacy Planning Committee
Tuesday, June 18, 2024	SAMIS S3 Collaborative Meeting
Thursday, June 20, 2024	North Central CRT Meeting
Saturday, June 22, 2024	Flourish Alachua: PP Doula Training Initiative - Information Session
Monday, June 24, 2024	Gainesville Thrives Contract Review Meeting
Tuesday, June 25, 2024	The Future Call: Conversations on Florida's Early Learning Future
Thursday, June 27, 2024	HSNCF Annual Meeting
Friday, June 28, 2024	BEAM Postpartum Training Planning Meeting

## PLANNING, RESEARCH, AND EVALUATION

### SAMIS Implementation

- Configuring, customizing, and testing picklists, surveys, features, requirements, and functionality for programs.
- Developed and distributed training materials for program staff (e.g., presentations, “how to” guides, and videos).
- Facilitated training with 22 programs and 32 provider staff:
  - Summer Camps (5/9) - 27 staff in attendance.
  - Freedom School (5/10) - 4 staff in attendance.
  - Family Resource Center (5/15) - 1 staff in attendance.
- Designed and distributed internal staff SAMIS “how to” training videos and materials.
- Participation in coordination and development meetings:
  - SAMIS Collaborative (5/1) and Webauthor meeting (5/8).
- Submit and oversee tickets for SAMIS enhancements.
- Developing views and reporting for Trust and provider staff to monitor data entered.

### Program Development, Monitoring, & Renewals

- Enrichment RFP – Review of Provider Input, Data Analysis and Collaborative discussions.
- Review and development of performance measures, data collection, and monthly reporting for new and continuing programs.
- Provider meetings/evaluation check ins with program staff to review results and discuss data collection, and performance measures.
  - TeensWork
  - Mentoring Programs
  - Afterschool Programs
  - Family Resource Centers
- Developed/revised performance measures and data collection/reporting requirements for PEAK Literacy and Birth Culture Doula Training.
- Developed and revised surveys/assessments for program evaluation.

### **Evaluation Support and Staffing**

- Reviewed cover letters and resumes from applicants for the Research, Evaluation & Planning Coordinator position. Developed interview questions. Four interviews were conducted. Top candidates have been invited for a second interview.
- Graduate intern from the University of Florida's Research, Evaluation, and Measurement program is expected to join us in June 2024. Finalizing logistics, learning/work objectives and on-boarding process.

### **Collaboratives/Committees/Professional Memberships:**

- Participated in the Data Community of Practice – Florida Local College Access Network for Alachua County on 5/13/24.
- Attended mySidewalk training at the Community Foundation on 5/15/24. MySidewalk is an online platform that helps you access, visualize, and publish community data.



## **FINANCE AND ADMINISTRATION**

FY2024 Checks and Expenditures Report

FY2024 Programmatic Awards and Expenditures Report

Review of FY2023 Annual Audit

FY2025 Tentative Budget

Resolution 2024-06 Proposed Millage Rate

Resolution 2024-07 Tentative Budget

## COMMUNICATIONS

### “Tidbits” - New external newsletter launch

- 37% open rate and 5% click rate
- Next edition will send the first or second week of June

### Website Traffic - Key Points

- 6,700 views and 1,900 unique users
- The top-visited page was again the homepage, followed by TeensWork Alachua.
- Most views are coming from organic searches, followed by direct access.

### Social Media - Key Points

- Gained 15 followers on Facebook and 12 followers on Instagram
- Facebook posts reached 5,800 users, all organic reach. The most popular posts were sharing Peak Literacy’s summer volunteer opportunity and the enrichment input session.
- LinkedIn had 322 organic impressions. It also gained 6 new followers.
- Our Constant Contact open rate is a remarkable 40%, with 5% clickthrough rate. Subscribers increased by 9 this month.

### In the News

- [Children’s Trust allocates \\$250K for gun violence](#) - Mainstreet Daily News, 05/07/24
  - And [another story from TV20](#)
- [24 students earn Citizen of the Year honors](#) - Mainstreet Daily News, 05/22/24
- [Longtime Peaceful Paths CEO leaves for new nonprofit position](#) - TV20, 05/29/24

### Sponsorship

- Our final two 30-second radio spots have aired on WUFT. (But promotion continues next month with WUFT airing spots for Fanfares & Fireworks and highlighting our sponsorship.)
  - The two-month digital ad placement on WUFT’s website is also complete. It garnered 76,967 impressions and 44 clicks.
- Tu Fiesta Radio aired three new 30-second spots, recorded in Spanish by Liz Cayson, and multiple features on their social media.
- [April 2024 Citizens of the Month](#) on Main Street Daily News website and print edition. Chair Pinkoson spoke at the Citizen of the Year ceremony and CTAC received additional recognition there.

### Other notables

- Providers have been picking up their “Proudly Funded By” signage and LanguageLine language selection cards.
- A Spanish version of the brochure is nearly ready to be printed.
- Communications intern Miranda Rodriguez starts in June.

## BOARD MOTIONS AND REQUESTS

DATE	MOTION / 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	
5.6.2024	Motion: Vice Chair Cornell - CTAC staff to work with the City Manager and the County Manager to provide up to \$250,000 of one-time funding to enhance the community-based program gun violence efforts and bring back recommendations within 30-60 days for the CTAC board to consider immediate funding.	In progress	
5.13.2024	Motion: Vice Chair Cornell - CTAC staff and Goodwill staff to discuss ways to modify and improve the TeensWork Alachua 2024/2025 program, and provide recommendations to the Board prior to the end of this budget cycle.	In progress	

## **SUCCESS STORIES**

A success story shared from University of Florida Saving Smiles Program

This month, we had several Saving Smiles events at Head Start Centers in rural communities. At a Head Start Center in Waldo, we came across a 4-year-old child with a large dental abscess and active tooth infection. We contacted the child's parent, who informed us that they did not have a dentist and had come across many struggles when trying to make an appointment for their child, including months-long waiting lists at several local dental offices. We scheduled for the child to be seen in a Saturday Saving Smiles Clinic that took place at TB McPherson Center in early April. We were able to provide needed treatment for the child to remove the infected tooth, and we will be seeing them for future dental appointments to address other existing dental cavities. The parent was so grateful to be connected with accessible oral healthcare for their child, and we were happy to be able to help relieve the child of dental pain and enhance their overall health and well-being.