



CHILDREN'S TRUST
OF ALACHUA COUNTY

EXECUTIVE DIRECTOR REPORT

September 1, 2024 - October 1, 2024

SUMMARY

1. TRIM Success
2. TeensWork Alachua End of Summer Celebration
3. Renovation & New Tenants

MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT		
DATE	MEETING / EVENT	SUMMARY
9/4	Meeting with Lastinger Center	ED Kiner met with the Lastinger Center to discuss the Literacy Needs Assessment plan for the remainder of the contract. Interviews with ACPS district staff and teachers are planned for September and early October (none were conducted over the summer due to summer schedules/staffing, vacations, and working) as well as Focus Groups with community members and parents. Discussion around extending the due date of the report until January/February due to losing time in November and December.
9/5	GFWC High Springs New Century Woman's Club meeting	CTAC Presentation provided by ED Kiner. L. Cayson, K. Rabin, and M. Rodriguez attended the meeting. Donated items provided by the Woman's Club were given to Partnership for Strong Families. Photos from the event were posted on social media.
9/6	Healthy Communities Meeting	L. Cayson, Community Engagement Manager, (CEM) attended the meeting. Several members from different organizations provided updates. The following updates were provided: CAPP Funding, Saving Smiles, Alachua Schools Food Service providing fruits and vegetables, Healthy Afternoons with GNV Fire Rescue, Tobacco Free Alachua, GNV4All, and CHIP updates.
9/10	Alachua Chamber of Commerce meeting	L. Cayson, CEM attended the meeting. Guest Speaker Freddie Wehbe, Wehbe Marketing & Spurrier's Gridiron Grille shared an engaging speech about his personal journey and lessons from influential leaders. This event was a standing room only.
9/10	5th Avenue Neighborhood Association	ED Kiner and L. Cayson, CEM attended the meeting. Guest speaker Pastor Gerard Duncan, One Community Family Resource Center. Pastor Duncan provided an

		overview on One Community Family Resource Center and how families and individuals can access services.
9/11	FACCT ED's Meeting	ED Kiner participated in EDs call with FACCT.
9/11	Gun Violence Alliance Stakeholder Meeting	ED Kiner attended the stakeholder meeting of the gun violence alliance. The proposal for CTAC funding was presented to the group for discussion.
9/12	Education Foundation Meeting	ED Kiner and COO Goldwire met with the Education Foundation and the ACPS Volunteer Coordinator to discuss opportunities for partnership on attendance, scholarships, and summer camp opportunities.
9/12	Meeting with Truist Bank	ED Kiner met with Truist Bank VP Brenda Cesar-Banales about the Truist collaborative programs for the community.
9/12	Housing First for Children Collaborative	ED Kiner attended the meeting and offered to provide a letter of support for Family Promise to receive the Rotary Wildgame Feast Fund grant.
9/16	Meeting with Gainesville Circus Center	ED Kiner, CFO Sumner, COO Goldwire, and Contract Manager James met with Dr. Corey Cheval to discuss issues of concern.
9/16	Children's Mental Health Group Meeting	COO Goldwire and ED Kiner joined a meeting of the Children's Mental Health Group at the Health Dept. The discussion centered on options for the group to raise awareness of the mental health supports currently offered throughout the county including those offered through the schools, meridian, and other programs.
9/17	Vessel of Hope Board	ED Kiner met with the Vessel of Hope Board at Mt. Pleasant UM Church to discuss CTAC funding opportunities and processes for funding.

9/17	Meeting with Phil Kabler of CDS	ED Kiner met with CDS CEO Phil Kabler about CDS activities and opportunities for collaboration.
9/18	ELC Board of Directors' Meeting	ED Kiner, COO Goldwire, and Early Childhood Coordinator Jones attended the Board Meeting.
9/18	Gainesville Housing Authority - Choice Neighborhood Steering Committee meeting	L. Cayson, CEM attended the meeting. Gainesville Housing Authority awarded a HUD grant. Currently, working on a two-year planning phase. The steering committee met to review the results of two surveys completed by residents. There were 497 surveys completed, mixed ages. Many children ages 6-16 years live in the community, there is a perception that only elderly individuals live in these communities of Lake Terrace and Pine Meadows. Next steps, forming (4) four working groups to plan vision for Choice Neighborhood Plan.
9/19	CDC Family & Behavioral Health Services-New Interface Youth Shelter Ribbon-Cutting Ceremony	ED Kiner and L. Cayson, CEM attended the ceremony for CDS Family & Behavioral Health Service new youth facility. Tours of the facility were provided. Posted photos from the event on CTAC social media.
9/19	Support Black GNV Meeting	ED Kiner and COO Goldwire met with the Support Black GNV founders to discuss CTAC funding opportunities and processes and to hear about this new organization's mission and purpose.
9/19	TeensWork Alachua End of Summer Celebration	CTAC staff attended the celebration of the summer program.
9/20	Safety -Net Collaborative meeting	L. Cayson, CEM attended the meeting. An overview on Findhelp was provided by CJ Niquette. In 2021, findhelp was adopted as Alachua County's Guide to Resources by the Safety Net Committee and UF Health. During the meeting, it was suggested for members to review the

		information on Findhelp and see if there are any updates needed. The committee will form a taskforce to review other resources such as 211 and United Way.
9/22	Rural Women's Health Project/The Gainesville Immigrant Neighbor Inclusion Initiative (GINI) event	L. Cayson, CEM provided a CTAC resource table at the public celebration in honor of the Immigrant Community for National Welcome Week. A large number of Indian families, Asian Families and Haitian families attended the event. This event was a great opportunity to engage with families from all diverse communities and share CTAC resources.
9/23	UF Health Shands Children's Hospital-Safe Kids NCF Coalition Meeting	L. Cayson, CEM attended the meeting. Jordyn Zyngier, NCFL Coordinator, stated that her organization wanted to join the Safe Kids Worldwide and Florida Coalition in order to formalize a Safe Kids Coalition in Gainesville. She shared the goals from the World Wide Coalition and Florida's state goals. She indicated that the coalition can vote on the safety initiatives that the local coalition wants to embark on. More information to follow.
9/24	Center for Nonprofit Excellence Advisory Council Meeting	ED Kiner attended the meeting.
9/24	Jurisdictional Liaison Meeting	ED Kiner attended this meeting on Hurricane preparations for the county.

INITIATIVES

The Children's Trust will be hosting its annual Lights On Afterschool celebration on October 24, 2024. This event is free and open to the public. This year's event will be co-hosted by the Boys and Girls Clubs of Northeast Florida.



Come One!

Come All!

The Children's Trust of Alachua County presents
its annual Lights On Afterschool celebration

FALL FESTIVAL

October 24, 2024
4:30 - 6 p.m.

MUSIC | COSTUMES | GAMES |
RECOGNITION OF ALACHUA
COUNTY'S AFTERSCHOOL PROVIDERS

Boys & Girls Clubs of NE Florida
2661 NW 51st Street
Gainesville, FL


CHILDREN'S TRUST
OF ALACHUA COUNTY


BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA

¡Venga Uno!  *¡Vengan Todos!*

El Children's Trust del condado de Alachua presenta su celebración anual Lights On Afterschool

FESTIVAL DE OTOÑO

24 de octubre 2024
4:30 - 6 p.m.

MÚSICA | DISFRACES | JUEGOS |
RECONOCIMIENTO A LOS PROVEEDORES DE
SERVICIOS EXTRACURRICULARES DEL
CONDADO DE ALACHUA


CHILDREN'S TRUST
OF ALACHUA COUNTY


BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA

Boys & Girls Clubs of NE Florida
2661 NW 51st Street
Gainesville, FL

PROGRAMS CALENDAR

September	
Tuesday, September 3, 2024	State Meeting - The Future Call: Conversation on Florida's Early Learning Future
Tuesday, September 3, 2024	Flourish Alachua: PPD Training Initiative Session 1 Build Your Own Resources
Wednesday, September 4, 2024	Co-Chair and Project Manager Meeting - Early Learning Roadmap
Thursday, September 5, 2024	Community Meeting - Campaign for Grade Level Reading
Thursday, September 5, 2024	Help Me Grow Alachua Proposal Discussion with Resource Centers
Thursday, September 5, 2024	Advisory Board Meeting - Campaign for Grade Level Reading
Friday, September 6, 2024	Community Meeting - Healthy Communities Meeting
Saturday, September 7, 2024	Doula Town Hall
Monday, September 9, 2024	Children's Trust Regular Board Meeting
Tuesday, September 10, 2024	Extend School Year Debrief with PEAK Literacy
Tuesday, September 10, 2024	Youth Transportation Meeting with City of Gainesville
Thursday, September 12, 2024	Advisory Board Meeting - Roadmap 2024
Thursday, September 12, 2024	Flourish Alachua: PPD Training Initiative Session 2 Community & PP Advocacy
Thursday, September 12, 2024	ACCESS Taskforce Meeting
Friday, September 13, 2024	Co-Chair Planning Meeting - System Transformation Working Group
Monday, September 16, 2024	Comprehensive Literacy Planning Committee
Tuesday, September 17, 2024	SAMIS S3 Collaboration Meeting
Tuesday, September 17, 2024	State Meeting - The Future Call: Conversation on Florida's Early Learning Future
Tuesday, September 17, 2024	Alachua County Child Abuse Prevention Task Force Meeting
Wednesday, September 18, 2024	North Central CRT
Wednesday, September 18, 2024	ELC Board Meeting
Thursday, September 19, 2024	TeensWork Alachua Summer Celebration
Thursday, September 19, 2024	HSNCF Board of Directors Meeting
Monday, September 23, 2024	Children's Trust Regular Board Meeting
Monday, September 23, 2024	System Transformation Working Group Meeting
Tuesday, September 24, 2024	Advisory Board Meeting - Roadmap 2024
Tuesday, September 24, 2024	Flourish Alachua: PPD Training Initiative Session 3 PPD Q & A
Monday, September 30, 2024	Flourish Alachua: PPD Training Initiative Book Club Part 1 Review: The Fourth Trimester
October	
Tuesday, October 1, 2024	FACCT Program Affinity Group
Tuesday, October 1, 2024	TeensWork Alachua Evaluation Review Meeting
Wednesday, October 2, 2024	Teen Job Fair Initiative
Thursday, October 3, 2024	Enrichment RFP Contract Discussions
Thursday, October 3, 2024	Gainesville Thrives Literacy Night at GEZ Family Learning Center
Friday, October 4, 2024	Enrichment RFP Contract Discussions
Saturday, October 5, 2024	BLI Master Class Session 1: Business Development
Monday, October 7, 2024	NC FLAEYC Board Meeting
Monday, October 7, 2024	Enrichment RFP Contract Discussions
Tuesday, October 8, 2024	Flourish Alachua: PPD Training Initiative Session 4 Supports
Tuesday, October 8, 2024	Co-host of Walk to School Safety Day at High Springs Community School
Tuesday, October 8, 2024	Help Me Grow Alachua Meeting with Help Me Grow Florida
Wednesday, October 9, 2024	Early Childhood Food Security Project
Wednesday, October 9, 2024	Five State Power Sharing Initiative Action Planning Call
Thursday, October 10, 2024	NCIT Quarterly Meeting
Thursday, October 10, 2024	HEAT and CTAC Meeting
Monday, October 14, 2024	Children's Trust Board Workshop on FY 25 Summer Programming RFP
Monday, October 14, 2024	Children's Trust Regular Board Meeting
Tuesday, October 15, 2024	SAMIS S3 Collaboration Meeting
Tuesday, October 15, 2024	The Future Call: Conversations on Florida's Early Learning Future
Tuesday, October 15, 2024	Maternal Health Listening Session Presentation Draft Review and Discussion
Wednesday, October 16, 2024	System Transformation Working Group Meeting
Wednesday, October 16, 2024	North Central CRT Meeting
Tuesday, October 17, 2024	Flourish Alachua: PPD Training Initiative Session 5 Death Doula Network
Tuesday, October 17, 2024	MCH RFP Staff Discussion
Tuesday, October 17, 2024	Training Virtual Townhall
Monday, October 21, 2024	Comprehensive Literacy Planning Committee
Wednesday, October 23, 2024	Mentoring Provider Convening
Wednesday, October 23, 2024	NCIT Steering Committee
Thursday, October 24, 2024	HSNCF Home Visiting Advisory Group
Thursday, October 24, 2024	Lights On Afterschool
Tuesday, October 24, 2024	Training Virtual Townhall
Tuesday, October 29, 2024	Flourish Alachua: PPD Training Initiative Session 6 Death Doula Network
Wednesday, October 30, 2024	Flourish Alachua: PPD Training Initiative Book Club Part 2 Review: The Fourth Trimester

PLANNING, RESEARCH, AND EVALUATION

Evaluation Planning, Data Analysis, and Support

- 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.
 - **Business Leadership Institute**
 - **Early Learning Coalition of Alachua County**
 - **NewboRN Nurse Home Visiting**
 - **Family Resource Centers**
 - **PEAK Literacy**
 - **Summer Camps** (follow-up communication)
 - **Akwaaba Freedom School**
 - **TeensWork Alachua**
 - **AMikids Gainesville**
 - **Swampbots Robotics**
 - **YMCA Level Up Teen Nights**
- Contract FY2024 close-out - sending reminders for final evaluation deliverables (i.e., data, end of year reporting, and program reflections) to all Enrichment Providers, Mentoring Mini-Grants, NewboRN, and more.
- Contract FY2025 development (new) and renewal meetings. Development, revision, and review of performance measures, data collection and reporting requirements.
- Afterschool Program evaluation – analyze data, develop, and present content.
- Summer Camp evaluation – analyze data, develop, and present content.
- TeensWork Alachua evaluation – analyze data and report drafting.
- Discussions about Help Me Grow and how to support early childhood screening, system of care, and family engagement/parent-child activities to support children meeting developmental milestones.

SAMIS Administration & Oversight

- Configuring, customizing, and testing picklists, surveys, features, requirements, and functionality for programs.
- Initiated a new Enrichment Services request form and process within SAMIS.
- Design, implement custom data entry for new programs.
- Attended SAMIS collaborative meetings (User Collaborative).

Community Assessment, Planning, & Indicators

- Receive and compile input from Board members to inform the Summer Camp RFP.
- Review and provide feedback on a doula survey.

FINANCE AND ADMINISTRATION

FY 2024 Budget Report (August)

FY 2024 Checks and Expenditures Report (August)

FY 2024 Programmatic Award and Expenditures Report (August)

COMMUNICATIONS

For the month of September

“Tidbits” - External newsletter

- 41.7% open rate and 4% click rate
- Most-clicked link was the [Grants Conference photo gallery](#).
- Next edition coming in October

Website Traffic - Key Points

- 4,600 views and 1,300 unique users
- The top-visited page was again the homepage, followed by Bids and RFPs and the Programs Directory.
- Most views are again coming from organic searches, followed by direct access.

Social Media - Key Points

- Gained 21 net followers on Facebook and 11 followers on Instagram (both on par with last month)
- Facebook posts reached 3.3K users, and Instagram posts reached 219 users, all organic reach. I learned Meta’s algorithm changed mid-August and now prioritizes advertising posts even more, so we will re-evaluate strategy and consider posts to boost each month.
- Top Facebook content: [Lights On Afterschool event introduction](#), [National Literacy Month](#), and the [CDS Family & Behavioral Health Interface Youth Shelter ribbon cutting](#).
- LinkedIn had 75 organic impressions and gained 5 new followers.
- Our Constant Contact open rate is a remarkable 45% over the past month, with 6% clickthrough rate. There were 3 net new subscribers, all organic additions (including possibly our first addition through the Tidbits newsletter signup, as opposed to the general interest signup).

News releases

- [Children’s Trust expands access through language service](#)

Other notables

- New photo galleries include the [High Springs Woman’s Club](#) event where ED Kiner spoke, some photos of the [CTAC building](#) and in-progress construction, and [TeensWork Alachua end-of-year celebration](#).
- New marketing pieces include a book sticker, bookmarks, and generic Children’s Trust stickers for book giveaways and similar events.
- Work on the annual report is underway. It will be arranged by goal and emphasize transparency of investments.
 - The [cover art contest](#) for high school students also closes later this month, and one UF College of the Arts faculty member is already on board to be a judge and help select the winners. The winning artwork goes on the cover of the annual report, and the top 3 will be showcased in the Children’s Trust office.
- [Lights On Afterschool](#) event is created, and plans are coming together. A press release should be out soon.
- Much of our content focus for September was on [National Literacy Month](#), and in a continuation of effectively the same theme, October will have a lot of National Book Month content.
- Website updates include an [accessible Strategic Plan PDF](#), found at that menu item, the [organizational chart](#), and a page for [capacity building](#).
- The CTAC website migration date is set for November 14. This shouldn’t affect anything from an external viewpoint, but the website may temporarily be down. (Undetermined as of this moment.)
- Plans are in motion for a new resource guide product, coming early calendar year 2025.

BOARD MOTIONS AND REQUESTS

DATE	MOTION / REQUEST	STATUS
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
5.13.2024	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
6.10.2024	<p>1. Motion: Vice Chair Cornell asked staff to see if any of the unallocated funding of \$300K for ELC can be assigned to Goal 1 instead of Goal 2.</p> <p>2. See if the remaining balance of unallocated funds, up to but not exceeding \$491,131, can be spent in Goal 1.</p>	<p>1. In progress</p> <p>2. In progress</p>
8.12.2024	Member Chance mentioned that programmatic dashboards showing awarded amounts and actual invoiced/funded amounts for each program area would be helpful and useful for staff to create or distribute.	In progress
9.9.2024	Motion made by Vice Chair Cornell, Seconded by Member Certain to 1) To authorize CTAC staff to negotiate and execute agreements with organizations that scored 70 or higher, 2) To bring back to the Board a report of unspent funds, 3) To limit the cost per session not to exceed \$1,000, and to report back on how organizations adjusted their programming in response.	In progress
9.9.2024	Chair Pinkoson requested to have a discussion for future RFPs about the maximum amount of funding a provider can request of the total allocation.	TBA

SUCCESS STORIES

Success story shared from University of Florida Saving Smiles Program

This month, we saw a 16-year-old female patient accompanied by her guardian in our Saving Smiles Program. This patient had a rare form of periodontal disease where the supporting bone around her back permanent molars rapidly resorbs due to the presence of certain aggressive bacteria. She had received initial treatment from the UF College of Dentistry Periodontics clinic which had stabilized her gum health and halted the progression of the disease. Unfortunately, the patient was unable to afford the maintenance treatment, which consisted of regular dental cleanings every 3 months. Without this treatment, the disease would likely recur, and she would be at risk of losing her back molar teeth due to severe bone loss. The Periodontics clinic referred the patient to our program, where she received a dental cleaning at no cost. She is scheduled to receive future needed dental cleanings in our program in 3-month intervals.