



CHILDREN'S TRUST
OF ALACHUA COUNTY

EXECUTIVE DIRECTOR REPORT

November 1, 2024 - December 1, 2024

SUMMARY
1. End of the Year Thank You

**MEETINGS AND EVENTS FOR PLANNING,
COORDINATION, AND COMMUNITY ENGAGEMENT**

DATE	MEETING / EVENT	SUMMARY
11/2	Parent Empowerment Event hosted by Rep. Yvonne Hayes Hinson	L. Cayson coordinated with staff from Rep. Yvonne Hayes Hinson office to drop off items purchased for Parent Empowerment event (sponsored event)
11/2	Tu Fiesta Radio Festival	L. Cayson participated in the tabling event at Tu Fiesta Radio Festival. Provided information and handed out free CTAC t-shirts. CTAC was presented with an award during the Festival. Took photos and shared them on CTAC's Facebook page.
11/5	River Phoenix, AMiKinds, & Baxter's Place Meeting	ED Kiner, COO Goldwire, DOP James met with River Phoenix, AMiKinds, & Baxter's Place to discuss youth leadership and conflict resolution training.
11/6	Enrichment Convening	CTAC staff provided updates and shared information with the new Enrichment providers.
11/6	11th Annual Women United Holiday event hosted by United Way	ED Kiner, K. Goldwire, L. Cayson, B. James, K. Rabin, M. Jones, and S. Sumner attended the annual event that supports ALICE families. (sponsored event)
11/7	Family Promise of Gainesville, "Every Child Deserves a Home" annual event	ED Kiner and L. Cayson attended the annual event hosted by Family Promise of Gainesville.
11/8	Community Safety Day Training	L. Cayson participated in the Community Safety Day training hosted by Gainesville Fire Rescue. The three-part training consisted of: Crisis Intervention and De-escalation, Stop the Bleed training and Narcan training.
11/9	Business Leadership Institute Session 2 - Marketing	ED Kiner, Early Childhood Coordinator M. Jones and Communications Manager K. Rabin attended the BLI Workshop for the V'Locity Master Class with a focus on Marketing.
11/12	Early Childhood Food Security Project	ED Kiner, Early Childhood Coordinator M. Jones, and COO Goldwire met with Alyssa Berger, UF Research Coordinator to discuss her food security project/grant to determine opportunities to improve food security for infants and toddlers.

11/12	5th Ave Neighborhood Association meeting	ED Kiner and L. Cayson attended the meeting. The committee discussed overall neighborhood happenings and the upcoming slate of officers.
11/13	Gun Violence Stakeholders Meeting	ED Kiner attended the Gun Violence Stakeholders meeting.
11/13	Leadership Gainesville 51	L. Cayson and K. Goldwire participated in Leadership Gainesville 51. This month's session featured Santa Fe College and programs offered at the different site locations.
11/13	Family Resource Center Convening	CTAC staff facilitated a convening, to share information, and provide data collection and SAMIS training to Family Resource Center providers.
11/14	Community Foundation - 2024 Annual Legacy Award Event	ED Kiner, K. Goldwire, L. Cayson, D. Tyson, K. Rabin, and B. James attended the Community Foundation's Annual Legacy Awards Event.
11/14	CDS Family and Behavioral Health Services - 54th Annual Celebration and meeting	L. Cayson attended CDS Family and Behavioral Health Services 54th Annual Celebration and meeting held at the 1908 Grand in Gainesville.
11/17	River Phoenix March for Peace & Justice	ED Kiner spoke at the Unity in Community March for Peace & Justice.
11/18	Alachua Co. Retired Educators Association (ACREA) Meeting	ED Kiner spoke at the meeting and shared information on the TRUST and opportunities for members to volunteer with programs around the county.
11/19	Leadership Lunch with Coach Steve Spurrier	ED Kiner & CFO Sumner attended a leadership luncheon featuring Coach Spurrier as the keynoter.
11/19	Commissioner Desmon Duncan-Walker	ED Kiner and Commissioner Duncan-Walker met to discuss upcoming funding opportunities available to the community for arts and culture.
11/19	Goodwill Leadership Fall Cohort of TeensWork Alachua	ED Kiner spoke to the youth enrolled in the fall program of TeensWork Alachua.
11/20	Early Learning Coalition of Alachua Co. Board Meeting	ED Kiner attended the ELCAC Board Meeting.
11/20	CAPP Funding Meeting	ED Kiner, CFO Sumner, & COO Goldwire met with county staff to learn more about CAPP funding processes and procedures.

11/20	Project Echo Health Literacy Series - Frank Catalanotto, DMD, President, Floridians for Dental Access	L. Cayson participated in the final Project Echo Health Literacy series for the year. Dr. Laura Guyer introduced Frank Catalanotto, DMD, who discussed his presentation on, "Dental Access: facts, fictions and fairy tales." Dr. Catalanotto founded this group and for the past 8 years, across Florida has been advocating for the Dental Therapist model, to provide access to dental care to help with Florida's dental deserts. He indicated that data shows it's the worst in the nation. Dr. Catalanotto referenced literature on evidenced based approaches to improving access to care and Dental Therapist is a good model. This bill has been denied by the legislature. The FDA, "opposed this legislation because Florida has a sufficient dental workforce to address the dental care needs in the state of Florida. Dr. Catalanotto hopes it will pass in this upcoming Florida legislature.
11/20	Freddie Jones, Gainesville Housing Authority, Sponsorship and outreach meeting	L. Cayson met with Freddie Jones, Resident Services Specialist Team Lead, to discuss sponsorships and outreach opportunities.
11/21	CFAA Annual Meeting and Partner of the Year Awards event	L. Cayson attended the Florida Community Actions annual meeting and awards event. The Florida Community Action service area covers Alachua, Marion, and Levy counties.
11/21	PACE Center for Girls	ED Kiner visited the PACE Center and met with ED Heidi Keegan and staff.
11/22	Tour Kanapaha Botanical Gardens	ED Kiner and L. Cayson met with staff from K.B.G. to discuss logistics for potential rental space to hold a staff retreat.
11/22	Community Foundation Grants Committee	ED Kiner participated in the Leaders of Color Grants Committee meeting.
11/25	Florida Chamber Foundation Meeting	ED Kiner & COO Goldwire met with Makayla Buchanan, Dir. of Early Learning & Literacy for the Florida Chamber Foundation to discuss Trust initiatives in early learning and learn about the Chamber's focuses.

PROGRAMS CALENDAR

November	
Monday, November 4, 2024	Family Resource Center Quarterly Meeting
Monday, November 4, 2024	Children's Trust Regular Board Meeting
Tuesday, November 5, 2024	Meeting with River Phoenix, AMI, and Baxters Place to discuss Youth Leadership and Conflict Resolution Program
Wednesday, November 6, 2024	Enrichment Funding Kick-Off and Convening
Thursday, November 7, 2024	Provider Town Hall Training/LMS and Fiscal Updates
Saturday, November 9, 2024	BLI Master Class Session 2: Marketing
Tuesday, November 12, 2024	Early Childhood Food Security Research Project
Tuesday, November 12, 2024	The Future Call: Conversations on Florida's Early Learning Future
Wednesday, November 13, 2024	Family Resource Center Provider Convening
Wednesday, November 13, 2024	Flourish Alachua Breastfeeding Session 1
Monday, November 18, 2024	Comprehensive Literacy Planning Committee
Tuesday, November 19, 2024	NHVP Discussion with Healthy Start
Tuesday, November 19, 2024	SAMIS S3 Collaboration Meeting
Wednesday, November 20, 2024	North Central CRT Meeting
Wednesday, November 20, 2024	Flourish Alachua Breastfeeding Session 2
Thursday, November 21, 2024	FACCT Policy Affinity
December	
Wednesday, December 4, 2024	Messaging Session: Statewide Early Learning Campaign
Thursday, December 5, 2024	Alachua County Campaign for Grade Level Reading
Thursday, December 5, 2024	Maternal Health Discussion with Mobile Outreach Clinic
Thursday, December 5, 2024	Alachua County Campaign for Grade Level Reading Advisory
Friday, December 6, 2024	BEAM and Flourish Alachua Planning Meeting
Sunday, December 8, 2024	Roadmap 2024 Advisory Board Meeting (Quarter 4)
Monday, December 9, 2024	Roadmap 2024 Advisory Board Meeting (Quarter 4)
Monday, December 9, 2024	Children's Trust Regular Board Meeting
Tuesday, December 10, 2024	The Future Call: Conversations on Florida's Early Learning Future
Thursday, December 12, 2024	HSNCF Board of Directors Meeting
Saturday, December 14, 2024	BLI Master Class Session 3: Financial Management
Monday, December 16, 2024	Comprehensive Literacy Planning Committee
Tuesday, December 17, 2024	NCIT Steering Committee
Tuesday, December 17, 2024	SAMIS S3 Collaboration Meeting
Wednesday, December 18, 2024	North Central CRT Meeting
Thursday, December 19, 2024	BEAM and Flourish Alachua Planning Meeting

PLANNING, RESEARCH, AND EVALUATION

Evaluation Planning, Data Analysis, and Support

New and renewal contracts for FY2025:

Developed performance measures, monthly and end of year reporting requirements, and data collection tools for new and renewal FY2025 contracts. Engaged in discussions with providers to finalize performance measure requirements and train in SAMIS usage. Providers listed below:

Maternal Child Health:

- BEAM (Flourish Alachua)
- Doula Friendly Initiative

Early Learning:

- Early Learning Coalition of Alachua County
- Gainesville Empowerment Zone
- Help Me Grow

Health:

- Wellness Coordinator
- Saving Smiles

Mentoring:

- IGB Education

Other:

- PEAK Literacy
- Family Resource Centers
- SWAMP Bots Robotics

Enrichment

- Finalized performance measures, data collection requirements, satisfaction survey, and met with providers to review
- Developed a Services Request Form for CTAC website, allowing organizations to request enrichment programming at their site
- Presented Services Request Form and request/program delivery process, and trained providers in SAMIS at Enrichment Provider Convening, hosted by CTAC

Family Resource Centers

- Finalized performance measures, data collection tools, and SAMIS configuration.
- Facilitated FRC Provider Convening for training in data collection and SAMIS use

Annual Report

- Reviewed data deliverables for all providers and followed up with providers who have not submitted all data
- Compiled, organized, and reviewed data in final annual report

Board Presentations

- Compiled, analyzed, and reported program evaluation results of 2024 Enrichment Programs to the Board

Other/Ongoing

- Data follow up with providers
- Provider SAMIS training and support
- Collaborated on development of Maternal Child Health RFP
- Collaborated on development of Summer Camp RFP

FINANCE AND ADMINISTRATION

FY 2024 Budget Report (October)

FY 2024 Checks and Expenditures Report (October)

FY 2024 Programmatic Awards and Expenditures Report (October)

COMMUNICATIONS

For October 24-November 26 (adjusted due to prior early meeting)

Website Traffic - Key Points

- 5.8k views and 1.7k 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. Organic social media access increased slightly from the last time frame.

Social Media - Key Points

- Gained 21 net followers on Facebook and 9 followers on Instagram (both on par with last month)
- Facebook posts reached 12.4K users (^160%), and Instagram posts reached 958 users (^79%), all organic reach. These were largely boosted by two very popular pieces of content: The announcements for [Enrichment](#) (4.6k reach on Facebook) and [Belita as Director of Program Operations](#) (4.4k on Facebook)
- LinkedIn had 389 organic impressions and gained 7 new followers. The biggest boost came from the job listing for Executive Assistant (177 impressions and 22 clicks alone).
- Our Constant Contact open rate is a remarkable 41% over the past month, with 3% clickthrough rate. There were 4 net new subscribers.

“Tidbits” - External newsletter

- 39% open rate and 3.8% click rate
- Most-clicked link was the [TeensWork evaluation results](#).
- Next edition coming in December.

In the News

- [Children’s Trust allocated \\$1 million for hands-on learning experiences](#), Alachua Chronicle, Nov. 21
- [Santa Fe College Awarded Grant for College Knowledge Program](#), Santa Fe College News, Nov. 19
- [October 2024 Citizens of the Month](#) (sponsor), Mainstreet Daily News, Nov. 25
- [Thank you to the sponsors of the 2024 A Very GNV Holiday Parade](#), Alachua Chronicle, Nov. 15

Other notables

- New photo galleries include [Trick or Treating at CTAC](#), the [Enrichment Provider Convening](#), and a quick visit to [Boys & Girls Club](#) to capture its afterschool program.
- The 2024 annual report will be posted on the website by Dec. 1.
<https://www.childrenstrustofalachuacounty.us/communications/page/annual-reports>
- A new [Enrichment landing page](#) on the website serves as a one-stop-shop for youth-serving organizations to select one of our funded programs and receive their services.
- A media kit is nearly complete for the upcoming resource guide. Other pieces, including content, are moving along for that project, aiming for a February publication.

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
6.10.2024	See if the remaining balance of unallocated funds, up to but not exceeding \$491,131, can be spent in Goal 1.	In progress
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	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
11.4.2024	The Board discussed the need for affordable housing for families with children, with a focus on those living in cars or motels. Member Hardt suggested contacting Anne Ray from the Shimberg Center to give a presentation on local issues and potential solutions.	TBA
11.4.2024	The Board requested a joint meeting with the Alachua County Library Board.	TBA

SUCCESS STORIES

Junior Achievement 3DE Program at Eastside High School

The Junior Achievement - 3DE program got off to a strong start at Eastside High School this Fall. Since kicking off in August, over 250 East Side HS Freshmen have enrolled in the program which integrates real-world experiences with academic learning through partnerships between local school districts, Junior Achievement, and the business community. Through these partnerships, students connect with local business leaders and collaborate in small teams to develop strategies to address real business challenges. Last October 3DE students presented their ideas for strategic partnerships that the Alachua County Sheriff's Office could pursue to impact local problems.

In November with *Campus USA* as the 3DE Case Study partner, the impact of strong partnerships with local business stakeholders was on display at Eastside High School. On November 21, eight *Campus USA* representatives worked with students and teachers for a full day of activity. Due to the number of *Campus USA* "coaches" present and their willingness to engage in a full day of classroom activities, the coaches were able to meet individually with each 3DE team. This provided 3DE student teams with the opportunity to ask questions, gain business insights, and receive coaching and feedback as they develop and refine their ideas into strategies.

The Eastside HS 3DE Student teams will present their business case solutions on December 12, 2024 from 9:30 AM – 11:30 AM. Campus USA will be providing lunch for all of the students for the event and the company's CEO, COO and CFO are serving as the judges for the students' presentations.