



CHILDREN'S TRUST
OF ALACHUA COUNTY

EXECUTIVE DIRECTOR REPORT

October 1, 2024 - November 1, 2024

SUMMARY

1. Lights On Afterschool Event & UF Parade
2. Mentoring Convening
3. Halloween Collaboration with UF CARD

MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT		
DATE	MEETING / EVENT	SUMMARY
10/2	Crosswalk Dedication Ceremony in Memory of Dylan Roberts	Liz Cayson, Community Engagement Manager (CEM) attended the Crosswalk Dedication in memory of Dylan Roberts, the four-year-old boy killed in 2021 while crossing the street. Guest speakers at the event were Mayor Harvey Ward, City of Gainesville, Gainesville City Commissioner Desmon Duncan Walker, State Representative Yvonne Hayes Hinson, and State Senator Keith Perry. Photos of the event were taken and posted on CTAC social media.
10/2	Mirror Image Leadership Academy Meeting	ED Kiner met with MILA ED James Miller to discuss potential partnering options.
10/2	Meeting with Judge Ferrero	ED Kiner’s check-in with Board member Ferrero.
10/2	Opioid Task Force Planning Meeting	ED Kiner and Communications Manager Rabin met with the planning team for the Opioid Task Force to discuss the name of the Task Force moving forward a marketing campaign discussion.
10/3	Sunrise Rotary Meeting	ED Kiner attended the Sunrise Rotary Meeting.
10/3	GEZ Literacy Night	CTAC staff attended the event in partnership with GEZ. Storytelling and literacy activities and book giveaways.
10/4	UF Homecoming Parade meeting	Liz Cayson, CEM, attended the UF Homecoming Parade meeting. Organizers of UF Homecoming Parade held a mandatory meeting to discuss logistics for the upcoming parade scheduled for 10/18 and participants were required to attend the zoom meeting.
10/4	UF Community Relations Meeting	ED Kiner met with UF Community Relations Director Karen Thomas to discuss collaboration efforts.
10/5	BLI Session 1	ED Kiner attended the first session of the new cohort of BLI to discuss the importance of the program and to welcome their participation.
10/8	Boys and Girls Club Lights On Afterschool Budget meeting	Liz Cayson, CEM, K. Goldwire, COO, and ED Kiner attended the meeting to review the program planned for the day and budget.
10/8	Meeting with Dr. Luz Semeah	ED Kiner met with Dr. Semeah to discuss research and evaluation work and needs of CTAC.

10/12	Early Learning Coalition-StoryBook Village event	ED Kiner and Liz Cayson, CEM participated in the Storybook Village. With the theme, "Old MacDonald Had A Farm," L. Cayson dressed up along with other providers attending the event. The team shared information and answered questions from families participating in the event. Good news shared by a mom who said her daughter participated in Teenswork Alachua and it was an amazing experience for her. She was also able to purchase her own school clothes which was a big help for the family since there are other children in the home. Photos of the event were captured and posted on CTAC social media. This was a CTAC sponsored event.
10/14	4A's Community Breakfast	ED Kiner attended the community breakfast to hear about community needs, plans, and opportunities.
10/15	FACCT Communications Affinity	L. Cayson, CEM and K. Rabin, Communications Manager (CM) attended the meeting. Several CSC members discuss communication ideas, strategies and project ideas.
10/15	Children's Week	ED Kiner, K. Goldwire, COO, K. Rabin, CM and L. Cayson, CEM, M. Jones, Early Childhood Coordinator, met to discuss Children's Week agenda. For this upcoming year, the team will collaborate with the Early Learning Coalition.
10/15	Gainesville Rotary Meeting	ED Kiner presented an overview of CTAC at Rotary.
10/16	Leadership Gainesville 51	L. Cayson, CEM, and K. Goldwire, COO participated in Leadership Gainesville 51.
10/16	Meeting with ELC CEO	ED Kiner met with ELC CEO Xaviera White to discuss the development of an MOU between the organizations.
10/16	Meeting with the American Heart Association	ED Kiner met with Senior Development Director Shelby Bobbett about AHA's upcoming initiatives and events.
10/16	Stakeholders Meeting with the Gun Violence Alliance	ED Kiner attended the virtual meeting.
10/17	FL Dept of Health-Community Health Assessment Plan (CHIP) Housing Priority Area Work Group meeting	L. Cayson, CEM, attended the meeting. The CHIP group met to discuss developing measurable objectives for the Housing priority area. Also, create an implementation plan to drive action with support from housing experts, nonprofits and stakeholders.

10/17	Housing First Collaborative	L. Cayson, CEM, attended the Housing First Collaborative meeting via zoom on behalf of ED Kiner. This collaborative has been meeting for the past year, discussing the housing issues that families are experiencing in Alachua County. Trust Members Dr. Hardt and Maggie Labarta are members of this group.
10/17	City of Gainesville City Commission	CTAC received its Lights On Afterschool Proclamation from the City.
10/18	UF Homecoming Parade	L. Cayson, CEM, and CTAC staff participated in this year's UF Homecoming Parade.
10/20	Sunday Assembly Meeting	ED Kiner spoke to the Sunday Assembly participants and provided an overview of the Trust.
10/21	Representative Yvonne Hayes Hinson	L. Cayson, CEM, attended the Parent Empowerment Networking meeting. Representative Hayes Hinson brought together experts in the field of childhood learning etiology to host a Parent Empowerment Network event. The event would offer skilled medical experts and organizations with resources offering parents information on how to address issues such as asthma, autism and ADHD and other childhood ailments that affect children's academic achievements. The event is tentatively scheduled for 11/2/24 from 10am-2pm at MLK Multipurpose Center.
10/22	Tu Fiesta Radio Segment	ED Kiner joined the Boys & Girls Club Director Deonte Lee on a segment of Tu Fiesta Radio to discuss the Lights On Afterschool event and to highlight the afterschool programs of the Trust.
10/22	Alachua Board of County Commission	ED Kiner, L. Cayson, CEM and K. Rabin, CM, attended the Lights On Afterschool Proclamation presentation. ED Kiner accepted the proclamation.
10/22	Alachua League of Cities meeting	ED Kiner and L. Cayson, CEM, attended the meeting. ED Kiner provided an update to members of the Alachua League of Cities and guests, about upcoming initiatives that benefit children, youth and families throughout Alachua County. Mayor Marlowe, City of Newberry, Mayor Davis, City of Waldo, and Mayor Coerper, City of Alachua thanked the Children's Trust for the different initiatives taking place in their prospective cities and throughout the county.
10/24	Lights On Afterschool event	L. Cayson, CEM, and CTAC staff participated in Lights on Afterschool event along with Boys & Girls Club of NE FL.

10/28	City of Gainesville	L. Cayson, CEM met with John Alexander, City of Gainesville to discuss logistics for the Parent Empowerment event hosted by Rep. Yvonne Hayes Hinson.
10/29	Safe Kids NCFL Coalition meeting	L. Cayson, CEM, attended this Safe Kids meeting. The group met to continue to discuss strategies for implementing the goals for the coalition. This group is newly formed and will meet monthly.
10/29	FL Dept of Health-Community Health Assessment Plan (CHIP) CHIP Priority Area Workgroup for Access to Care.	L. Cayson, CEM, attended the meeting. This group is meeting to develop measurable objectives for priority area, access to care. The group will identify existing resources and assets to address the priority area, access to care and create implementation plans to address access to care. This group meets monthly.
10/31	Fun 4 Gator Kids Zone-Boo at the Zoo event	L. Cayson, CEM, participated in Boo at the Zoo in partnership with Fun 4 Kids. CTAC resource table with information and free swag items and goodies for children and families. Photos posted on CTAC social media.

PROGRAMS CALENDAR

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 FLAAYC 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
Friday, October 18, 2024	2024 UF Homecoming Parade
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 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
Thursday, October 31, 2024	Provider Town Hall Training/LMS and Fiscal Updates
November	
Monday, November 4, 2024	Family Resource Center Quarterly Meeting
Monday, November 4, 2024	Children's Trust Board Workshop - Maternal Child Health Update
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	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

PLANNING, RESEARCH, AND EVALUATION

Evaluation Planning, Data Analysis, and Support

Reviewed and developed performance measures, data collection, monthly and end of year reporting for funded programs:

- Contract FY2024 close-out: sent reminders for final evaluation deliverables (i.e., data, end of year reporting, and program reflections) to all Enrichment Providers, Mentoring Mini-Grants, and more.
- Contract FY2025 new development and renewal meetings; Development, revision, and review of performance measures, data collection and reporting requirements (providers listed below):
 - Early Learning
 - Early Learning Coalition of Alachua County
 - Help Me Grow Alachua
 - Gainesville Empowerment Zone
 - Enrichment
 - Crafty Gemini
 - Florida Museum of Natural History
 - Music and Arts Program for Youth
 - Santa Fe College Knowledge Program
 - All Well Health Services
 - Motiv8U
 - Cultural Arts Coalition
 - Dream on Purpose
 - Mentoring
 - Big Brothers, Big Sisters
 - Community Impact
 - IGB Education
 - Made for More
 - Education Foundation
 - Family Resource Centers
 - Partnership for Strong Families
 - Willie Mae Stokes Community Center
 - One Community Family Resource Center
 - Other
 - PEAK Literacy
 - Swampbots Robotics
 - CHS Wellness Coordinator
 - Saving Smiles

Mentoring Convening

- Led in person discussion with full grant mentoring providers regarding data and best practices. Involved compiling and analyzing data from mentoring providers and sharing whole group and individual provider data.

Board Presentations

- Compiled, analyzed, and reported program evaluation results to the Board.
 - TeensWork Alachua
 - Akwaaba Freedom School
 - Midnight Basketball
- Compiled and analyzed performance measures and program implementation data on summer camps. Developed and presented a workshop to the board outlining findings and collected board insight.

Other

- Maternal Child Health: Listening session, staff discussions, recommendations for programming
- Walked with other CTAC staff in UF homecoming parade
- Attended SAMIS collaboration meeting
- Welcomed to CTAC staff new Research, Planning, and Evaluation Coordinator, Dr. Amy Wagner

FINANCE AND ADMINISTRATION

FY 2024 Budget Report (September)

FY 2024 Checks and Expenditures Report (September)

FY 2024 Programmatic Awards and Expenditures Report (September)

FY 2024 4th Quarter Financial Report

FY 2024 4th Quarter Financial Report to the BOCC

COMMUNICATIONS

For October 1-23 (note shorter timeframe due to earlier meeting)

Website Traffic - Key Points

- 3,000 views and 930 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 11 followers on Instagram (both on par with last month)
- Facebook posts reached 4.4K users (^60%), and Instagram posts reached 488 users (^171%), all organic reach. This was a natural boost from more engaging content, like the UF Homecoming Parade.
- Top Facebook content: [ELC's Story Book Village event](#), [UF Homecoming Parade](#) (coming in second in only five days), and the first session of the [newest BLI cohort \(Business & Leadership Institute for Early Learning\)](#)
- LinkedIn had 101 organic impressions and gained 7 new followers (analytics only available for 21 days this month).
- Our Constant Contact open rate is a remarkable 43% over the past month, with 5% clickthrough rate. There were two net new subscribers, again organic additions.

In the News

- [Annual event spotlights local afterschool programs](#), Mainstreet Daily News, Oct. 24
- [Free Fall Festival this Thursday for Lights on Afterschool](#), Alachua County Chronicle, Oct. 21
 - Also in [Fun 4 Gator Kids](#) and [Mainstreet Daily News](#) (also printed)
- [WUFT coverage of the UF Homecoming parade](#)

Other notables

- New photo galleries include the [Literacy Night at Gainesville Empowerment Zone event](#), the [second September board meeting](#), [the first BLI session](#), and a collection of photos of the [TeensWork interns](#) throughout the summer from Goodwill. Galleries will be added soon of the UF Homecoming Parade, Mentoring Convening, and Lights On Afterschool.
- We utilized a new 3'x7' banner for the [UF Homecoming Parade](#), which will surely be utilized for many other purposes. We also rented a mobile billboard, which displayed [data](#) and [photos](#) to the thousands of parade-goers and additional viewers on WUFT and ESPN.
- We have begun to receive artwork for the [cover art contest](#) for high school students. The contest will be judged by three UF College of the Arts faculty members, and the Children's Trust will select the top three from the judges' top five. The winning artwork goes on the cover of the annual report. We planned for the top three to be displayed in the Children's Trust office, but they're already looking so good, we may have to create a temporary mini gallery!
- We have prepared a [Trick-or-Treat event with UF's Center for Autism and Related Disabilities](#) on Halloween. Our new building-mates, Guardian Ad Litem, are also excited to join in.

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	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 Healthy Start NewboRN Home Visiting Program

In September, the NewboRN Home Visiting Program enrolled a mom in a complicated situation who had no prenatal care, said she did not know she was pregnant, and spoke a dialect from her village in Guatemala. This mother only attended school until 6th grade in Guatemala And she came to the US recently as an undocumented immigrant. Our Family Partner, who speaks fluent Spanish, met this mom and her sister (who she lives with) in the hospital and was able to enroll the mom. This mom's sister speaks fluent Spanish, so she was able to learn about their situation. The family partner joined the nurse home visitor on the home visit to help with translation and providing resources so we could best help this family. The mom did not have insurance since she was an undocumented immigrant. The father of this baby was a neighbor in her apartment building, and he did not want to be involved with this baby. She was in the process of proving paternity and we were able to point her in the right direction to obtain child support. The NewboRN Family Partner and the social worker at the hospital worked together and Catholic Charities got involved while the mom was still in the hospital and provided many baby items such as a carseat, pack n play, and clothes. The family was provided with diapers, wipes, a thermometer, diaper cream, a quilt, bottle, baby clothes, condoms, Halo sleep sack, and crib sheet for the pack n play. Additionally, the mom was provided referrals for Healthy Start, WIC, childcare, food resources, child support, household items, mental health services that have translation services (National Maternal Mental Health Hotline and Postpartum Support International), and access to health care (UF Health Mobile Unit and Project SALUD). At the home visit, they discussed infant care/safety, safe sleep and the risks associated with Sudden Infant Death Syndrome, otherwise known as SIDS. There were loose blankets and pillows in the pack and play. We removed everything from the pack and play, placed the fitted crib sheet on the mattress, and wrapped the infant in the Halo sleep sack we brought. We demonstrated how infants could sleep well and safely without the extra pillows and blankets.

The nurse visited a family and their 6-day old newborn baby boy. This was their first baby, and they had lots of questions. The nurse reviewed breastfeeding and was able to help MOB successfully latch the infant without any pain. Infant had a mild tongue tie and was scheduled to be seen by OT the following week. MOB was also scheduled to be seen by lactation. MOB also told me she noticed an odd smell from the infant's umbilicus. Upon assessment I did notice an odor from umbilicus. The area did not show signs of infection, the area looked clean, dry and showed no signs of redness. Also, during assessment on the infant's backside, the nurse visualized a sacral dimple that they were unable to see the base of while using a phone flashlight. The nurse pointed this out to MOB and she and FOB stated no one had mentioned the sacral dimple and they were told everything looked fine. After explaining the usual protocol for this, we could update the pediatrician. MOB messaged her pediatrician on MyChart and was able to bring her infant to the Peds after hours soon after the home visit. Peds after hours cleaned umbilicus and used silver nitrate to help with healing. Peds after hours recommended an ultrasound for sacral dimple and the family's pediatrician was notified through MyChart. Infant has an ultrasound scheduled for Oct 3rd, 2024.

Nurse visited a mom who had just had her second child. She needed help in three areas. The first concern was that she was co-bedding with her baby. She didn't understand what safe sleep was and how it helped to prevent SIDS. Education was provided to her, and she was also given a pack n play, fitted sheet and infant sleep sack. Although outwardly Mom seemed fine, when she completed the Edinburgh postpartum depression scale, she scored very high. She then began to open up a little in regard to how she was truly feeling. She was given a referral to Better Beginnings and information about

other available resources. Mom's OB was notified. Mom had no history of high blood pressure during her pregnancy or delivery however when her BP was checked at the visit, it was very concerning (150/100). Mom's OB was contacted during the visit to let them know about this (and the Edinburgh score) Mom had no other symptoms to indicate that her BP was so high, so she had no idea. Mom was also helped with things like diapers, wipes, a thermometer as well as food and clothing assistance.