

Children's Trust of Alachua County

Strategic Planning Steering Committee Charge

Background

At its February 23 retreat the Board endorsed the idea of a strategic planning process to

1. Update goals using data that is readily available and broad community input to better understand the needs and opportunities for change within the community.
2. Use the information gained through this process to update goals and priorities and develop a long-term funding strategy.

Charge

To effectively conduct the process, a steering committee is recommended that can recommend to the board effective mechanisms for gathering information and to guide the process for building the new strategic plan. Included in their charge is

1. Proposing mechanism for updating needs assessment
2. Addressing the following issues discussed at the retreat:
 - a. What is the best allocation of CTAC funds?
 - b. CTAC's conceptual framework and theory of change
 - c. What role should CTAC play in coordinating/collaborating with other public agencies and municipalities?
 - d. Should CTAC serve as a backbone organization for Collective Impact?
 - e. How do we help build provider capacity and mitigate risks associated with non-profits with limited contracting experience and who may need support to be effective provider using public funds?
 - f. How can CTAC best leverage other public funding sources?
3. Proposing approach to community information gathering, including outsourcing and engaging community members, using the information gathered at the retreat (See attachment – "Community Listening").
4. Reviewing the work process as the plan develops.
5. Assisting with the draft of a final plan to be presented to the Board for approval.

Membership

4 CTAC Board members

Cheryl Twombly, Chair

Ken Cornell

Pat Snyder

Lee Pinkoson

Interim CTAC Executive Director (and/or Executive Director, once hired)

Kristy Goldwire

CTAC Director of Community Engagement

Elizabeth Cayson

4 Community representatives

Barzella Papa

Bishop Chris Stokes

Candice King

Christi Arrington

Membership is closed to facilitate continuity of discussion, but meetings will be noticed with opportunity for public comment provided.

Special Resources to the Committee

A consultant with experience with CSC's to help lead the process. Given the need to recruit a new ED, the staff at the CTAC are stretched thin and a consultant would carry a great deal of the workload associated with the planning, information gathering, and writing required. The listening tour, while leaning heavily on community members, would benefit from the expertise of a firm or consultant with experience in surveying and focus groups.

Attachment: Community Listening

Below is list of topics and audiences that the board would like to see in the community listening process.

Topics and Questions

- What gaps exist in terms of available services as well as populations served?
- A rank order of types of supports needed by children and families
- Obstacles/barriers to accessing supports
- What formal and informal supports have you found helpful for you and your children? Why, and how, were they helpful?
- What supports do you not have that you or your child need? What would be different if you had these supports?
- How can we best include you in CTAC's decision-making?
- How can we improve our organizational capacity and create the "CTAC way"?
- What helps? What hurts? What would work better? ... in education, health, safety, etc.
- What is happening in your neighborhood in terms of assets, service gaps, conditions, etc.?
- Do you know about CTAC? What do you know?
- Are you accessing CTAC services? If not, why not?
- What would improve the quality of life in your community?
- Who else should we talk to?
- What services do you wish you could provide? (for providers)
- What strategies are CTAC-funded providers using to build trust? (for providers)
- Are you partnering with CTAC? If not, why not? (for providers and partners)
- What strategies should CTAC be employing? (for providers and partners)

Audiences

- Parents and caregivers
- Children
- Sample targeted ages: Birth – 5, early elementary, late elementary/MS, HS/adult
- Sample those currently accessing CTAC programs as well as those not currently accessing
- Sample throughout Alachua County – urban and rural
- Sample vulnerable populations – immigrants, victims of domestic violence, housing insecure, juvenile justice involvement, pregnant women/new mothers, others TBD
- Sample at risk/at promise communities – those who have historically not had a voice or have not trusted institutions
- Providers – current and potential – nonprofit, public, for-profit
- Partners – current and potential – nonprofit, public, for-profit
- Key Informants (e.g., community leaders, Gainesville for All, pediatricians, faith groups, funders, etc.)

Methods considerations

- Talk to those who ran the initial CTAC campaign to determine who they spoke with
- Recruit community listening participants through trusted partners
- Partner with community organizations and trusted individuals within the community
- Utilize a contractor with experience in this type of data collection
- Recording and professional analysis
- Stakeholder analysis
- Network analysis
- Disaggregate the data by various groups, neighborhoods, etc.