

***Kentucky Strengthening Families  
Leadership Team Meeting***

***January 23, 2014***

***Facilitation Services Provided by***

**THE FACILITATION CENTER**

***FUNNELING IDEAS INTO ACTION***

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## Meeting Participants

Laura Beard	Brooke Gill	Vestena Robbins
Kristy Boggs	Paula Goff	Joe Roberts
Bill Buchanan	Joel Griffith	Judy Schroeder
Carol Cecil	Kristal Hankinson	Dr. Ruth Shepherd
Tal Curry	Tammy Isenberg	Terry Tolan
Courtney Daniels	Beth Jordan	Tina Webb
Heather Dearing	Diana Koonce	Paula Woodworth
Amanda Flannery	Tom Lottman	

## Meeting Facilitators

### **Stefanie Ashley**

Facilitation Center at ECU

### **Sarah Gilbert**

Facilitation Center at ECU

## Mission Statement

*The participants were asked to review and make any necessary edits to the existing mission statement. The revised statement is as follows:*

Kentucky is strengthening families, promoting knowledge and skills, and providing access to resources and support by enhancing protective factors through family, community, and state partnerships.

## Vision Statement

*The participants were asked to review and make any necessary edits to the existing vision statement. No edits were recommended, thus the agreed upon vision statement remained as follows:*

All Kentucky children are healthy, safe, and prepared to succeed in school and in life through families that are supported and strengthened within their communities.

## Values

*The participants briefly reviewed a list of values that were drafted at a previous meeting. They discussed the intent of those values, as well as, whether or not anything was missing.*

*The group agreed that the following ideas should be incorporated into the values:*

- Commitment to collective impact
- Effective and efficient collaboration and shared decision-making with families
- Evidence informed decision at family/policy level
- Families are their own best experts and should drive decisions
- Partnering with families and celebrating differences
- Respect for families
- We value that agencies are more effective when they work together

## Outcomes

*The participants briefly reviewed a list of desired outcomes that were drafted at a previous meeting. They discussed the intent of those outcomes and possible additions and edits.*

- Capable, well-trained workforce that supports families
- Collective impact – shared measures and outcomes
- Communication between families and agencies
- Consider eliminating or rewording the intent of 3-6 on “desired outcomes”
- Decreasing child maltreatment
- Divide outcomes for internal and external
- Evaluation is a front-end issue
- Social, emotional, happy – mental health

## Goals, Objectives & Action Plans

The participants were asked to identify common goal areas by answering the following question:

- What must we achieve within the next year?

The group shared their ideas on areas of focus and came to consensus on the following five goal areas:

1. Messaging/Awareness
2. Family Informed Systems/Family Support
3. Training & Technical Support
4. Integrate Concepts into Organizational Cultures
5. Shared Measurement Evaluation System

The group was then divided into five small groups and asked to complete a goal statement for the area given to them. They were also asked to begin drafting objectives and action plans that would need to be focused on during the first year of the short-term plan.

### 1. Messaging/Awareness

Develop a family-driven and research-based communication plan for multiple audiences of the Kentucky Strengthening Families framework.

Objectives – Year #1	Targeted Implementation Dates
<p><b>Plan A:</b></p> <ol style="list-style-type: none"> <li>1) Hire a marketing agency</li> </ol> <p><b>Plan B:</b></p> <ol style="list-style-type: none"> <li>1) Define priority target audience               <ul style="list-style-type: none"> <li>• Establish communication partners</li> </ul> </li> <li>2) Research audience need               <ul style="list-style-type: none"> <li>• Link to other goals</li> </ul> </li> <li>3) Develop and test message               <ul style="list-style-type: none"> <li>• Define expected outcomes</li> </ul> </li> <li>4) Identify communication methods</li> <li>5) Refine concept and message for all audiences</li> </ol> <p><b>Year #2:</b></p> <ol style="list-style-type: none"> <li>1) Engage local “messenger”               <ul style="list-style-type: none"> <li>• Action research or other model</li> </ul> </li> <li>2) Evaluate/refine</li> </ol>	<p>February 2014</p> <p>March – April 2014</p> <p>May – June 2014</p> <p>December 2014</p>

## 2. Family Informed Systems/Family Support

Build on strengths of existing programs, including family organizations, and identify gaps from the families' perspective.

Key Objectives – Year #1	Targeted Implementation Dates
1) Establish Family Informed Systems Workgroup to guide accountable implementation	February 2014
2) Identify state and peer-to-peer systems	March 2014
3) Create parent advisory board	April 2014
4) Create research mechanism to incorporate family voice	September 2014
5) Develop roll-out plan for deep-dive agency or community	December 2014

### Other idea(s) related to this goal:

- Family to Family support groups
  - Research with families and identify systems
- Organizational or agency survey
  - Assessment
  - Create a matrix of organizational and agency impact on 5/6 Strengthening Families Protective Factors
  - Menu of implementation strategies

### 3. Training & Technical Support

Ensure existing training infrastructures are aligned with Strengthening Families Protective Factors framework.

Key Objectives – Year #1	Targeted Implementation Dates
1) Develop content expertise (receive training) <ul style="list-style-type: none"> <li>• Leadership</li> </ul>	March 2014
2) Design common core content for integration (data-driven)	March 2014
3) Evaluate existing training infrastructure	July 2014
4) Develop guidelines for integration (plan) <ul style="list-style-type: none"> <li>• Identify who needs training</li> <li>• Look at existing training calendars</li> </ul>	September 2014
5) Agency-specific implementation	December 2014

### 4. Integrate Concepts into Organizational Culture

Each organization will have a plan to integrate Strengthening Families concepts into their organizational culture and practice.

Key Objectives – Year #1	Targeted Implementation Dates
1) Identify values to drive practice	February 2014
2) Develop talking points for high level <ul style="list-style-type: none"> <li>• Commissioners and Division Directors</li> <li>• Prichard Committee</li> <li>• Advocacy groups</li> </ul>	March 2014
3) Obtain buy-in at high levels (common language)	April 2014 Child Abuse Prevention Month
4) Analyze policy/practice/procedure for alignment	May – August 2014 Children’s Mental Health Awareness Day
5) Identify key targets for invasion	September – November 2014
6) Communicate, model and measure behavior changes	December 2014

## 5. Shared Measurement Evaluation System

The Leadership Team Evaluation Workgroup will complete an evaluation plan that includes process measures, outcome measures, and some shared measures across systems. The plan shall include methods to transform data into information that guides decision-making for all stakeholders.

Key Objectives – Year #1	Targeted Implementation Dates
1) Identify members for workgroup	February 2014
2) Identify representatives from each workgroup to participate on evaluation group <ul style="list-style-type: none"> <li>• What everyone wants to know</li> <li>• What questions/ideas are they trying to answer</li> <li>• What information do they need to evaluate progress on their goal</li> </ul>	February 2014
3) Serve as clearing house to avoid duplication of efforts	Ongoing – starts now
4) Assess the need and available resources for an external evaluator	March 2014
5) Develop theory of change and alignment with protective factors	April 2014 – ongoing
6) Identify/select at least three process, outcome and shared measures	September 2014
7) Develop a measurement framework at community level	December 2014

## Organizational Structure

The participants discussed the organizational structure of the Kentucky Strengthening Families Project. The identified groups, as well as, group purposes and members are as follows:

Group	Purpose	Members
<b>Steering Committee</b>	<ul style="list-style-type: none"> <li>• Keep high-level people informed and get their endorsement</li> </ul>	
<b>Parent Advisory Board/Group</b> <ul style="list-style-type: none"> <li>➤ Virtual network</li> <li>➤ Funding associated with this group (i.e., stipends)</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate back to families</li> <li>• Ensure relevance</li> <li>• Represent the voice of parents</li> </ul>	<ul style="list-style-type: none"> <li>• Specific to parents who have been through the system</li> </ul>
<b>Leadership Team</b>	<ul style="list-style-type: none"> <li>• Develop and guide project for Kentucky</li> <li>• List of responsibilities in Race to the Top plan</li> <li>• Make decisions on what this project looks like in Kentucky</li> <li>• Nurture collaborative process</li> </ul>	
<b>Administration Team</b>	<ul style="list-style-type: none"> <li>• Day-to-day operational support               <ul style="list-style-type: none"> <li>○ Communication hub</li> <li>○ Coordination</li> <li>○ Meeting management</li> <li>○ Minutes</li> <li>○ Technical assistance</li> </ul> </li> <li>• Plan for future years</li> </ul>	<ul style="list-style-type: none"> <li>• Diana Koonce</li> <li>• Dr. Ruth Shepherd</li> <li>• Kristal Hankinson</li> <li>• Tal Curry</li> <li>• Terry Tolan</li> </ul>
<b>Partner Group</b> <ul style="list-style-type: none"> <li>➤ Listserv</li> <li>➤ Resource for awareness/messaging committee</li> </ul>	<ul style="list-style-type: none"> <li>• Collective passion</li> <li>• Help disseminate framework</li> <li>• Intentionally informed /shared information</li> </ul>	

Group	Purpose	Group Members
<p><b>Workgroups:</b></p> <p><b>1) Messaging/Awareness</b></p>	<ul style="list-style-type: none"> <li>• Design plan for their stated goal</li> <li>• Implementation – if assigned by Leadership Team or Steering Committee</li> <li>• Research and development → recommendations</li> </ul> <ul style="list-style-type: none"> <li>• Finalize core values → recommend by next meeting</li> <li>• Refine messaging of protective factors</li> <li>• Incorporate partner group into plan</li> </ul>	<p><b>LEAD:</b> Diana Koonce</p> <ul style="list-style-type: none"> <li>• Laura Beard (Parent Group)</li> <li>• Courtney Daniels</li> <li>• Heather Dearing (FRYSC)</li> <li>• Joe Roberts</li> <li>• Judy Schroeder</li> <li>• CECC</li> <li>• Research Student</li> </ul>
<p><b>2) Family Informed Systems/Family Support</b></p>		<p><b>LEAD:</b> Laura Beard</p> <ul style="list-style-type: none"> <li>• SF Coordinator/Admin</li> <li>• Family Organization Leader</li> <li>• Prichard (Cindy B.)</li> <li>• Born Learning</li> <li>• FRYSC</li> <li>• CECC -- Local Representative</li> <li>• First Steps (Connie C.)</li> <li>• EC FPSS/EC FL</li> <li>• EC Agency Representative</li> <li>• CC</li> <li>• HS</li> <li>• Pre-K</li> <li>• DPP</li> <li>• Community Action</li> </ul>

Group	Purpose	Group Members
<p><b>Workgroups Continued:</b></p> <p><b>3) Training &amp; Technical Support</b></p>		<p><b>TEMPORARY CO-LEADS:</b> Tal Curry &amp; Brooke Gill</p> <ul style="list-style-type: none"> <li>• Head Start</li> <li>• State Funded Pre-K</li> <li>• Childcare</li> <li>• Early Intervention</li> <li>• Family Organizations</li> <li>• EC Mental Health</li> <li>• Home Visitors</li> <li>• Professional Development</li> <li>• TQRIS (STARS)</li> <li>• Training Resource Center</li> <li>• Evaluation Expert</li> <li>• Higher Education</li> <li>• Pediatrician</li> <li>• CECCs</li> <li>• FRYSC Training Director</li> </ul>
<p><b>4) Integrate Concepts into Organizational Cultures</b></p>		<p><b>LEAD:</b> Joe Roberts</p> <ul style="list-style-type: none"> <li>• Representative s of Leadership Team</li> <li>• Messaging Workgroup – to help with talking points</li> <li>• Agency Representatives</li> </ul>
<p><b>5) Shared Measurement Evaluation System</b></p>	<ul style="list-style-type: none"> <li>• Finalize desired outcomes</li> <li>• Translating data into information that is actually helpful to people</li> </ul>	<p><b>LEAD:</b> Tal Curry</p> <ul style="list-style-type: none"> <li>• Annie French (KDE)</li> <li>• Beth Jordan (BDID)</li> <li>• Dr. Ruth Shepherd</li> <li>• Dr. Vonda Jump</li> <li>• Paula Goff (KY Gov. Office)</li> <li>• Robin Rhea (CHFS Secy. Office)</li> <li>• Tena Robbins (BDID)</li> <li>• Terry Tolan (KY Gov. Office)</li> <li>• Tina Webb (DPP)</li> <li>• Tom Lottman (Child Inc.)</li> </ul>

## Roles & Responsibilities

*The participants discussed specific roles and responsibilities of the Workgroup Leads [see Organizational Structure], as well as, the entire Leadership Team. They are as follows:*

### Workgroup Lead

- Convene group
- Create agenda
- Ensure minutes/recording keeping is done
- Ensure workgroup is on point to their charge
- Follow-up with team to ensure progress
- Invite workgroup participants (see that it gets done)
- Maintain collaboration
- Member of Leadership Team
- Report to Leadership Team

### Leadership Team

- Celebrate success →Administration Team to incorporate
- Everyone actively participate – have a neutral facilitator
- Formally evaluate the collaborative
- Hold each other and yourself accountable
- Keep meeting
- Support each other (i.e., say “I’m slammed – need help”)

## Next Steps

The participants identified the following key next steps that need to be completed in order to keep the group moving forward:

Key Next Steps	Lead	Date
Create template for minutes and action planning and disseminate	Administration Team	
Leadership Team meetings every other month <ul style="list-style-type: none"> <li>➤ Workgroup conference calls in off months</li> </ul>	Administration Team to set/schedule date with group	Next meeting – March 2014
Finalize guiding principles	Leadership Team	Next meeting – March 2014
Setup SharePoint site	Tina Webb	

## Meeting Debrief

*The facilitator closed the meeting by asking the participants to answer a series of questions. Their responses are as follows:*

### **1. What is something positive that stood-out to you today?**

- Behavioral Health is a welcome partner
- Clarification on what this really is
- Collaboration – celebrating on success
- Collaboration and mutual commitment to families
- Everyone’s desire to let data drive everything that happens
- Everyone’s on the same page
- Excitement
- How smooth the day went
- I think it’s really going to happen
- Inspiring and energizing – how to move Kentucky forward
- It’s amazing that we all want the same thing
- Planning for sustainability
- So many people from different backgrounds committed to families
- The amount of passion is unbelievable
- The messaging and building everything from bottom-up
- There’s a lot of work displayed for one day
- This is something we could all agree on
- We got from big picture tasks to tasks with specific timeframes
- We have an opportunity to build a footprint for Kentucky families

### **2. What worked in regards to today’s meeting?**

- Food
- Neutral facilitators

### **3. What would have made the meeting better?**

- Warmer temperatures
- Windows

## Kentucky Strengthening Families Leadership Team Meeting January 23, 2014

Transportation Conference Room C117  
200 Mero Street • Frankfort, KY 40601

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**Purpose:**

To develop a short-term plan for Kentucky Strengthening Families.

**Outcomes:**

- Affirmed mission and vision statements
- Defined common goal areas and statements
- Action plan for each goal area
- Agreed upon organizational structure
- Agreed upon roles and responsibilities

### AGENDA

<b>9:00 am</b>	<b>Welcome, Introductions &amp; Overview</b>	<i>Terry Tolan/Dr. Shepherd</i>
	Mission & Vision	
	Common Goal Areas/Statements	
	Action Planning	
<b>11:30 am</b>	<b>Lunch in Transportation Cafeteria</b>	
<b>12:15 pm</b>	<b>Action Planning (<i>continued</i>)</b>	
	Organizational Structure	
	Roles & Responsibilities	
3:45 pm	Wrap-Up & Next Steps	<i>Terry Tolan/Dr. Shepherd</i>
<b>4:00 pm</b>	<b>Meeting Adjourns</b>	