

# VAHSA Board of Directors Meeting

*Wyndham Oceanfront, 5700 Atlantic Avenue, Virginia Beach, VA 23451*

*Meeting Minutes*

*Monday, 6/18/2018*

## **Welcome and Introductions**

- The regular meeting of the Virginia Head Start Association Board of Directors was called to order by Shikee Franklin at 5:05 PM
- Welcome, introductions. The board welcomed new members, Keiana During, NE Parent Representative and Kacey Dalton, SW Parent Representative.
- Members present: Dawn Ault, Angela Barnes, Pam Borders, Donna Buckland, Nichole Cooper, Kacey Dalton, Keiana During, Ramona Fisher, Shikee Franklin, Julie Greene, Robin Grossman, Wyvonnie (Bonnie) Harsley, Kim Hill, Rashanda Jenkins, Joyce Jones, Aleta Lawson, Alison Noble, Tammy Petrowicz, Jennifer Tonkin, Jackie Wake, Julia Beglane, Krystal Walls, and Anne Taggart

## **Approval of April 2018 Minutes** (Donna Buckland)

- Julie Greene made a motion to accept the minutes as submitted, Jackie Wake seconded, motion carried.

## **Executive Directors Report (Dawn Ault)**

Dawn suggested committee work prior to dinner. (6:00 p.m.)

Dawn distributed an updated board roster.

Dawn distributed information about proposals received for the Health and Family Institute.

- Call for proposals due June 29 – Health & Family Institute - Dawn asked for input or ideas for presenters.
  - Rashanda will send information about a facilitator for StrengthsFinders for this conference or future Directors' Council.
- The National Center for Parent and Family Engagement will be at the conference for a pre-conference option, Tuesday, December 4. Topic: Parenting Curriculum. Region III T/TA serves 5 states and Washington DC. Region III does not have a regional conference with a budget that can support regional conferences. Therefore, this pre-conference will be offered regionally.

Dawn gave an overview of the Virginia Early Childhood Integrated Financing meeting. Alison Noble and Angela Barnes also participated in the meeting. (agenda and slides were provided)

- The state is looking for ways to make the support services experience more accessible to parents and families.
- Discussion around Head Start becoming a Birth to Three program and VPI and VPI+ taking more of the 4-year olds. Not a new discussion. Nothing is changing overnight.
- Single Point of Entry at the State Level – HS, EHS, VPI, TANF, Part B and Part C - One-Stop and Navigator accessible electronically through a comprehensive streamlined application process.
- Streamlining of program monitoring was also discussed.

There was discussion around how the State could collaborate and streamline these services to families.

Dawn invited comment from other attendees. Alison Noble added that there was discussion around the fact that Virginia needs to fund Early Childhood Education and Child Care to scale. Alison also noted that there was discussion around Early Head Start and Head Start being a true Birth to Five grant process. Grantees could base their program options on community needs and have one grant instead of two.

Joyce Jones asked whether there was discussion around sharing data to identify families in need of services. Aleta Lawson described the challenges facing providers' current efforts to share information due to the privacy laws and system incompatibility.

Dawn asked the board members to consider the Association membership dues – By-Laws page 3, section 2, and c – annual review of cost per child. Dawn reviewed current fee structure (\$5.00 per child per funded slot.)

Dawn reviewed the strategic plan changes. Sections 3.1 – 3.5 have been amended per the April minutes.

The Association is in year one of the five-year plan. There is no need for a motion. Committees may refer back to their section of the strategic plan during their committee meetings.

Dawn provided a committee list and suggested talking points for committee work sessions.

*Board members met in committees 5:35 p.m.*

*Meeting was paused for dinner at 6:03 p.m.*

*Meeting resumed at 6:45 p.m.*

Shikee recognized Rashanda Jenkins for local positive press coverage for her program and Kim Hill as recipient of the Nancy Elmore Scholarship for staff.

### **Treasurer's Report** (*Bonnie Harsley*)

Bonnie referred the board members to the Treasurer's Report which summarizes all financial details. The details are also available on the financial report prepared by the accountants. The board members expressed their appreciation for the summary Treasurer's Report.

- Bonnie presented the financial statement as of May 31.
- The Association is operating within budget; therefore, the board does not need to consider any changes for this fiscal year ending June 30.
- Good news - \$750 IRS situation is resolved. The IRS has the official reporting on file for the new fiscal year – July 1 through June 30. The new fiscal year dates are now official.

### **Finance Committee Report** (*Bonnie Harsley*)

*Members: Bonnie Harsley, Robin Grossman, Dawn Ault, Shikee Franklin and Anne Taggart*

- Recommended no increase for the membership dues.
  - Jackie Wake made a motion to accept the recommendation, Joyce Jones seconded, motion carried.
- Reviewed the Whistleblower Policy and recommended policy number #1 – Shikee question: clarify how compliance officer is determined. Appointed by president or does the vice president serve? After being discussed it was decided the Vice President will serve.
  - Pam Borders made a motion to accept the recommendation, Ramona Fisher seconded, motion carried. Dawn will put the policy in the Operations Manual and will add compliance officer duties to the vice president's responsibilities.
- No changes to the By-Laws.
- Media policy – committee would like to see something more concise.
- Dawn asked for clarification about who is responsible for the social media policy. Shikee stated that the Governance Committee will address this in their report.

Dawn presented the Performance Report (July 20, 2017 through June 16, 2018) from Efficient Market Advisors. The Association will stay the course with current investments.

## **Conference Committee Report** *(Jackie Wake)*

*Members: Jackie Wake, Julie Greene, Alison Noble, Ramona Fisher, Jennifer Tonkin, Angela Barnes and Julia Beglane*

- Reviewed annual conference evaluations:
  - IT support was great!
  - Discussed having a breakout for each service area while HAC was meeting.
  - Addressing comments about more time for networking.
  - There is a need to add Emergency Contact information to the registration to ensure that if there is an emergency the Association knows who to contact.

Committee members revisited changing the annual conference date to the fall, flipping this conference date with the Health & Family Institute. After discussion with association staff, it was determined that due to current contracts through 2020 it would be difficult to do this at this time. The committee recommends that the Association begin planning for the change now but aim for 2021 to actually make changes. Aleta Lawson suggested that if the Association does make this change for 2021 they provide ample notice to presenters. The committee recommended making a decision by 2019 for 2021 in order to provide ample notice of this change to all.

The committee members asked that programs with an Early Head Start program consider sending staff to the Infant Toddler Conference. The conference registration is very low. The committee also asked that programs who did or did not send staff share feedback, so the committee can better understand attendance and why the conference is not well attended.

## **Scholarship Committee Report:** *(Jackie Wake)*

*Members: Jackie Wake, Julie Greene, Alison Noble, Ramona Fisher, Jennifer Tonkin, Angela Barnes, Nichole Cooper, Pam Borders and Julia Beglane*

The committee was very pleased with the number of applications and application quality.

- 10 High School applications
- 6 Parent Nancy Elmore
- 17 Staff Nancy Elmore

Jackie commended the work of the committee. There was excellent participation!

Dawn thanked the Head Start Collaboration Office for supporting the scholarships.

Julia presented the conference “no cancellation” policy for discussion. Dawn would like to be able to quote policy as the board discussed and there is no change to the policy, and it must be enforced.

- The committee recommended that we keep the policy as it is and that we do not make exceptions.
- Aleta discussed that some conferences have a cutoff date and a cancellation fee, the closer to the date, the higher the cancellation fee.
- Julia noted that she researched various association policies.
- The board then considered no cancellation after a certain date – no exceptions, (30 days prior to the conference.)
  - Dawn explained that the reimbursement process is cumbersome, especially if a program pays by check.
  - Dawn explained that the association also must pay fees for credit card reimbursements.
- Final determination by the board members: accept the committee recommendation – keep the policy as is and make no exceptions. Registration is a commitment to pay. Enforce the policy as stated on the website and send an email to directors to remind them that there is no cancellation.

## **Advocacy Committee Report:** *(Dawn Ault)*

*Members: Dawn Ault, Pam Borders, Krystal Walls, Kacey Dalton Keiana During and Rashanda Jenkins*

- Dawn pointed out that in addition to the parents previously noted as members, Kacey Dalton and Keiana During are now members of this committee.
- Dawn handed out a flyer for the January 28 – 31, 2019 Parent Advocacy Trip and Ambassador Program for review.
  - Dawn asks that directors carefully consider parents for recommendation to the ambassador program. There will be 4 participants in the program each year. There will be a selection process. There will be a letter of recommendation required with the application. Shikee suggested a letter of recommendation from their parent engagement or family service staff person. Parents on the board can apply.
  - As participants in this program, parents will participate in the advocacy trip and be trained to be able to continue to act as advocates and participate as needed in advocacy throughout the year by calling legislators, writing letters and assisting the association staff when the need arises. This would include sending thank you letters to acknowledge positive action as well as advocating for change.
  - Dawn reminded the board that this type of correspondence and advocacy is more effective when it comes from parents and families directly impacted. Participants will receive advocacy training and guidance such as talking points. Dawn will put this opportunity on the website once she has communicated about it to all directors.
  - There is \$5,000 in the advocacy line item to support this. The DC advocacy trip requires approximately a \$1,500 investment of association funds per individual.

Shikee asked how participants will be chosen. The scholarship committee will be responsible for reviewing applications using a rubric. Applications will be rated first, and then their region will be considered. Ideally there will be regional representation, but it will depend on the applications. Members expressed that there needs to be a fair representation across the region. Members recommended that each program must recommend one parent. Dawn will ask that each program make one recommendation.

Dawn addressed a question regarding National Head Start Association (NHSA) plans for a parent rally. NHSA will not have a fall parent rally this year, due to the many expected changes in the House and Senate with upcoming fall 2018 elections, but they are considering having one in 2019.

Dawn stated that the association is pleased with the Medicaid expansion approved in the state budget in late May 2018. She also noted that VPI+ received more funds for expansion.

## **Governance Committee:** *(Nichole Cooper)*

*Members: Nichole Cooper, Shikee Franklin, Donna Buckland, Joyce Jones and Kim Hill*

- Donna and Robin have agreed to serve a second board term. There are currently no vacancies on the board.
- The committee recommended creating an ad-hoc committee responsible for developing a marketing plan to recruit parents to participate in the association and within the individual programs, a Head Start parent development campaign. The committee asked if there is money in a line item to develop a marketing campaign for parent participation development, first within programs and then as a progression to participating as an advocate for the association. The committee also suggested developing a “parent spotlight” opportunity for those parents who are active participants at all levels. Staff and directors could also participate in this campaign. Aleta added that there are funds allocated for marketing in the funding provided by the Collaboration Office to the Association. She said possibly more funding could be added if needed to develop videos like they have on ECKLC but more unique to Virginia. Parents could learn about the full scope of participation, parent committee, policy council, and governing board and at the association level through participation in the VAHSA board. This would support the Association and the local programs with marketing tools. This would also support parent advocacy development aligned with the Parent Ambassador concept. Aleta recommended that the ad-hoc committee act as a Marketing Committee to develop a PR campaign. There are currently videos and tools out there that feature Virginia programs. The committee recommended that the ad-hoc committee include members outside of the board and solicit other programs that have experience and community volunteers with marketing experience. Donna noted

that Joyce Jones had great ideas that could be shared in the ad-hoc committee. Aleta suggested that current and past parents also be considered for participation.

- The committee is tabling social media recommendations until October. The committee may take some time tomorrow to discuss next steps.

Shikee reviewed the schedule for tomorrow. Start with breakfast at 8:00 a.m. and Health Advisory updates.

*Recess at 7:51 p.m.*

*Meeting resumed 6/19/18 @ 8:30 a.m.*

### **Health Advisory Updates:** *(Julie Greene)*

A written report was provided.

- Reviewed Virginia State BMIs in the PIR for the last three years. Between 25 and 28 percent.
- Loudon County made a significant improvement (40% reduction) by removing juice, adding water for thirst and milk for meals, purchasing water bottles and focusing on a Healthy Beverage change. BMI's and dental caries improved.
- The HAC committee will focus on this as a goal.
  - Julie reviewed opportunity for Virginia to pilot a program with 15 mini-grants from Virginia Department of Health, Emily Keenum.
  - Looking into creating a statewide goal to reduce obese/overweight children in Early Head Start/Head Start programs through a pilot program in Virginia that could be replicated in other states.
  - Need to get the word out. A great opportunity for us to set the bar.
  - Dawn provided suggestions - \$500 - \$1000 – practical examples – water bottles – wagon and water dispenser for the playgrounds – water canisters for infused water at parent meetings – Captain Hydra (curriculum).

Donna Buckland recommended a video: Sugar, the Bitter Truth, to use for parent education.

Joyce Jones recommended a book Dr. Kim Evans, The Fitness DAWGS – Diet and Workout = Great Success. Focus on teaching children on healthy eating and fitness to reduce obesity.

Jennifer Tonkin asked if there was any discussion about baby bottle use and juice and educating parents about transitioning children from the bottle as a strategy to reduce obesity. Julie said she would bring that forward.

Robin Grossman reminded board members about the Rev Your Bev campaign to support healthy drinking habits.

### **Training and Technical Assistance (T/A) Update:** *(Tammy Petrowicz)*

- It is the end of the contract year, June 30. PD Plan and calendar was accepted by Office of Head Start, and the TA team should be able to bring the final PD plan to the October board meeting.
- Brandi Black Thacker confirmed plans for the National Center on Parent and Family Engagement to participate in the December conference to present the parenting curriculum. Tammy encouraged directors to plan to send staff to the Health Institute. She is planning to bring “big hitters.”

### **Head Start Collaboration Office Report:** *(Aleta Lawson)*

A written report is attached.

- The Collaboration Office is required to do an annual needs assessment survey that asks programs about their collaboration efforts, community partners and resources.
  - This year there was 34 participants and 65% participation.
  - Highlights: success around identifying medical homes.
  - HAC questioned results regarding mental health providers. Programs said they were having more success identifying mental health providers. This contradicts data that statewide mental health resources are

stretched. There is inconsistency between survey and HAC participants, usually Health Coordinators, representing programs. There may be a “disconnect” between Health Coordinators and whoever completes the surveys for the program.

- IT Specialist network – funded through DSS. In their most recent contract they will be required to add IT Specialist who have an infant or child mental health endorsement. This will help bridge the gap. IT Specialists are being required to be credentialed in some level of the endorsement.
- Infant Toddler Connection /Special Education Local Education Agencies (LEA’s) – all Head Start programs are required to have partnerships – the survey has shown a decline in the birth to three connections. (infant toddler connection)
- Dental is a challenge – most significant medical and dental challenge is parental follow up.
- The VAHSA receives positive feedback.
- Aleta updated the directors on the Trauma Informed Care / Resilience training plan. To date, training has been provided at the Directors Council, Health & Family Institute, and at the annual conference in April and offered a few parent sessions. Training is planned in the Southwest region on August 10 and in Southeast for August 17 and a second in Southeast on October 1. All regions should plan for a regional training. After this, there will be train the trainer opportunities where John Richardson-Lauve will train staff to provide the training more locally in the event of staff turnover.
- Dawn, Tammy and Aleta are working with Virginia Quality Rating and Improvement System – some of the programs have had their folks come to the program and work for improvement. Head Start programs are required to be part of QRIS. Programs enter at a level 3. Programs can voluntarily work toward level 4 or 5.
- Tammy added that she is working with Kris Meyers and Jaye Harvey from the Virginia Cross-Sector Professional Development Team. They have expressed interest in receiving Practice Based Coaching (PBC) training so that there is consistent training language across the state among Head Start and childcare. They are working with the state capacity center to bring DTL and NCQTL for state PD providers can get training in PBC. Robin Grossman added that the Infant Toddler Network Specialist Conference is offering two-day PBC training. Tammy noted that Head Start is leading the way in coaching as the model.
- Aleta worked closely Early Childhood Special Education Coordinators and VPI to provide Early Childhood Leaders training and included Head Start Disabilities Coordinators. This was a huge success. There are some continuing communities of practice. Over 400 people across the state received training.
- SOHO books donated in September – over 22,500 books donated to 1,026 classrooms. Since 2012, Head Start in Virginia has received \$3.2 million worth of books, approximately 208,000 books. The Collaboration Office supports shipping with \$11,000 for each donation shipment. The shipments are valued at approximately \$300,000 - \$400,000. It is a wonderful partnership. We expect another shipment October 1.

## REGIONAL MEETING REPORTS

### SE Region (*Joyce Jones*)

- Trauma Informed Care – working toward the dates to include as many people as we possibly can.
- May 19th event parent power rescheduled due to weather.

### NE Region (*Jennifer Tonkin*)

- Working to schedule for Trauma Informed Care Training.
- They have a new director for Campagna Center and are excited about that.

### SW Region (*Donna Buckland*)

- Working to schedule first regional meeting for 2019 conference planning.
- There were no additional meetings since the last meeting.
- Trauma Informed care training planning is continuing.
- Robin Grossman presented additional information from the region regarding Virginia Quality:
- 128 providers participating in VQI in Southwest and more than 2/3rd are Head Start
- 12 programs chose to participate in a rating to move beyond level 3 and all but one were Head Start programs.

- One EHS achieved a level 5 and five of the programs achieved level 4.
- One-third of programs have stayed at level three throughout the region.
- Barrier in moving to level 4 is Instructional learning formats – CLASS tool. Using that to help structure PD supports.
- VA Quality is celebrating providers who have advanced. There were 35 programs that advanced one level. Some ideas are books, framed certificate and some totes.

*NW Region (Angela Barnes)*

- Angela reported that one of their programs received a level 5 rating through VQI.
- No official report at this time.
- Last conference the regional participants brainstormed how to lead as a region – adding trainings at the meeting, group communication.

*The members resumed Committee Meetings at 9:15 a.m.*

Dawn shared the board survey responses. Shikee asked that the committees also review the Operations Manual as required annually.

Dawn will do the new board orientation with the parents.

*Meeting reconvened at 10:15 a.m.*

**Day 2 COMMITTEE REPORTS**

*Scholarship committee:*

Jackie Wake presented the scholarship committee report:

- Infant Toddler (IT) Conference Scholarships
- Selected 8 IT conference scholarships with at least one from each region
- Discussed Scholarship Application changes or updates
- Committee will add a cap for number of words per response.
- Breakout Discussions at Annual Conference
- Committee assigned leads service area or topic.
- Ramona – Education, Jennifer – Family Services
- Considering Fiscal and Transportation
- Tammy said that T/TA would be happy to facilitate roundtable discussions
- One breakout session
- Set up a sticky note board at the beginning of the conference based on breakout topic for input prior to the breakout. Could post anonymously.
- Reviewed Operations Manual
- No recommended changes.
- Board Self-Assessment Survey
- Affirmed the work of the conference/scholarship committee. All good.
- Discussed the need for male representation on the board and how it is a regional and program wide issue. Regions need to nominate male representation.

*Finance Committee:*

Bonnie presented the Finance Committee report:

- Reviewed the board survey and feel that the committee has addressed the needs identified by updating the reporting format.
- Reviewed Operations Manual

- No recommended changes.
- Discussed possible fiscal consultant. The committee will do a feasibility assessment to bring to the October meeting for board review and action.

*Advocacy Committee:*

Dawn presented the Advocacy Committee report:

- Spent the time with new board orientation. Pam Borders assisted with the presentation.
- Roles and responsibilities of board and association, committees.
- Mission, vision and board binders.
- Did not review the evaluations. Encouraged new parents to review after the meeting.
- Discussed the parent ambassador program expectations and how parents could participate on the local and federal level.

*Governance Committee:*

Nicole presented the Governance Committee report:

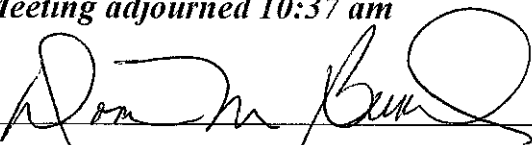
- Self-Assessment – all good.
- Discussed marketing and parent engagement and seeing if any retirees would be interested in participating in the ad-hoc committee.
- Nicole was voted as the liaison with the board, the retirees and the committee as needed.
- Also need to consider male engagement, involving dads.
- Dawn informed the committee that there will be 3 or 4 retirees at this conference, so we need to consider how to approach them regarding participation in the project.
- The committee will be considerate of this issue.
- Discussed a survey for building capacity for new directors and for parents and developing levels of capacity.
- Scheduled a conference call set up to work on the social media policy in July to have something ready by the October meeting.
- The committee members recognized Nicole as a “super-parent” because she not only served on her program’s committees and councils as well as this board, but also served on the board for Region III for NHSA. This is an example of the ultimate level of capacity and involvement.

Shikee asked for any further questions or comments.

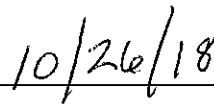
Dawn thanked the members. There was 100% participation at this meeting!

The next meeting will be held on October 23 and 24 in Stanton Virginia at the Stonewall Jackson Hotel. The plan will build in some time for the board to finish earlier on October 23 day for dinner paid for on your own for team building, social and relationship building time.

*Meeting adjourned 10:37 am*



Donna Buckland, Secretary



Date