

TEXAS COUNCIL OF CHILD WELFARE BOARDS, INC.
EXECUTIVE COMMITTEE CONFERENCE CALL
JANUARY 19, 2016
7PM
MINUTES

President David Cory called to order the meeting of the Executive Committee of the Texas Council of Child Welfare Boards, Inc. at 7:08pm, Tuesday, January 19, 2016.

Members participating in the conference call were: David Cory - President, Jeanne Stamp - Vice President, David Williams - Treasurer, Karen Cook - Co-Secretary, Patsy Baggett - Parliamentarian, Shannon Ireland - Executive Director, Nancy Preston, Catherine Early, and Lynda Topp.

Re-Branding Foster Care Committee Report: Catherine Early

Shannon Ireland found an initiative called Beautiful Social out of Philadelphia. It is a university that offers non-profit organizations to work hand in hand with interns to work with social media and internet based marketing. Catherine contacted them and we were accepted as 1 of their 2 projects for the spring semester. Last week she met with the student who will be our project coordinator. For free, they will do research, work up on-line media marketing, and they will develop all forms of social media they recommend we use. They will also set up tweet deck, (schedules posts a week in advance), hashtags, and suggested posts. They will set it up, have us approve it, and teach us how to use it. Catherine has these urls: fosteringbrighterfutures.info, fosteringbrighterfutures.us, She will continue to work on finding and purchasing these urls.

Catherine also reported that we received a website quote from Ira Lieberman who originally led the project when Fostering Better Futures was designed. His proposal is \$4,250. This is for the complete website development which includes matching zip codes to a database.

David W. asked Catherine what books had been sent to Dr. Wolf. She reported that she sent him: To the End of June: The Intimate Life of American Foster Care, by Cris Beam, Another Place at the Table: A Story of Shattered Childhoods Redeemed by Love, by Kathy Harrison, The Connected Child: Bring Hope and Healing to Your Adoptive Family, by Karyn Purvis, Ph.D, David Cross, Ph.D, Wendy Sunshine. Shannon suggested Somebody's Someone: A Memoir, by Regina Louise, and David Williams suggested looking at The Casey Family Website - www.casey.org.

There was discussion about the federal level suit ruling that was handed down today by U.S. District Judge Janis Jack of Corpus Christi about the foster care system in Texas, violating foster children's rights especially in group homes. Catherine stated that the findings are a very small portion of childcare, 6%, and although we need to do something

about the negative outcomes, we need to get the word out about the positive outcomes. We can ask Siebeling Communications or Beautiful Social to make a positive statement for us. The point is to not gloss things over, but to admit that there are some problems. We need to solve these problems, while bringing attention to the positive story. Highlighting the positive is good for everyone.

David C. stated that the challenge that the ruling poses for us is that we have a group of advocates, The round table group, who see this as an opportunity to get new resources into the system and they want to address not only foster care, but staff salaries, policy issues, workload issues, etc. David W. stated that we need to get the Department's view on the lawsuit. Catherine said true statistics is the answer to bring attention to the 94% of good results. We need to be prepared to respond to the lawsuit ruling.

Upcoming Meetings and Events: David Cory & Shannon Ireland

David C. thanked Region 1, 6 & 7 for getting meeting and events in to Shannon.

Thirtieth Annual Conference on the Prevention of Child Abuse - January 25-26, 2016.
Dallas, TX

April - Child Abuse Prevention Month

Texas Go Blue Day - Friday, April 8, 2016

National Blue Sunday - April 24, 2016

TCCWB Full Board Meeting, Austin, TX

Tuesday, March 22 9am-5pm,

Wednesday, March 23, 9am-2pm

TCCWB Executive Committee, Austin, TX

Planning Meeting:

Wednesday, June 15 9am-5pm

Thursday, June 16 9am-2pm

Executive Director's Report:

Drive4Change Poster Campaign: Shannon reported on the Drive4Change poster campaign. The poster theme will be tied to Child Abuse Prevention Month. She reported that the DMV does not have the numbers for 2015, although we do have the money. The license plate money for 2015 is \$8,541.19

Shannon stated that she had added auntbertha.com as a resource on the website. She stated that auntbertha.com is an online directory of social services organizations. The website is clean and easy to use. Categories are broken down: housing, education, food,

clothing, etc. Shannon reported that Austin is pushing bigbertha.com pretty hard. Shannon said it is by zip code. Another website: giveasyouget.com works similar to Amazon SMILES. The payments are 1-4% depending on the price.

Shannon's Committee Honey-Do List:

Awards Committee: Needs nomination forms and due dates.

Deadline is usually June 1st. Lynda suggested that we update last year's forms and set the due date for June 1, 2016.

Advocacy Committee: Shannon needs Child Abuse Prevention Month activities and ideas sent to her.

Resource Development Committee: Shannon is going to send the organization, Together We Rise, togetherwerise.org to the Resource Committee. This seems to be a youth led group. She was wondering about collaboration. Together We Rise in Texas: Decorate blue bags, fill them with items, and sell them for \$20.

Education Committee Report: March Meeting training or presentation ideas, so she can start working on them.

David W. asked about The Kids in a New Groove, since they did not perform at the Awards Banquet. Shannon said the program is still in operation.

Financials: Shannon stated that she moved money from council contracts for September, October, November into discretionary funds. \$17,500 was moved into discretionary funds. \$3000 was left in council account to cover fees, \$3300 for CAPTA .The total is \$38,773.

Committee Reports:

Education Committee Update: David Cory Getting ready for PCAT Conference: the exhibit table and CWB Workshops. We will use handouts, Nancy Preston will present the powerpoint presentation. The TCCWB members at the conference will help present the CWB workshops.

Advocacy Committee Report: No Report

Resource Development Update: Vicki sent a report. She reported that items for the table at the PCAT Conference have been ordered and received. There was discussion on the request from Amy Walsh of Cord Blood Banking to be listed as a resource on our website. It was decided that the request will be declined. David W. will talk to Vicki and the Resource Committee and TCCWB will decline the request.

Awards Committee Update: The nominations will be sent to Shannon.

Miscellaneous Business:

Play It Safe Update: David Cory

Briefing sheet gives pricing structure and renewal fee of \$25 per year. The committee's consensus was that the price was much more reasonable and agreed to put a link to Play it Safe as a resource on the website. A quote from Vicki Maline is also on the briefing sheet. Shannon suggested tying it to Child Abuse Prevention Month on the website, which was agreed upon by the committee.

Bylaws Update: David W will get the non-redline bylaws David C. and update the Operations Manual.

Further Discussion:

There was further discussion about the PCAT Conference and plans for setting up the exhibit booth. David C. stated that he would start setting up the exhibit booth at 5pm Sunday.

There was further discussion of training for the March meeting. Jeanne stated that there was new legislation, state and federal, for Missing and Exploited Children. She suggested having them come to do their legislative update. Andrea Sparks from Texas CASA is the new executive director for Missing and Exploited Children for the Austin office.

There was further discussion concerning the Round Table and that they are working to develop budget type requests for the next Legislative Session. They are keying off of the recent judge's ruling. There is a delicate balance for us between what the ruling addresses to giving the positive message that most foster parents are great. We need to be able to communicate that although there is some bad foster care outcome, most foster parents are working hard to make it a positive experience for foster youth. David W. stated that we needed to reach out to the department to strengthen our relationship with them. He would like a legal briefing in an advocacy roll from the department.

The meeting was adjourned at 8:36pm.