



Policy Committee Meeting Minutes

February 15, 2019, 8:00am – 10:00am

2227 Capricorn Way, Santa Rosa, CA 95407

Santa Rosa Conference Room

Attendees (listed alphabetically by first name)

Christina Rivera, County Administrator’s Office
 Elece Hempel, Petaluma People Services Center
 Jennifer O’Donnell, United Way
 Jennifer Traumann, Child Support Services
 John Hartwig, Information Services Department
 Kathleen Pozzi, Office of the Public Defender
 Lisa Wittke Schaffner, John Jordan Foundation
 Marianne McBride, Council on Aging
 Susan Cooper, CAPS
 Susan Gorin, Board of Supervisors

Guests:

Sarah Keiser, We Are Mentor Me

Staff:

Oscar Chavez, Project Staff
 Kellie Noe, Project Staff
 Helen Simi, Project Staff

Topic	Discussion	Decision	Next Steps
Welcome, intros, agenda, minutes – ACTION ITEM	Elece facilitated welcome and introductions and reviewed today’s agenda. Today’s meeting did not meet quorum; minutes for November 14 meeting could not be approved.		Approve Nov. mins in May.
Coaching Model Highlights	<p>Kellie provided an update on the coaching model. Upstream is moving from one-on-one structure to group trainings for increased cross-collaboration among involved organizations. This new model streamlines the process to allow less robust staffing to provide more training overall while maintaining quality. It is important to inform potential participants that these trainings are open to all organizations, not only programs aspiring to get onto the Portfolio. The curriculum was developed to “teach to any learner.”</p> <p>Kellie shared some exciting coaching model highlights:</p> <ul style="list-style-type: none"> • Since our launch in early December, our team has conducted 7 trainings for 41 organizations. • 4 refresh trainings and 1 logic model training have been completed. • These workshops allow for capacity building towards implementing evidence-based/informed programming. 		

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	<ul style="list-style-type: none"> • The new series on evaluation planning and implementation has been developed and will be presented by Leah Murphy. • The new model supports the growth of a learning community working in similar outcomes such as early literacy. • We will offer trainings on: <ul style="list-style-type: none"> • Literature reviews • Logic models • Data collection, cleaning and analysis • Program replication • Selecting and implementing evidence-based practices <p>Upstream will be publishing a quarterly newsletter to get the word out about upcoming training opportunities. Members provided additional contacts to add to our newsletter and training email lists. Upstream plans to launch a webinar for those who cannot attend in-person training courses. We also offer ongoing office-hours weekly. For more information on our training and office hour schedules visit www.upstreaminvestments.org.</p> <p>At the request of Supervisor Gorin, Upstream will provide a list of everyone who has attended trainings from our new model so she can see the organizations who are participating. There was interest from the all members in attendance in that information as well.</p> <p>Oscar emphasized evidence-informed programming is becoming the new normal. Families First is an example of federal legislation which requires for funding that an evidence-informed program from a clearinghouse be implemented. Oscar also shared that Upstream will host a Results-Based Accountability (RBA) training by Clear Impact next month. The RBA framework asks: How much did we invest? How well did we do it (evidence) as a result of our investment? How are we better off?</p>		
What's New with our Executive Committee?	<p>The Executive Committee's name will officially be changed to Steering Committee following the charter approval.</p> <p>Following Learning for Action's Systems Change Evaluation, the Board of Supervisors (BOS) approved recommendations to support actions in 5 areas. We have made impactful achievements in 3 areas: (1) Expand shared measurement; (2) Adopt the Human Development Index (HDI) & deepen collaboration with Health Action; and (3) Expand TA & reassess the Portfolio review process.</p> <p>The remaining 2 areas we are focusing on with the Policy Committee: (1) Expand Outreach; and (2) Promote Active Stewardship. We've developed a Stewardship Plan as a living document to guide this year's work. Each Policy Committee meeting agenda will be developed and informed by the Steering Committee and your</p>		

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	<p>feedback at each meeting. This is not meant to be a plan, but a tool we can use to reflect on our action items from each meeting and to guide our next steps.</p> <p>Supervisor Gorin explained that although it can be hard to quantify savings when investing in prevention, it is important to explain how the dollar-savings would morph into other prevention-focused work. This would create a sustainable funding cycle in the long-run.</p> <p>Christina Rivera suggested focusing the messaging on cost avoidance.</p>		
<p>Spotlight on Local Outcomes</p>	<p>Sarah Keiser from Sonoma County’s homegrown nonprofit, We Are Mentor Me, presented about their program, School Based Mentoring, and shared success stories about local youth and their mentors that demonstrate the value of prevention-focused practices.</p> <p>We Are Mentor Me operates with the mission to provide every child with an adult mentor. Mentoring is an evidence-informed practice which provides positive impact on young people’s lives. Through their partnership with Upstream, We Are Mentor Me began implementing data collection, analysis and reporting last year. They have long been listed on the Upstream Portfolio.</p> <p>We Are Mentor Me’s Mentoring for Success program has 382 active mentorships. Right now, 86 Petaluma children are waiting for a mentor. If you or your staff can offer one hour a week to volunteer and make a profound difference in a child’s life, please contact We Are Mentor Me.</p> <p>Sarah shared a powerful success story about a 3rd grade mentee and his mentor. After just 3 months of mentoring with this timid, English-learner student, his teacher saw a profound change in the child’s interactions with peers, confidence-level and classroom engagement.</p> <p>Sarah also shared an emotionally touching story of a young girl who suffered a very rough childhood involving drugs and physical abuse by her mother. After a year of mentorship, this mentee not only showed profound physical changes but also exhibited improved grades as well as social-emotional changes.</p> <p>The difficulty of trying to capture data on these improved outcomes for evaluating is figuring out how to measure these dramatic changes and demonstrate them through data. With the coaching support provided by Upstream, Sarah felt more confident taking on the data collection and evaluation piece. Strategic planning is key skill in evaluation that Upstream provides training on and their ongoing support allows organizations such as We Are Mentor Me to collect and use hard data in addition to powerful anecdotal successes.</p>		

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	<p>Sarah rounded out her presentation with these key takeaways:</p> <ul style="list-style-type: none"> • We Are Mentor Me believes in the benefits of collaboration – let’s share skillsets across nonprofits! • Their Call to Action is to shift the ask for funding to an appeal for organizations to implement the opportunity for staff to volunteer on paid time for 2 hrs/month. • We Are Mentor Me was able to implement a data collection process because of the coaching support provided by Upstream. Upstream offers free support with strategic planning which in turn allows for more efficiency and cost-savings. • Elece showed We Are Mentor Me Director, Deb, the value of Upstream. Although they were compelled to start investing with Upstream, staffing was a limitation until Sarah came onboard and was able to take it on. The value was long understood but they initially lacked the capacity to engage. • One of their greatest challenges is answering the question, “How do we use data to receive funding?” <p>Supervisor Gorin thanked Sarah for her powerful presentation that “hit all high points.” She recommended Sarah reach out to local for-profit companies, Keysight and Medtronics, and also County employees for volunteers.</p> <p>Jennifer O’Donnell shared that Schools of Hope attempted to measure “attitude shift” but was unsuccessful. She offered to collaborate to discuss measuring the “intangible” and anecdotal data. She also advised that gaining the support of for-profit companies will require providing them with data on outcomes.</p> <p>Kellie shared a template of the Impact Report Upstream will be creating for our organizations completing the Portfolio application and coaching process. Organizations will be collecting outcome data and can use this report template as marketing tool to demonstrate in a visually engaging and data-informative way how their program is impacting the community. The 3 page Impact Report will be shared with the Policy Committee, on our website, in our newsletter and in monthly highlights. The Impact Report template will be posted on website once it goes live.</p> <p>Impact Report Highlights:</p> <ul style="list-style-type: none"> • Who we are: Provide high-level program description and its positive outcomes; • What we achieved: Showcase program’s key outcomes/achievements, use of data visualization and client stories; • How we did it: Share important strategy, action or step leading to success of program; • Why it matters: Explain why program’s success matters to support the education, income and/or health and wellbeing of the larger community; and • What is next: Develop strategies to strengthen, sustain and/or scale program in the coming year, can include a Call to Action. 		

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	Jennifer loves this format and has developed something similar. United Way of the Wine Country has had success with this format for grant applications, especially outside of Sonoma County.		
Refresh the Message!	<p>While we have revisited our messaging numerous times, we still get reports that the messaging is too complicated, difficult to share and not accessible by general audiences. Committee members participated in a series of activities which we will use to develop language for our About Us page on the Upstream website. The goal is to ensure that the messaging is accurate, current, de-jargonized and accessible across sectors, using plain language.</p> <p>Members worked in small groups to provide their definition Upstream in 2-3 sentences and in user-friendly language, to articulate common words and reoccurring themes and to provide input on the current usefulness of the Funders Guides and Toolkits. Members captured notes within their discussion groups about how they communicate the upstream story within their organization and provided examples of how upstream strategies are implemented. This information will be used to inform the continuing work on refreshing the messaging.</p> <p>Kathleen Pozzi reiterated the importance of investing early and advises the Committee that she will ask the BOS for a social worker on her staff as an upstream investment. This resource can be leveraged to support children whose parents are currently in the system, educating them on the importance of school in order to break the cycle and empower them.</p>		
Upstream Initiative Staff-Led Evaluation	<p>Upstream staff will now be leading a self-led evaluation so we can continue to evaluate our own progress. We will be evaluating all of our offerings and using various tools to collect this data.</p> <p>All of our meetings will now have a feedback form to collect information about the meetings. The Committee was asked take a moment to complete the feedback survey.</p>		
Public Comment	None		
Adjourn	10:00 am	None	None