



STATE OF TENNESSEE
TENNESSEE COMMISSION ON CHILDREN AND YOUTH

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BUDGET AND DATA COMMITTEE
Andrew Jackson 9th Floor Training Room
Thursday, May 14, 2015
1:00 p.m. - 2:30 p.m.

MINUTES

Present

Christy Sigler, Chair
Brenda Davis
Ashley Dunkin
Gary Houston
Amy Jones
Jill Grayson Stott

Absent

Phil Acord
Bill Haynes
Ethan Flynn
Joshua Grubb
Petrina Jones-Jesz

Staff

Linda O'Neal
Sujit Das
Fay Delk
Bill Latimer
Rose Naccarato

I. Welcome and Introductions – Christy Sigler, Chair

Sigler called the meeting to order at 12:03 p.m.

II. Approval of Minutes

IT WAS MOVED (HOUSTON) AND SECONDED (STOTT) TO APPROVE THE FEBRUARY 2015 COMMISSION MEETING MINUTES. UNANIMOUSLY CARRIED.

II. TCCY Budget Update – Linda O'Neal

O'Neal reported on the budget expenditures. As of the end of March the agency had completed 75 percent of the fiscal year. Only 59 percent of budgeted salary amounts had been spent. She reported the agency was updating computers and related equipment. O'Neal said, based on the money available last year and this year at the end of the year, she believes the agency has sufficient funds to fill some unfilled positions. O'Neal traced the history of TCCY's budget issues contributing to the agency's caution is spending. Funds will be used to purchase the Compilation.

The agency is working with the Department of Human Resources (DOHR) to bring agency staff salary grades to appropriate levels. O'Neal wants to reclassify Papica's position. The agency has asked for Delk's position to be reclassified from a publication editor II to Information Representative. Equity increase has been requested for Townsend because she took on new responsibilities when she moved from Shared Services.

Davis asked about the new home visiting position that will be paid for through a federal grant received by the Department of Health. O'Neal said that position has been approved by the Department of Human Resources and she plans to have that position filled this summer.

DOHR does much of our personnel work as it does for small agencies and departments. It recommends an individual supervise only six employees because of the work on SMART goals, performance reviews, etc. DOHR recommends adding a job classification for three regional program administrators to each supervise two regional coordinators.

O'Neal reported the agency had no reductions in the budget passed by the Legislature and signed by the Governor. Funds were added for two additional counties with CASA programs ((\$16,500) each for Lincoln and Marshall counties) and \$30,000 to help the Tennessee CASA Association support development of CASA programs in unserved counties. Davis asked about administrative funds for TCCY and was told none was included.

IT WAS MOVED (DAVIS) AND SECONDED (STOTT) TO ACCEPT THE BUDGET REPORT FOR THE PERIOD ENDING MARCH 31, 2015. UNANIMOUSLY CARRIED.

IV. Resource Mapping Update – Rose Naccarato

Naccarato shared that the 2015 Resource Mapping Report was submitted to the Legislature by its April 15 deadline. Additional information on school funding and the percent of people who are uninsured was added in the mapping portion of the report. The new online reporting system should be available in late June. Naccarato said she would try to move up the data reporting deadline from the middle of January to December 1, which she believes is possible, and aim to get the report out before budget decisions are made. Naccarato reported some positive feedback from the report and also a data request from The United Ways of Tennessee about expenditures on after school programs through state funding.

V. KIDS COUNT Update – Rose Naccarato

TCCY will assist with the May 19th Casey Foundation release of *Every Kid Needs a Family*, about the need for family care for children in state custody. Eighty-one percent of Tennessee children in custody were in family or kinship placements compared to 84

percent of the nation's foster youth, but O'Neal pointed out most other states do not include their delinquent youth in any of the reporting included in the report. Information on the KIDS COUNT Data Center shows that the percentage rose from 61 percent in 2000 to 81 percent in 2013.

TCCY will hold a press event on May 19 in conjunction with the release, Naccarato said. DCS Commissioner Jim Henry, Charmaine Kromer of Youth Villages and Michael McSurdy of Family and Children's Services will participate.

Das and Naccarato attended the KIDS COUNT Data Conference, which had presentations on Census data and on visualizing data. Das reported on the progress of adding new indicators to the Data Center and his interest in the data visualization techniques

Naccarato remained in Minneapolis after the conference to attend another summit of the LISA leadership training program. The programs required her to pick an area to try to affect. She picked that all children will graduate from high school on time. She is working with Hargrow to collect data about elementary level suspensions by age, race and gender and special education information.

Houston reported he was an elementary school principal for 20 years and suspended fewer than five students. He said more children come to school with issues and difficulty behaving and that in-school suspension was optimal. However, he said a child disrupting a classroom creates problems.

VI. Web Stats – Sujit Das

Das presented statistics on TCCY's website for January, February and March 2015. Based on total hits, the highest activity was in March. Total hits include 'Downloads' and '206 Downloads' (a partial or incomplete download of any webpages). The '206 Downloads' were about 10 percent of total hits. The distribution shows that the highest percent of total hits among the top 10 visited areas in all three months were to Kids Count pages. More than 40 percent of total hits were jointly to Kids Count and *The Advocate*. The remaining major areas included Legislative, Ombudsman and Children's Advocacy Days Presentations.

Delk reported the state is redesigning its website and the current system will not be available. Google Analytics is the system to be used for creating web statistics. The new website should go live in June.

VII. Media Report – Fay Delk

Delk reported on the Media Report for the fiscal year through the third quarter of the year. It included the previous KIDS COUNT data snapshot on the updates in ways of measuring poverty, which showed the effect of federal programs on lifting people out of poverty.

The report included five months of the new online clipping service and the use of Google searches. Delk discussed concerns about whether the service should be reconsidered. However, newspapers still make up nearly two-thirds of the coverage.

Delk also reported on the agency's use of social media, which continues to grow. Rust and Cody have made particularly good use of Facebook. She pointed out news stories and social media are free, so we have limited control. Participants at Children's Advocacy Days made good use of Twitter, including by Genesis Hardin. We continue to explore newer social media. Houston asked about geographic differences in coverage. Stott recommended all Commission members encourage friends to access our Facebook page and that coordinators include information in their meetings.

VIII. *The Advocate* – Fay Delk

All committee members should have received e-mailed copies of *The Advocate*. The March edition focused on policy and legislative issues, and the April edition focused on Child Abuse Prevention Month. The May newsletter covered teen pregnancy. The June newsletter will be on foster care and the July edition, child health.

The new content management system used by the state to update its website will not include e-mail distribution system. They are requesting bids for another system, which should include it and should be available by the fall. O'Neal requested committee members to communicate to TCCY if there are issues that need to be covered.

IX. Whole State Branding Initiative – Richard Kennedy and Linda O'Neal

Kennedy reported the state is undergoing a system-wide branding. State departments are required to use the a single common logo, but they are letting smaller agencies that have logos keep their logos or use both. TCCY will be able to use the logo it has had for more than 20 years.

O'Neal told of attending Tennessee senators' constituent breakfast during the Coalition for Juvenile Justice Hill visits. Someone from a rural part of Tennessee recognized the logo on her TCCY folder and came over because the person had participated in a TCCY regional activity.

Kennedy pointed out the state's aim of being recognized as one enterprise. He reported on the complexities of finding a logo for the entire state. They are hoping for a "halo effect" so that people will link the positive feeling they have for state services they like, for example, state parks, to services they may not like. In order to minimize the costs of the conversion, signage, business cards, brochures, etc., will be updated with the new logo as they need to be replaced. Kennedy said the state seal and the state flag will not be affected.

X. Other Business

There was no further business.

**IT WAS MOVED (STOTT) AND SECONDED (DAVIS) TO ADJOURN.
UNANIMOUSLY CARRIED.**

Minutes Prepared by:

Minutes Approved by:

Fay Delk, Publications Editor

Christy Sigler, Committee Chair