

Budget and Data Committee

Location: WebEx Address: <https://tngov.webex.com/meet/blatimer>
Call in number: 415-655-0003
Date: Wednesday, 2/5/2020
Time: 10:00 A.M. CDT

Present: Richard Kennedy, Exec. Dir., Craig Hargrow, Dep. Exec. Dir., Sujit Das, Fay Delk, Sherry Isom, Jennifer Jones, Bill Latimer, Rose Naccarato, Russette Sloan

Staff Absent: Jonquil Newland

Commission Members: Christy Sigler, Chair, Brenda Davis, Ashley Dunkin, Sharon Green, Petrina Jones-Jesz, Rob Philyaw, Allan Sterbinsky, Altha Stewart

Guests: None

1) **Call to Order – Christy Sigler**

After ascertaining there was a quorum, Sigler called the meeting to order at 10:00 a.m. Sigler asked Commission Members and staff to introduce themselves.

2) **Approval of November Budget and Data Minutes (ACTION)**

Sigler asked for a motion to approve the Budget and Data minutes from the November Commission Meeting.

Sterbinsky moved to approve the minutes from November 7, 2019. Dunkin seconded. Unanimously Approved.

3) **Staff Updates**

Budget Overview – Richard Kennedy

Kennedy reminded the committee that TCCY asked for three improvement items in the budget process this year. The agency asked for \$30,000 to join a consortia of state agencies/departments working together to create an online grants management system, \$100,000 for a contract manager position which would allow the agency additional fiscal capacity and separation of financial tasks and \$72,000 for Court Appointed Special Advocate (CASA) expansion and Tennessee CASA Association Quality Assurance. The CASA funding would allow for three new counties to be served. Funding for the Grants Management System and the CASA expansion dollars were in

the Governor's budget released that was released February 3, 2020. The Contract Manager position was not included in the budget. Kennedy said we will continue to ask for this funding during our Senate Budget hearing and other opportunities as appropriate. Governor Lee did not reduce TCCY's base budget or accept the agency's proposed 1 percent reduction plan.

Kennedy updated the committee on a significant item included in the Governor's budget. There will be \$250 million designated for a K-12 Children's Mental Health Trust Fund. These are one-time funds to support the growth and placement of mental health services for students in a system-wide, evidence-based, whole child approach.

TCCY Budget Update – Sherry Isom (ACTION)

Isom updated staff on the financial status as of December 1, 2019. Isom said the agency still has approximately \$500,000 in uncollected revenue. Centralized Accounting is in the process of creating journals so that we can receive funds from other agencies. Isom reported FY 19, closed January 28th. We are also waiting to get the budget modified from Annie E. Casey funds that were not spent from last year.

Dr. Stewart asked about the children's mental health safety net and asked if that was different from the trust fund. Kennedy said he believed it was something different, but said he would clarify with the Department of Mental Health and Substance Abuse Services. He said he would craft an email and follow up with clarifications.

Grants Update – Sherry Isom

The Grant Award for 2016 ended in September and was closed out December 13, 2019. The final report was submitted to the Federal Government with no money reverted. Isom has been working with Centralized Accounting to develop a report on grant awards. The report will be ready in time to disseminate at the full commission meeting.

Isom said she is in the process of finalizing the Senate Finance Ways and Means 2020 budget questions. The Senate Health and Welfare Committee Meeting is scheduled for February 26th at 1:30.

TCCY is working with F&A Edison staff on a new Grants Management Project.

Kennedy said the Budget Hearing in the House was in November. Although we did the hearing in November, questions were not submitted for the agency to answer until

after Christmas. The request stated we may be called back. He said we would keep the Commission updated.

Dunkin moved to accept the TCCY Financial Report for the period ending December 1, 2019. Stewart seconded. Unanimously Approved.

kidcentral – Rose Naccarato

Naccarato reported for Newland who is currently on annual leave. After a slight dip in numbers through the holiday months of November and December, which is typical for the holiday season, daily traffic rose significantly in January. Kidcentraltn.com saw nearly 35,000 unique visitors in the month of January, the most ever since moving to the state in August 2018. Social media numbers continue to climb as well. The most growth can be seen on Instagram, where kidcentraltn gained nearly 100 new followers in the past six months, for more than a 30 percent increase. Email subscribers continue to grow with an average of 60 new subscribers per month. Naccarato reported we are working on a contract renewal with the child-serving agencies for kidcentral. We do not expect any issues in this process.

KIDS COUNT – Rose Naccarato

We continue to get positive feedback on the county profiles and the State of the Child report. Nationally, the Annie E. Casey Foundation is currently heavily focused on the census and on improving the count of children, especially those under five years of age. This group is historically the most undercounted. The area of Tennessee that had the most undercounted census tracts was Memphis. Gwen Wright attended a conference in Washington in December to maximize the support she and the Memphis/Shelby County Complete Count Committee get from this national effort.

Resource Mapping - Rose Naccarato

Resource Mapping is in full swing, and departments are wrapping up data reports. It is too early to have results or indications of changes in the data, but the report is on track for submission to the General Assembly in April.

Web Stats – Sujit Das

The first slide shows the summary of page views from the TCCY website by four major areas. Three of these (ACEs, Event Calendar and the Home Page) are always among the most frequently viewed. The last set includes all other pages. The last three slides

illustrate the page views for the top 10 pages under “Other Major Areas.”

The second slide shows some statistics for the quarter. Total page views were 19.4 percent lower during October- December 2019 than the previous quarter, but they were 4.1 percent higher than the same period in 2018. October shows the highest number of page views due to the high number of visits to the KIDS COUNT section. The County Profiles and the State of the Child book were published in October, which likely drove this extra traffic. As usual, the ACEs category shows the highest number with an average 22.8 percent of total page views for the quarter.

Kennedy said as we continue to develop the agency’s strategic plan and identifying metrics, he has asked staff to look for ways to survey consumers regarding what web site information they use and what they want to see reported.

Sterbinksy asked about the ACEs videos on the website. Das explained these are videos were created for the *Building Strong Brains Tennessee* work.

Media Report – Fay Delk

TCCY continues to grow its social media, in part because of the *Building Strong Brains Tennessee (BSBTN)* campaign. The release about the Casey Data Snapshot on Concentrated Poverty got a little more coverage than those special reports often do. Newspapers continue to provide more coverage than other media types.

Kennedy explained the development of the *Building Strong Brains Tennessee* social media campaign. Drake-Croft worked with volunteers to craft monthly posts on the various social media platforms. Sigler asked if there were separate measurements for those efforts versus the TCCY regular posts on Facebook for example. Naccarato said no, but Drake-Croft uses specific hashtags with the BSBTN content and we can track information that way. Kennedy said there is opportunity to develop the way we measure and track social media. Sigler asked about tracking shares and likes on Facebook. Delk said that Facebook does provide the ability to look at these numbers.

Advocate – Fay Delk

Delk said the long-awaited upgraded system is still being awaited. People already using the system, including Newland, have found difficulties, and the state is reconsidering using the software. STS has to move our mailing list into the system for us, and they have yet to do so. Based on feedback received, Delk said she has moved from an issue focus for each issue toward more news and has included more

information about funding and grants available. Delk encouraged any feedback or suggested areas that she should cover for the newsletter.

CAD Awards Update – Fay Delk

Nominations for these awards are still open. We will present the nominations at the full Commission Meeting. Kennedy encouraged the Committee members to offer suggestions for the media awards if there is someone in their regions who is doing a great job covering children's issues. He also said they are welcome to provide nominations for the Youth Excellence Award and the Jim Pryor Awards as well. Sigler asked about the age limit for the Youth Excellence Award. The limit is 28. Nomination forms can be found on the TCCY website.

4) **Additional Items or Comments**

Sigler asked the Committee members if anyone might be interested in chairing the Budget and Data Committee after her term is complete. Her term completion will leave vacancies for the chairs for both the Budget and Data and Audit Committees. Sterbinsky expressed interest in assuming chair for the Budget and Data Committee.

Kennedy asked for feedback regarding the meeting conducted via WebEx. Dunkin said she liked the WebEx format. She also said she is looking forward to having the in-person meetings to discuss other subjects and for networking. Stewart and Sterbinsky both agreed. Davis asked for a comprehensive schedule, including WebEx meetings, to be sent to all the Commission Members for planning purposes.

Kennedy asked if members were open to having a set time for the WebEx meetings. They agreed that it would be good for planning purposes. Jones will send a survey so that we can identify the day of the week that is best for Committee members.

Judge Green asked if the Youth Excellence Award is limited to juvenile justice involved youth. Kennedy confirmed that it is limited to youth who were justice involved.

o Adjourn

5) **Motion to Adjourn**

Philyaw moved to adjourn the meeting. Green seconded and all approve

Prepared by: Russette Sloan

