



**Cradle to Career
Operations Team Meeting Minutes**

October 25, 2018

8:30 a.m. – 10:00 a.m.

City View Rooms, 625 Fifth Street, Public Health, Santa Rosa

Members Present:

Chair, Kathy Goodacre - Career Technical Education Foundation
Vice Chair, Dan Blake - Sonoma County Office of Education
Kelly Bass Seibel - Petaluma Health Center
Lisa Carreño - United Way of the Wine Country
Jason Carter - Santa Rosa Violence Prevention Partnership, City of Santa Rosa
Dan Condrón, Community Member
Karin Demarest - Community Foundation Sonoma County
Tina Dodson - Santa Rosa Junior College
Troy Niday - Sonoma Media Investments
Kellie Noe - Sonoma County Human Services Department
*Peter Rumble - Santa Rosa Metro Chamber
Katrina Thurman - Social Advocates for Youth
Lisa Wittke Schaffner - John Jordan Foundation

Members Absent:

Angie Dillon-Shore - First 5 Sonoma County
Susan Gilmore - North Bay Children's Center
Anna Guzman - Santa Rosa City Schools
Dana Pedersen - Guerneville School District
Jason Weiss - Boys & Girls Clubs of Central Sonoma County

*arrived late

1. Welcome and Introductions

Kathy Goodacre called the meeting to order at **_8:36 a.m.**

Action Item: Approve agenda

Kelly Bass Siebel moved to approve the **agenda** and it was seconded

Aye: Kathy Goodacre, Dan Blake, Kelly Bass Seibel, Lisa Carreño, Jason Carter, Dan Condrón, Karin Demarest, Tina Dodson, Troy Niday, Kellie Noe, Peter Rumble, Katrina Thurman, Lisa Wittke Schaffner

Absent: Angie Dillon-Shore, Susan Gilmore, Anna Guzman, Dana Pedersen, Jason Weiss

Action Item: Approve September Minutes

Dan Blake moved to approve the **minutes** and it was seconded

Aye: Kathy Goodacre, Dan Blake, Kelly Bass Seibel, Lisa Carreño, Jason Carter, Dan Condon, Karin Demarest, Tina Dodson, Troy Niday, Kellie Noe, Peter Rumble, Katrina Thurman, Lisa Wittke Schaffner
Absent: Angie Dillon-Shore, Susan Gilmore, Anna Guzman, Dana Pedersen, Jason Weiss

2. Announcements

- Communications Committee Report Out

Troy Niday updated the group on what came out of the Communications Committee meeting. (Present: Troy, Peter, Dan B). The Communications Team would like to take some bold steps to educate the public and get the community actively engaged in the goals of C2C. Troy explained the specific strategy:

- Use multiple communications channels to educate the public (radio, newspaper, journal, TV, etc.)
- Each goal area is responsible for developing content
- Every two months Cradle to Career focuses on a new goal area and delivers multiple reinforcing messages related to a specific strategy within that goal area
- The communications committee will edit content and ensure language is public-friendly and hold goal teams accountable for content
- Each developed message will have specific asks and ways the public can engage in the work associated with them.

Troy suggested changing our messaging to *educate, connect, and amplify*. The committee seemed to agree with this change. Troy Niday will chair this committee.

A formal vote on this communications strategy will be brought to the November Operations Team meeting.

- Health Action Leadership Team Update

Dan Blake provided an update on the resident engagement work of the Health Action chapters and the companion guide the chapters recently developed. The chapters will be holding a training to further their community engagement work on December 3rd. A discussion about funding the chapters ensued.

Lisa Carreño brought up Family Resource Centers and how effective these could be. This model is similar to the Community Schools model.

3. Supporting C2C Goals

- Operations Team Follow-up

Alea Tantarelli explained that she followed up with Lisa Valente and she has multiple ideas for how to amplify the work of Keeping Kids in School (KKIS), including scaling the Initiative. KKIS is currently in 9 geographically diverse school districts. She has also identified other ways to amplify the work of KKIS: Increase awareness about the significance/value of school

attendance; develop an early warning system/indicators; and support a needs assessment app. Lisa is on the Goal 2 Team and working with C2C on how best to do this. Kellie Noe and Troy Niday had thoughts on how to bring the needs assessment app to fruition.

Alea Tantarelli explained that she followed up with Lisa Wittke Schaffner and Debbie Mason from Wildfire Mental Health Collaborative and requested new information to disseminate. Debbie Mason will send materials.

Additionally, Alea sent out information on the California Economic summit and the CA Forward/First 5 ECE investment information from Angie Dillon-Shore.

- *Ways to connect, educate & amplify:* C2C members share opportunities

Pertaining to the recommended communications strategy, it was suggested to start an inventory on relevant events, meetings, etc. to help inform the appropriate strategy to educate, connect, and amplify.

Peter Rumble updated the group on the status of the Santa Rosa Metro Chamber's employer-supported child care effort. They anticipate hiring someone to lead this effort in the next few weeks.

Karin Demarest requested a group of Cradle to Career members convene to assist her with developing criteria for the Sonoma County Vintners funding. This would ensure that this funding will continue to be aligned with Cradle to Career's Goal 3.

Jason Carter informed members that California Youth Outreach's Santa Rosa office will be closing.

4. Conclusion

Public Comment

Future Agenda Items

Next Meeting Date and Time: **November 28, 2018 (1:00 p.m.-2:30 p.m.)**

The meeting was **adjourned** at 9:59 a.m.