



COMMUNITY ACTION BOARD

COMMUNITY SERVICE COMMITTEES MEETING

Pine Hills Community Center,

April 24, 2019, 4:00 p.m.

CAB Members present:

Evangeline Richardson, Barbara Hoosier, Rose Nancy Joseph, Suzanne Brown, and Melissa Byrd.

Staff: Catina Williams, Trellany Williams, Maleka Mobley, and Atalie Ashley West

Chair Evangeline Richardson called the meeting to order at 4:04 p.m. A quorum was met.

There was a moment of silence followed by the Pledge of Allegiance.

Public Comments: No public comments were made.

A. Community Services

Ms. Trellany Williams provided the board with a brief program update on Community Services thru April 24, 2019. A copy of the Community Services Report as of April 24, 2019 was provided at the meeting.

Ms. Williams informed the committee that we have started a new grant year as of April 1, 2019. Although we are aware of the amount of funds we will receive, Community Action has not received the official documents from the state as of yet. Ms. Williams gave the board a brief update on the National Performance Indicator (NPI) Goals and Outcomes for Grant year 2018 (continued): Unemployed and Obtained Job- Modified Goal 100, Achieved 67 (67%); Obtained Increase in Income and Benefits – Modified Goals 35, Achieved 31 (86%); Maintained Job 90 Days or More- Modified Goal 40, Achieved 35 (88%); Obtained Skills and Competencies for Employment- Modified Goal 175, Achieved 145 (83%); Completed ABE/GED- Goal 5, Achieved 6 (120%). Ms. Williams also gave a update on NPI Goals for the 2019 Grant year (Since 4/1/2019): Unemployed and Obtained Job- Achieved 2; Obtained Increase in Income or Benefits- Achieved 2; Maintained Job 90 Days or More- Achieved 1; Obtained Skills and Competencies for Employment – Achieved 8; Completed ABE/GED- Achieved 0. Ms. Williams explained difference between the contract year and the fiscal year as it relates to the reporting of the NPIs. Ms. Williams also expressed to the committee that the main vehicles that the Family Self Sufficiency Program (FSSP) program focuses on are education and employment.

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Motion to approve the Community Service Report was made by Suzanne Brown and seconded by Melissa Byrd. Motion carried

Dr. Atalie Ashley West gave a brief overview of the Orange County Community Action Communication Plan. A copy of the Communication Plan was provided at the meeting. The targeted audience for the Community Action Communication Plan is **Orange County Residents:** Low- Income Families and Youth Aged 16-18 and adults over 65 years old; **Communication Partners who hold meetings at our centers:** Non-Profit organizations who offer services to families with low-income and Orange County Employees outside of Community Action. Strategic Considerations for the Communication Plan include telling the Community Action story, Developing target audience segmentation by district, Creating information campaigns on Community Action Division (CAD) programs, and Creating CAD style guidelines, including font, color scheme and document templates. The goals for the communication plan are to Increase compliance with CSBG outputs; Increase strategic community partnership with non-profit entities who provide programs and services for low-income families; Educate Orange County residents about CAD services and resources (who we are); Increase visibility of Community Action services and CSBG board; and Increase numbers of volunteer hours donated to our division by community members. There are also some objectives that CAD will be utilizing to help us meet those goals. There are some tactics that will be used in the CAD Communication Plan such as, highlighting success stories of clients to show CAD's resources and services, promoting services and division sponsored events through social media, and creating an editorial calendar of promotional opportunities that correlate with program timelines. **Metrics and Measures of Success** will be promoted by creating a benchmark survey which include: showing the number of clients who report learning of our services through a media campaign, showing an increase in the amount of volunteers we have at the community centers, and increasing the amount of funding provided by federal and non-federal sources. CAD is looking to do some additional tactics in the near future such as, the release of 30-second clips recorded at our community centers each month, participate in #IAMOCFL campaign; surveying community center visitors, the Community Action Board (CAB), and employees to gauge awareness of programs and services, creating a sharable calendar for CAD community centers for the webpage, implement social media blitz, and recruit community volunteers through events held at the community centers. After a brief discussion regarding different media outlets that may be used to advertise Community Action services. Several suggestions were made by the committee such as advertising through Orange County Public Schools. Ms. Rose Nancy Joseph also suggested that we share events in each district with the commissioners of those districts to share on Web and Social Media pages.

Dr. West gave a brief update on the Getting Ahead program. The Getting Ahead program will end on May 6th -10th and the graduation will be held on May 9th at 11am, location TBD. There will be approximately 26 graduates. The Getting Ahead graduates will move on to the Staying Ahead program, and the orientation will began the week of June 3rd. Once the clients have completed the 6 week program we will try to have them attend one of our CAB meetings. Ms. Rose Nancy Joseph suggested bringing the program before the BCC as well during the public comments.

B. Other Business

Ms. Maleka Mobley gave a brief overview of Orange County Summer Youth Employment Program. Orange County Community Action in Partnership with CareerSource. They are looking for 40-50 youth and as of yesterday there is already 150 applications. They are continuing to sort through the applications to select candidates for the program.

Ms. Catina Williams and Ms. Trellany Williams gave a brief overview of the Community Action Month calendar. A copy of the draft calendar was provided at the meeting.

A Motion to adjourn was made by Commissioner Maribel Gomez Cordero and seconded by Melissa Byrd. Motion carried.

*Meeting adjourned at 5:21 p.m.
Minutes Approved May 8, 2019*