



Southeastern Network
of Youth and Family Services

**CDS Family &
Behavioral Health
Services
Board of Directors
Retreat
March 11, 2010**



The CDS Board of Directors and key staff met on March 11, 2010 in order to determine strategic directions to respond to challenges on the horizon for many services and funding streams. The following contains the information that was considered, and the strategic directions that were suggested for further consideration and development.

**Submitted by: Sherry L. Allen, President/CEO
SENetwork of Youth and Family Services**

Southeastern Network
of Youth and Family Services

CDS BOARD RETREAT

Facilitator: Sherry Allen, President/CEO, SENetwork of Youth and Family Services

Agenda

March 11, 2010

8:30---8:45 INTRODUCTIONS

8:45---9:15 AGENCY CHALLENGES

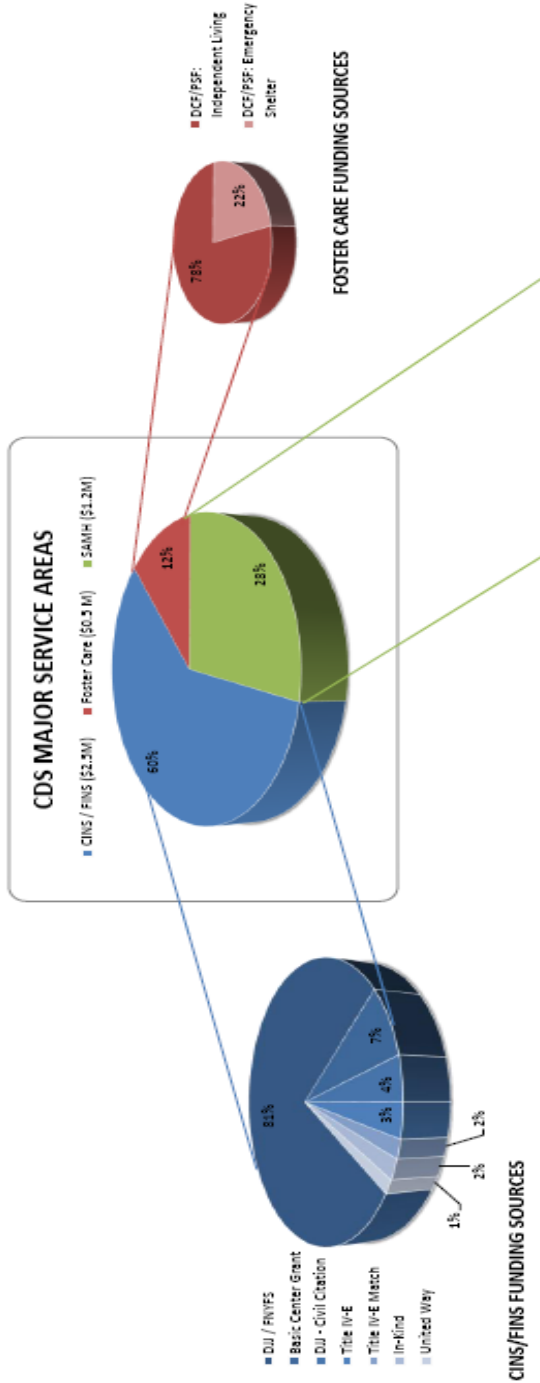
9:15---10:10---SMALL GROUP ADVOCACY/ RESOURCE DEVELOPMENT

10:15---10:30 BREAK

10:30---11:30 SMALL GROUP BOARD GOVERNANCE, ORGANIZATION AND STRUCTURE

11:30---12:00 LUNCH

12:00---1:00 SMALL GROUP REPORTS



Potential Areas of Concern / Opportunity:

CINS/FINS:

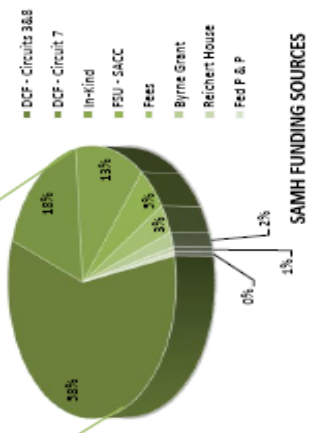
- ⚠️ Potential state revenue deficit of 3 billion. Early discussions equal 10-12% cuts
- ⚠️ Single statewide contract for CINS/FINS services expires 12-31-10
- ⚠️ Targeting of seven high crime metropolitan areas
- ⚠️ Shelter Care Days decline
- ⚠️ Civil Citation grant expires 6-30-10

SAMH:

- ⚠️ Potential state revenue deficit of 3 billion. Early discussions equal 10-12% cuts
- ⚠️ Potential move to privatize the administration of Substance Abuse and Mental Health Services (Managing Entity)
- ⚠️ Prevention funding allocated through Community Coalitions (At risk: Alpha/Beta=205,717; Prevention=\$136,830)
- ⚠️ Loss of Match associated with Alpha/Beta services (\$145,710)

Foster Care:

- ⚠️ Emergency Shelter revenues are based on unpredictable utilization.



ABBREVIATIONS

PSF: Partnership for Strong Families
 SACC: Substance Abuse Community Coalitions
 SAMH: Substance Abuse & Mental Health

Fed P & P: Federal Probation & Parole
 RNYFS: Florida Network of Youth and Family Services
 IL: Independent Living

CINS/FINS: Children in Need of Services/Families in Need of Services
 DCF: Department of Children and Families
 DU: Department of Juvenile Justice

Small Group Decision Points/Considerations

ADVOCACY

2010 LEGISLATIVE STRATEGY

Specific action steps including who, what, when and how.

Local delegation

Relevant Senate and House Committee Chairs/members

Governor's Office

Involvement of local stakeholders.

Development of a local phone tree contact list as to contacts

RESOURCE DEVELOPMENT

Discuss board member involvement in resource development

Review Agency Resource Development staff dedication and make recommendations as appropriate.

Consider financial viability of Spotlight on Youth

Combine a car raffle with SOY, good idea?

Community contacts that can benefit CDS.

Participate in CDS event fund raising efforts

BOARD GOVERNANCE, ORGANIZATION AND STRUCTURE

Review Board membership as to missing expertise.

Is board meeting time, date and frequency appropriate?

Is there a need to add, delete or re-charge committees?

Does the board agenda format meet the needs of the members?

Any suggestions as to materials provided, refreshments, or meeting site.

What is the best method to provide programmatic information to members?

What is the best approach to address meeting quorums?

Is there a need to provide additional financial information to Budget and Finance Committee and/or to board members?

What should the boards priorities be for the next 6 months; 12 months; 2 years? Legislative advocacy, fund raising, promoting CDS in our service area, governance, develop membership, etc.

Suggestions for addressing name branding around new name. "Corner Drug Store" still prevalent.

Strategic Directions for Advocacy: Legislative & Resource Development

Sustained, Ongoing Influence with Legislature

- Invite candidates running for office to tour the program
- Staff produce draft letter to delegation by 3-15
- Letters to key committee members and local delegation by 3-18
- Individual email campaign to local delegation by 3-18. Staff give talking points
- Arrange tours of shelter for delegation
- Build coalition to seek influence w/r/t/ future committee appointments
- Invite local delegation to at least 1 Board meeting per year (Annual mtg. best)
- Inform Board members regarding legislative issues and have them contact legislators. Include talking points
- Cost-Benefit analysis. Tax Watch
- Face time with local delegation
- Sponsor a candidates forum

Increased Local Awareness

- User Group Conference
- Get on TV and radio talk shows i.e. staff member, Board member, program participant
- Consider expanding our reach via current-issue counseling

Hook Big Dollars

- Consider expanding SOY to "ask-event" dinner
- Car raffle in SOY and Youth restoring cars
- Consider innovative fund-raising outside our geographical area (currently investigating classic car raffle targeted interest group)

More Board Skin in the Game

- Seek out some Board members that are more high profile in the community
- Develop a mechanism to become aware of the resources each Board member brings to CDS
- Board make-up evolve from primarily governance to (some) fund-raising and development
- Board members provide service club programs

Strategic Directions for Board's Role and Organizational Structure

Strategic Board Recruitment

- Board members inviting guests in their industry to Board meetings
- Potential people to approach: Jim Stringfellow, Joe Ciruelli, Samatha Rist, Jim Painter. Brainstorm other names, or other types of position either to join the Board or help CDS in other ways
- Recruit strategically: marketing; service sector; media/PR; business; education; recruit Board members from UF, SFC
- Expand Board via members from local law enforcement

Expand Board Format

- Program presentations at quarterly Board meetings
- Have at least one board meeting annually in Lake City and Palatka (with food)
- Fund-raising as a standing Board agenda item
- Use a consent agenda format and use Board time to Network and brainstorm around responding to needs/issues
- Add program presentations into Board meetings
- Would we be advantaged by small local sub-boards in Lake City. Palatka?
- Develop Board structure to support car raffle (if approved)

Support Board Follow Through and Involvement

- Staff follow up w/r/t Board actions, i.e. letters to legislative delegation
- Better use technology to facilitate Board members involvement in meetings
- Email reminders of all meetings (drip-drip)

Partnering to Seek CDS Patron

- Become "adopted" program by service or Greek organization. Ask organization to appoint a Board member
- Harness efforts of local art-type volunteers

Brand Name CDS

- More skin in the game: Marketing: resource development and events, elected officials, community
- Difficult to recruit board members antecedent to raising local awareness
- Booth at relevant shows (home show, etc.)