

**CHARLOTTESVILLE/ALBEMARLE COMMISSION ON CHILDREN AND FAMILIES
MEETING MINUTES
December 7, 2005
ACOB-5TH STREET, CCF CONFERENCE ROOM**

MEMBERS PRESENT

Brian Bills, Albemarle Youth Representative
David Bynes, Albemarle Citizen Representative
Martha Carroll, 16th District Court Service Unit
Robert Cox, Charlottesville Dept. of Social Services
Madison Cummings, Albemarle Citizen Representative
Tim Heaphy, Charlottesville Citizen Representative
Tracey Hopper, Chair, Charlottesville Citizen Representative
Winx Lawrence, University of Virginia
Charles Martin, Private Provider Representative
Dr. Susan McLeod, Thomas Jefferson Health District
Dr. Pam Moran, Albemarle County Schools
Linda Peacock, City of Charlottesville
Dr. Laura Purnell, Charlottesville City Schools
Kathy Ralston, Albemarle Department of Social Services
Alia Stewart-Silver, Charlottesville Youth Representative
Cathy Train, United Way-Thomas Jefferson Area
Roxanne White, Albemarle County
Dr. Paul Wisman, Charlottesville Citizen Representative

MEMBERS NOT PRESENT

Phil Campbell, Region Ten Community Services Board
Shirley Copeland, Albemarle Citizen Representative
Sara Dansey, Albemarle Citizen Representative
Leslie Harris-Scott, Charlottesville Citizen Representative

CCF STAFF PRESENT

Saphira Baker, Director
Gretchen Ellis, Planner
Linda Rahman, Program Assistant

OTHERS PRESENT

Chris Dyer, County of Albemarle Schools
Megan Raymond, University of Virginia
Erica Sims, City of Charlottesville Department of Recreation
Kala Somerville, Director of Computer4Kids

HANDOUTS (prior to meeting)

Agenda for December 7, 2005 CCF meeting
November 2, 2005 CCF meeting minutes
Director's Report
Draft of Charlottesville/Albemarle CCF Policy Paper: *Problems & Solutions – Youth Employment*
CCF Approval Item Cover Sheet on CCF Policy Paper
Chart on Status of Assets for Youth Work Group Recommendations
Charlottesville CSA Summary Financial Report
Albemarle CSA Summary Financial Report
CSA Meeting Minutes
A link to website for County of Albemarle School's Strategic Plan

HANDOUTS (at meeting)

Albemarle County Public Schools' 2005-2006 Strategic Plan
Handout from Albemarle County Public Schools' eNews Service

I. WELCOME AND INTRODUCTIONS

T. Hopper, Chair, called the meeting to order at 5:05 p.m. and welcomed the Commissioners and public. She announced that this was Saphira Baker’s, Director of CCF, last meeting and there would be a reception in her honor directly following the meeting. T. Hopper reported that the presentation of the CCF Annual Report to the County Board of Supervisors went very well. The presentation to City Council was postponed due to weather and will occur on January 3, 2006 at 7:00 p.m.

II. SPECIFICATION OF ITEMS TO BE ADDED AND ADOPTION OF AGENDA

No agenda items were added.

A motion to approve the agenda was made by C. Martin and seconded by M. Carroll.

- ◆ **THE COMMISSION ADOPTED THE AGENDA OF THE DECEMBER 7, 2005 CCF MEETING AS AMENDED.**

III. COMMENTS FROM THE PUBLIC

No comments were made.

IV. MINUTES FROM THE CCF MEETING FOR NOVEMBER 2, 2005

A motion to approve the November 2, 2005 minutes was made by M. Cummings and seconded by K. Ralston.

- ◆ **THE COMMISSION APPROVED THE MINUTES OF THE NOVEMBER 2, 2005 CCF MEETING.**

V. ASSETS FOR YOUTH IMPLEMENTATION TEAM

Status Report

W. Lawrence updated the Commissioners on the progress to date of the Assets for Youth Implementation Team. She thanked S. Baker for her outstanding leadership and noted how impressive it was for the work group to have accomplished all that they have done including the reports that were written and published, acquiring outside funding, and the tremendous results of the youth-led focus groups.

W. Lawrence referred Commissioners to the CCF Assets for Youth Work Group Status Report and highlighted each goal, the accomplishments made by the Work Group, and the next steps:

Status Report	Status	Next Steps
<u>Background</u> ✓Published <i>Youth Voices</i> and Report Recommendations, December 2004 ✓Assets for Youth Implementation Team Established, March 2005	- Presented to Council, Board of Supervisors, School Boards - Reports downloaded from website 820 times	City School Board: 12/1/05 <i>completed</i> CCF: 12/7/05 <i>completed</i> CHRA: TBA
Recommendations – ✓Bolted ones underway or addressed by work group	Status	Next Steps

<p><u>Goal 1: Increase Youth Engagement:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 1.1 Neighborhood teen clubs. <input type="checkbox"/> 1.1 Make teen clubs part of neighborhood centers (especially in Crozet and Scottsville). <input type="checkbox"/> 1.2 Provide service-learning credit when youth engaged in design and operation of out-of-school programs. ✓1.3 Involve youth in design, governance, and operation of out-of-school programs. 	<p>1.1 Submitted Circle grant to study issue; did not receive.</p> <p>1.1 Deputy County Executive will pursue with Neighborhood Planning.</p> <p>1.2 Presented recommendation to School Boards.</p> <p>1.3 Youth Commission established; pilot initiative underway at C4Kids, Young Women Leaders, and MRC.</p>	<p>1.1 County Neighborhood Planning/Parks: include Teen Centers in model; City Schools/Parks/Rec: assess feasibility.</p> <p>1.2 City-County Schools: create incentives.</p> <p>1.3 Monitor with after-school program leaders.</p>
<p><u>Goal 2: Expand and Enhance After School Opportunities:</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 2.1 (2.6) Expand hours of existing programs and facilities (e.g., evenings, weekends, summer for school gyms, computer labs, and public pools) ✓ 2.2 Increase after-school activities at Walton and Henley. <input type="checkbox"/> 2.3 Increase financial assistance for out-of-school programs. ✓ 2.4 Make program financial assistance information available and understandable. <input type="checkbox"/> 2.5 Eliminate admissions fees for students at school activities (e.g., dances, sports events). 	<p>2.1 Presented recommendation to School Boards.</p> <p>2.2 Plans underway at Walton.</p> <p>2.4 Financial Aid info included in "<i>What's there to do after school?</i>" brochure and electronic version.</p> <p>2.5 Presented recommendation to School Boards.</p>	<p>2.1 School and Parks/Rec: explore expanding hours</p> <p>2.2 County Schools: support Walton plans, address Henley's needs.</p> <p>2.3 Need champion to identify resources.</p> <p>2.5 City-County Schools: explore eliminating fees.</p>
<p><u>Goal 3: Enhance Coordination and Expand Outreach of Out of School Programs</u></p> <ul style="list-style-type: none"> ✓ 3.1 Do marketing campaign to engage youth in after-school programs. ✓ 3.2 Continue work group to study summer youth employment. ✓ 3.3 Distribute updated print information on after-school programs. ✓ 3.4 Explore resources for website of after-school opportunities. 	<p>3.1 Pilot promotional campaign January 2006 (PSAs and website funded in-kind by work group members).</p> <p>3.2 CCF Employment Research Brief completed; meeting with City-County leadership held.</p> <p>3.3 16,000 brochures distributed.</p> <p>3.4 "StayActive.org" to be piloted 2006.</p>	<p>3.1 If pilot successful, resources needed for continuation/expansion.</p> <p>3.1 (3.3) Quarterly coordination of after-school program leaders to assess progress.</p> <p>3.2 Organize 2nd meeting for interested community leaders.</p>
<p><u>Goal 4: Conduct Further Study on Transportation</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 4.1 Conduct market study for after-school bus line to community-based programs (e.g., CHS to downtown; County's urban ring). 	<p>4.1 Met with interested city citizen activists.</p>	<p>4.1 Needs champion and resources.</p>

W. Lawrence noted that the Charlottesville City Schools were very responsive to consideration of eliminating admission fees for students at school activities when the recommendations were presented to the School Board.

Promotional Site

K. Somerville discussed the Assets for Youth Work Group's promotional site to expand outreach of out of school programs. She stated that, in response to what the work group discovered in the focus groups, the Implementation Team is involving youth to promote the different out of school activities in the area. She stated that the Music Resource Center hosted a competition to create a

public service announcement, created a Public Service Announcement/“jingle”, using “Stay Active” as the slogan; and Amber Zavada designed a web site. K. Somerville walked the Commissioners thru the website:

<http://www.cstone.net/~azavada/stayactive/>

which lists information on recreation, sports, activities, arts, academic activities, costs, and direct links. She stated there is also information on leadership and general interests. A student who is involved in after school activities is highlighted each month. A “talk-back” form is included and “cool stuff” has wallpaper that can be downloaded to computers, trivia and more. K. Somerville stated that the setup is very straightforward, easy to handle, easy to upkeep and easy to maintain.

K. Somerville stated that due to limited funding, the work group wanted to see if youth would use the website before investing too much time and money. She played the PSA for the Commissioners and stated that each of the out of school programs would have an opportunity to have their own PSA made by the Music Resource Center. G. Ellis stated that seven radio stations had agreed to play the PSA in January and that it should receive newspaper and TV coverage also. S. Baker acknowledged Mike Svetz, with the City of Charlottesville Department of Recreation, who donated \$500.00 and the great collaboration of many agencies (Music Resource Center, Computers4Kids, Urban Visions and others) that made this possible. She stated that the PSA would refer listeners to the website.

Release of Youth Employment Paper

W. Lawrence gave a brief background on the Policy Paper, *Problems and Solutions – Youth Employment*. She stated that CCF became interested in low-income youth employment issues after its Assets for Youth work group conducted a study, *Youth Voices*, where teens facilitated focus groups of 276 middle and high school youth in the City and County. Conducted in May 2005, before summer vacation, the study revealed that a large number of local teens cited lack of employment as one of their main concerns. In their final report, the Assets for Youth work group recommended a push to “increase community opportunities for youth development and employment in summer, particularly for youth ages 13-16, in response to federal funding cuts in this area” as well as to “create a ‘jobs clearinghouse’ particularly for youth, ages 14-16.” According to interviews conducted with local youth and low-income youth employment programs, there has been a substantial interest among youth for paid summer employment, as well as a number of organizations willing to facilitate such programs. It is estimated that there are currently only about 300 paid program spots available to young people in the area.

Assets for Youth Implementation Team members felt that, in order to make sound recommendations to the localities regarding further action on youth employment, more information on the extent and scope of the need, available local resources, and information on effective criteria was necessary. They established a sub-committee to answer these questions. As part of the subcommittee’s work, CCF interns Katie Parkerson and Adrienne Trinko set out to document available research, engage work group members in solutions, and put the team’s recommendations into the form of a policy paper. The paper is the result of their work, and is intended as a catalyst to inform and spark future action on this issue. (To review paper, please log on to http://www.cfinfo.org/PDFs/policy_paper2005.pdf).

W. Lawrence requested that the Commissioners 1) approve the contents of the report and the final recommendations and 2) release the Policy Paper on Youth Employment. She stated that this issue is something the whole Commission should champion.

A motion to approve the release of the Assets for Youth Work Group Employment Policy Paper was made by Brian Bills and seconded by Madison Cummings.

◆ **THE COMMISSION APPROVED THE RELEASE OF THE CHARLOTTEVILLE/ALBEMARLE COMMISSION ON CHILDREN AND FAMILIES' POLICY PAPER: *PROBLEMS & SOLUTIONS – YOUTH EMPLOYMENT.***

W. Lawrence stated that the report would be released to the City and County governments, the Chamber of Commerce, schools and organizations as information and to try to find supporters/champions to move the community forward on the concept. S. Baker stated that CCF has a standard mailing list that would be used to distribute the report. R. White stated that the report should be released to raise awareness and to figure out the next steps. W. Lawrence stated that a small meeting has already been held and they are looking for people to be involved.

K. Ralston praised the Policy Paper but felt that the Workforce Investment Board (WIB) should be at the table and taking the lead. She raised her concern of CCF taking on this issue this year, given limited capacity. Commissioners discussed this issue and suggested the following organizations be invited to be involved and/or lead this cause:

- Chamber of Commerce
- School Career Counselors
- Major Employers
- Mayor/Board of Supervisors Chair
- Business Advisory Committee
- Charlottesville/Albemarle Technical Education Center

VI. COUNTY OF ALBEMARLE SCHOOL'S STRATEGIC PLAN

P. Moran introduced the Albemarle County Public School's 2005-2009 Strategic Plan to the Commissioners. She stated that the Strategic Plan shows how Albemarle County Schools are looking at the future and sharing that information as the community has a stake. She noted that there are over 740 square miles in Albemarle County with 26 schools, 1,300 teachers and assistants, and 12,438 of diverse students in grades K-12. (P. Moran stated that the Hispanic population is growing). She noted that in a recent survey, 92.3% of the community like the way the Albemarle County Schools are doing business. She stated that Albemarle County Schools are 100% accredited and 3rd in the state with percentage of students graduated. She introduced Chris Dyer who presented a video on the Albemarle County Schools to the Commissioners.

C. Dyer identified how families and students are different now and the need for schools to look to the future. He stated that the Albemarle County Schools are part of a global community and this generation is much different due to technology. In the future, students will be competing globally and therefore should be bi-lingual, have opportunities to learn Japanese, Arabic, and other languages and learn to work collaborative and in teams.

C. Dyer shared the 2005-09 Strategic Plan's Vision, Mission and Goals.

Vision

All learners believe in their power to embrace learning, to excel, and to own their future.

Mission

The Albemarle County Public school's core purpose is to establish a community of learners and learning, through rigor, relevance, and relationships, one student at a time.

Goals

1. Prepare all students to succeed as members of a global community and in a global economy.
2. Eliminate the Achievement Gap.
3. Recruit, retain, and develop a diverse cadre of the highest quality teaching personnel, staff, and administrators.
4. Achieve recognition as a world-class educational system.
5. Establish efficient systems for development, allocation, and alignment of resources to support the Division's vision, mission, and goals.

C. Dyer stated that the class of 2009 will be analytical, creative, communicators, respective, civically responsible, ethical, global, bi-lingual, and technologically knowledgeable. He stressed that it "truly takes a village for our children to be successful"; 'a stool cannot stand without legs and kids cannot stand without support from family, schools, and community.'

C. Dyer announced the new Albemarle County Public schools eNews Service; to receive up-to-the-minute information about schools, including media releases, special announcements, and School Board meeting agendas. He stated to subscribe, visit www.k12aalbemarle.org/Board/eNews.html.

R. White thanked and commended P. Moran and C. Dyer on the work they had done with the community to come up with the Strategic Plan.

VII. QUALITIES FOR NEXT CCF DIRECTOR

T. Hopper and Commissioners discussed the type of characteristics they would like in the new Director and the various means of advertising for one. Commissioners were asked to email the search committee for any additional suggestions. L. Peacock stated that she would distribute a time-line, for having a new Director on board, out to Commissioners by next week.

VIII. DIRECTOR'S REPORT

S. Baker stated that it was an honor working with all the Commissioners and gave her last Director's Update – October 25-November 23, 2005 to the Commission. For a full report, see the CCF website at <http://www.ccfinfo.org/>.

IX. MEMBER'S COMMENTS

K. Ralston stated that her staff commented on how great the CSA training sessions were for agency staff that was held by CCF.

P. Moran thanked Saphira Baker and Gretchen Ellis for their letter of support.

T. Hopper announced that John Baker had passed away last night and the Commission had a moment of silence in his honor.

The meeting adjourned at 6:30p.m.

**THE NEXT MEETING OF THE COMMISSION WILL BE
JANUARY 4, 2006
IN THE ALBEMARLE COUNTY 5TH STREET OFFICE BUILDING
CCF CONFERENCE ROOM
5:00pm to 6:30pm**