CAAP BOARD OF DIRECTORS MEETING

CEO REPORT ON CAAP ACTIVITIES
FOR THE PERIOD
APRIL 19, 2016 – JULY 20, 2016

1) KEY FOCUS AREAS

a) Public Policy/Partnerships

For the past three months, public policy efforts were mostly focused on the state budget and the local public radio station WITF's "Spotlight on Poverty".

- **State Budget**
  - o Support Better Choices Coalition budget advocacy activities. The goals of these activities were to encourage an on time budget and to increase funding for Human Services
    - ▪ Advocacy meeting and rally at the State Capitol on May 18th
    - ▪ In-person planning meeting on June 9th, and weekly conference calls held
    - ▪ PA Choice, "Day of Action" statewide events and capitol rally on June 27th
      - • Highlights: Capitol rally drew about 100 participants, several media outlets, and 10 speakers; smaller in district rallies took place in Pittsburg and Westmoreland; lots of social media activity; many legislative contacts made either in-person or over the phone

- **WITF "Spotlight on Poverty"**
  - ▪ WITF received a grant to pursue in-depth reporting on poverty in the state of Pennsylvania. The goal of this reporting is to increase the awareness of issues the low-income community faces in the commonwealth of PA
  - ▪ Worked with Scott Lamar from WIFT on requests for information and testimonials regarding statewide poverty issues for their Spotlight on Poverty reporting
  - ▪ Prepped for and conducted a live interview on WITF's "Smart Talk" show which is a one-hour long radio show that featured two guests (CAAP and Kristen Rotz, CEO of United way of Pennsylvania), discussion, and call-in audience questions
  - ▪ Attended and participated in WITF's Spotlight on Poverty community forum on June 22

- Focused on new legislation geared towards preventing high cost installment loans to be made in Pennsylvania (i.e., predatory lending or Payday lending such as Check N' Go)
  - o Liaised with Emily Previti from WITF for a special report on predatory lending
  - o Supported a capitol visit with three state lawmakers to educate them on this issue

- Participated in the LIHEAP Advisory Committee Meeting on May 11, 2016 and several Weatherization and Energy Conservation Policy Advisory Council advisory committee meetings

- Actively participated in May Community Action Month with regular Facebook and Twitter postings plus a special newsletter sent and Community Action Partnership toolkit promoted among members

b) Organizational Standards

Work with the standards has continued on all levels, with the aim of having all CAAs in full compliance during 2017.

Nationally, CAAP continues to serve on the Community Action Partnership's CSBG Working Group and has met several times as part of that group's Human Resources Committee. We have been working on guidance documents for both private and public CAAs.

Regionally and statewide, we have discussed needs with other state associations as part of the RPIC and CAAP has continued to discuss with DCED the results of self-assessments to determine training needs. This informed on several sessions at our April conference and we continue to plan T/TA events that will help our members understand, implement and comply with the standards by the end of 2017. At this time we are in the early stages of planning a Pennsylvania Risk Assessment symposium for the fall of 2016 with the Community Action Partnership and the Risk Management Center. This symposium is dependent upon approval of a CSBG Discretionary grant.

On the agency level, we are working on CAAP's own compliance with the standards and taking the steps to bring us into compliance. There are a few that require additional action. We have laid out a strategy for achieving compliance, though the compliance date has been shifted to year's end.

c) Needs Assessment Tool

Megan Shreve and Dan met with the new tool manager for the University of Missouri CARES unit. The intent is to move the tool to a Geographic Information System platform called Community Commons. CARES has already done this for the Missouri, New York and national CNA tools. A cost has yet to be provided for doing this, but should be received in July. At that time, CAAP will decide whether to move ahead with change or delay it a year. A large part of that decision lies with whether DCED will fund the switch as they did the tool's development, and the impact any such funding may have on CAAP's budget (if depreciation costs are a factor).
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d) ROMA Training

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We held a statewide ROMA training on April 19th, 25 persons completed the course. Additionally, the training was conducted by 3 Nationally Certified ROMA Trainer candidates who are being recommended for certification by 2 Master Trainers who monitored the training. The 4th NCRT candidate from last year has decided to retire next year and will not further pursue certification. We have 4 NCRTs that will be attending training in Region 3's Train-the-Trainer in July.

We have scheduled a ROMA training in September for Trehab. The Commission for Economic Opportunity in Luzerne County has also requested ROMA training for the summer, but NCRT schedules have not been open. We will continue to work to schedule the event, possibly using some of the new candidates so they can get their practice sessions completed toward certification.

e) ROMA Next Generation

CAAP has continued to participate in RNG national and regional forums and express concern over funding the changes and the time period. We are still reviewing the changes made from the initial review period to what has been proposed to OMB in the initial 60-day review period (that ends August 16th).

Toward our concerns of cost and timing, the latest presentation on the new Annual Report suggested that the information to be reported will stay within the parameters of how the information is currently collected by CAAs, indicating that there may not be any necessary changes to data collection systems within agencies. The new Annual Report system may turn out to be something quite similar to our COPOS system, but that is still under discussion. RNG is being split into different modules that will be implemented on different schedules. That schedule should be worked out with the last OMB review later this year. David Bradley of NCAF may also work with Congress to see that allocation funding further slows down the schedule till CAAs can better identify needs and costs for what is proposed. OCS indicated during a presentation this week that they expect CAAs to implement RNG with current CSBG funding levels. (While not expected to be voted on, current appropriation bills indicate Congress is considering carving out $4 million from CSBG base funds for other HHS reports. A year-end CR is more likely, but it does indicate the thinking in both houses at this time.)

We expect RNG details will be worked out by year's end and the final OMB review completed. Whether the implementation schedule is slowed down or not, the various aspects will be better defined. Recognizing that RNG will be a part of our operations, CAAP is offering a 1-1/2 day ROMA Next Generation symposium in May 2017 for CAAP members to ensure better understanding of RNG requirements and its effective implementation. The National Association for State Community Services Programs (NASCSP) is heading up the ROMA Next Generation Center for Excellence and CAAP has reached out to NASCSP to develop the symposium.

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f) Member Support

- We continued monthly Work Ready calls that further interaction and information relaying between Work Ready program staff and DHS staff. At the request of Work Ready staff, we set up a free symposium for them during the pre-conference activities on April 19th. The event was attended by 55 staff from Work Ready providers.

- We assisted several agencies re organizational standards, needs assessment password resets and technical questions, proposed DCED directives and national news/trends matters. We have also issued PA network questions on behalf of members seeking self-sufficiency program scholarships, job descriptions, salary surveys, and pediatrician assistance. Additionally, we have offered information and resource links on grants writing course, bundling services, National Community Action Month resources, homelessness, weatherization, two-generation approach and customer satisfaction.

- We are trying to discern the training needs of our member agencies to better assist them by providing relevant and effective training. We sent out a request to all agency executives on May 9th. To date, only 16 members have responded. To help us do the best job, we need members to respond to our requests. This will also inform us for activities we will undertake under the RPIC grant.

- CAAP conducted governance and ROMA training for the Allegheny County Department of Human Services Advisory Board on June 13th. Nine board members attended the training.

- Tracked budget negotiation news. Wrote overview updates for dissemination to the membership via social media, emails, and newsletters

- Currently developing a CAAP CAA Advocacy and Communications Toolkit for the membership

- Responded to multiple member requests for information

- Published three monthly newsletters and three policy and advocacy updates. CAAP now has over 540 people signed up for the newsletter. Over 200 people have signed up for CAAP's newsletter in the past 6 months. Increased interest in our newsletter is probably due to publicizing the newsletter at the CAAP conference, recent advocacy work, and the WITF Spotlight on Poverty

- Negotiated and sign new Netrepid contract which saves the association a few thousand dollars per year by getting our monthly expenses to $100 per month plus a $90/hour consultation fee which is charged on an as needed basis

- Activated StartMeeting account which will equip CAAP with improved video and teleconference capabilities

- Working with the Department of Banking and Securities to set up free webinar for August 25th for CAAP member agencies. See June newsletter for more information

g) CAAP Strategic Plan Progress and Update

Sustainability	
Goal – Diversify revenue sources to include unrestricted funds, donations, planned giving and contributions.	
Action Steps	**Metrics**
Initiate an "associate" level membership to non-CAA's that provides limited benefits, discounts, information sharing.	2015, Q1 - Research a minimum of 5 other associations that have adopted an "associate" level membership option. 2015, Q2 – Select model; develop fee structure. 2015, Q3 – Identify and solicit a minimum of 10 non-Community Action organizations for membership. 2015, Q4 – A minimum of 4 organizations join as "associate" members. *Progress: *See attached report* 2016 – Add 2 additional "associate" members. 2017 – Add 2 additional "associate" members.
Design and implement a fee-for-service model for various professional services (i.e. fundraising, marketing, training, IT, etc.) which mutually benefit CAAP and local CAA's.	2015 – Developed business plan for fee-for-service model. *Progress: Designed a fee-for-service model:* ***See attached "Fee-Based Training Support and Follow-up Online Training Sessions" business plan.* *Business plan covers fee-for-service model for professional services and fee-based specialized training sessions.* *Fee based training sessions: Conference workshops (April 20-21) and ROMA Training (April 19)* 2016 – At least one local CAA has utilized fee-for-service option. *Progress: Fee based training sessions: Conference workshops (April 20-21, 2016) and ROMA Training (April 19, 2016). ROMA Next Generation Symposium (May 2017) and Collaborative Annual Conference (Fall 2017)* 2017 – Expanded utilization of fee-for-service options.
Explore the development of a charitable giving,	2015 – Identify legal and financial implications through discussions

endowment/bequest/planned giving program.	with consultants and other associations. Develop policies and procedures to implement fund development plan. *Progress: CAAP will recruit an expert on planned giving to run a workshop at the CAAP annual conference* 2016 – Board approved fund development plan. 2017 – Initiated plan.
Develop a strategy for CAAP to become the fiscal agent to allow member agencies to collectively apply for large/geographic scale initiatives as sub-grantees.	2017 – At least one award in place.
Develop fee-based specialized training sessions and opportunities for network, general public and other organizations.	2015 – Determine types of sessions – recreational, educational, social, legislative, motivational, etc. that can be supported by the community. *Progress: Staff has determined so far that, in certain situations, poverty simulations could be offered at a fee. Other possibilities are still being explored.* 2016 – Hold 1 event which nets a profit. 2017 – Hold 1 event which nets a profit.
Promotion	
Goal – Define and promote the value and Return on Investment for membership in the CAAP.	

Action Steps	Metrics
Publicize the value and advantages of membership.	2015 – Define "What does the Association do for its members?" 2015 - Survey of member agencies on knowledge of member benefits. 2015 – Provide a comparative analysis of other State Community Action Associations on benefits, services offered, best practices, etc. *Progress: Added a webpage on CAAP's new website to address the value of CAAP membership* http://thecaap.org/what-we-do/member-benefits.html 2016 – Realign memberships with best/innovative practices and needs in the Community Action network. 2016 – Communicate benefits of members to entire network through electronic, print, face-to-face and other means.
Identify and share outcomes that highlight the network's	2016, Q2 – Obtain COPOS-IS state-wide results from DCED and prepare a network report annually and ongoing to legislators,

achievements.	membership, general public, funders, stakeholders.
	
	Ongoing – Continue to recognize the accomplishments of member agencies through the Self-Sufficiency Awards and Distinguished Service Awards at the annual conference.
	
	2016 – Create an "Innovation Award" recognizing community level work/innovative practices on a local level by Community Action agencies.
	
	Progress:
	   • ***SSA and DSA Award Ceremonies held on April 20 and 21 respectively. There were 11 SSA winners and 7 DSA winners.***
	   • ***We added an innovative DSA category called the Community Engagement Award***

Celebrate the strength of the network as a collaborative whole.	Ongoing - Maintain a 95% or better membership rate.

Knowledge Sharing
Goal – Initiate a platform for open dialogue.

Action Steps	Metrics

Use technology to promote dialogue, participation in trainings/meetings, networking and information sharing.	2015 – Explore mediums of communication including webinars, video/teleconferences, social networking, etc., while considering pricing and technology needs on the local level.
	
	Progress:
	
	   ▪ ***Successfully completed three Skype Conference Committee Meetings. Will continue to utilize this free service***
	   ▪ ***Developed a business plan to utilize webinars***
	   ▪ ***Big improvement in utilizing social media. Social media content has significantly improved and social media engagement has improved. Continuing to update CAAP's new website with all new content and user functions***
	
	2016 – Roll out new technology for CAAP annual conference which will allow for virtual participation.
	Progress: New registration tool on CAAP's website has proven to be effective for the CAAP Annual Conference
	   • ***Utilized Skype for Conference Committee Meetings.***
	   • ***Will begin to utilize StartMeeting for future remote meeting needs***
	   • ***Developed a business plan to utilize webinars (example, Department of Banking and Securities webinar mentioned***

	above) • ***Big improvement in utilizing social media. Social media content has significantly improved and social media engagement has improved*** • ***We continue to develop CAAP's new website with fresh content*** 2017 – Implement for regional meetings, state-wide trainings, network updates, etc.
Establish regional meetings for similar purpose staff (i.e. program directors, fiscal directors, direct service staff, IT, communications/marketing, etc.)	2015 – 2017 - Hold 2 meetings per year/per state region/per targeted group.
Expand networking opportunities to include entire R3PIC region and like-minded organizations.	2015 – Identify 5 key areas for training/resource sharing. ***Progress:*** *To date, we have identified performance management, community assessment tools, risk assessments and customer satisfaction surveys. Through the RPIC, we continue to work with the other state associations in Region 3 (MCAP, VACAP and WVCAP) to identify possibilities. Each state has an interest in customer satisfaction surveys; in addition to what we offer at the CAAP conference, there will be a Region 3 webinar on this topic held April 28th. That is convenient for staff unable to attend our conference session and for staff who do attend the session but may have follow-up questions. Both the conference session and the webinar will be conducted by Jarle Crocker, Training Director of the Community Action Partnership.* 2016 – Coordinate/conduct two region 3 meetings based on key areas identified ***Progress:*** *To date, we have identified performance management, community assessment tools, risk assessments and customer satisfaction surveys for the network. For those agencies that have been in need, we have also provided a 5th resource in New Executive Director Orientation and Mentoring; 9 new executives have shown interest in this program, though not all have been able/desire to participate in both portions of this resource program. Through the RPIC, we continue to work with the other state associations in Region 3 (MCAP, VACAP and WVCAP) to identify other possibilities. Region 3 held a webinar on customer satisfaction surveys April 28th. We intend to create list-serv like internet groups for our members around Organizational Standards, ROMA Next Gen, and other areas of shared interest.* . 2017 - Coordinate/conduct an additional two region 3 meetings based

	on key areas identified.

Goal – Strengthen the role of Community Action agencies in the provision of anti-poverty initiatives.

Action Steps	Metrics
Enhance annual conference by offering deeper dives into national trends and hot topics.	2015 – Build capacity within Community Action network to provide in-depth and practical knowledge on topics. 2016 –Presented topics such as the Super Circular, Organizational Standards, ROMA Next Gen, IS changes, legislative changes, etc., for in-depth work sessions during the annual conference using in-network experts to complement national speakers. *Progress: The 2016 theme is: A Measure of Success. Recently, given an environment of new Organizational Standards provided by the Office of Community Services, 58 new standards help agencies define A Measure of Success. Measures address "Maximum Feasible Participation", "Vision and Direction", and "Operations and Accountability". CAAP's 2016 Conference aims to inform attendees of the new standards of compliance and how leadership, governance, financial management, human resources, strategic planning, customer input, community engagement, community assessment, data and analysis, and more fit in with their organizations' overall strategic vision of eliminating poverty at the local level.*
Create a structured training program for Community Action Staff.	2016 – Implemented standard method for new staff orientation. 2016 – Implemented standard method for new/emerging leader training. *Progress: CAAP presented a New Executive Director 2 day Workshop and Mentoring Program on March 29/30, 2016 for 8 new ED's. They were each matched with a seasoned ED. A hardcover resource manual and backup thumb drive were created and given to both mentors and mentees.*
Bolster CAAP's role as the "common voice" for the Community Action network related to all policy and programmatic matters.	2016 – Quarterly network surveys on policy and programmatic issues. 2016 – 2017 – Formalized report reflecting network achievements, barriers, challenges, and innovations presented to DCED and legislators quarterly.
Enhance role as a clearinghouse for national and state-wide matters that impact local agencies, such as needs assessments, marketing,	2015 – Developed centralized listserv and/or electronic forum for

risk assessments, organizational standards, ROMA, state and federal accountability measures, and regulatory changes.	information sharing. • ___Progress:___ _Created and managed five listserv lists through L-Soft: CEO/ED, Finance, Work Ready, Needs Assessment, and MATP Providers._

*___*Sustainability Goal Initiative 1 Progress:___*

Pursuant to the CAAP Strategic Plan, CAAP requested information of other Community Action state associations on three issues: associate memberships, alternative revenue streams and member benefits.

Through early January we have received 5 responses: Washington, Idaho, Virginia, Iowa and Missouri. North Dakota has promised a return, but it is not yet received. We are continuing to get input from other associations.

Associate Memberships

Washington – by-laws allow for it, but have never set fees.

Idaho, Virginia, Iowa – Not allowed.

Missouri offers great insight and offers 5 tiers of Associate Membership. This is a credible model to follow. (Point of reference: MACA developed the CNA tool we use.) MACA has over 1400 associate members in addition to their 19 CAAs.

Each level allows for discounts on training and conference registrations.

> *Top 4 levels allow for name listing in publications and website as member of associated level.*

> *Top 4 levels have increasing access to Community Action Figures ("COPOS" numbers).*

> *Top 3 levels have increasing access to Community Needs Assessment reports. This would be similar to our encouragement of getting partners to share the data with.*

Alternative Revenue Streams

We need to develop something innovative, not in conflict with member agencies' resources and hopefully of additional assistance to them. Missouri again showed the innovation early and capitalized on needs assessments and poverty simulations. While the organizational standards show a need for risk assessment tools, the Community Action Partnership has provided a free tool. Perhaps a canvassing of members might reveal a needed tool that we could develop, allow members' free/discounted use, and sell to other agencies outside our PA network.

Washington – CSBG Discretionary Funds, RPIC grant, training program income from other states. Some foundation monies are received. No fundraising has been supported by the WSCAP board as to not conflict with the member agencies' own fundraising.

Idaho - The majority of revenue comes from contracts with the state office to provide administrative oversight (LIHEAP, TEFAP and WX) and training/technical assistance for CSBG. They do not currently have fundraising or charitable giving activities or programs.

Virginia – VACAP receives foundation monies to support the oversite of 25 free income tax preparation coalitions around the state. The state office supplies funding to support the staff position overseeing this coalition.

Iowa – ICAA receives administration monies from state departments to administer tenant based rental assistance and disaster assistance. ICAA also has a contract with an investor owned utility company to administer a weatherization program for homes of families between 200% and 300% FPL. (This would seem in conflict with our members' programs and would require knowledgeable staff to be hired/contracted = no likely gain.)

ICAA administers a statewide Public Allies/Americorps program.

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Missouri – They developed and maintain contracting on the Community Needs Assessment tool in use on the national level and by New York and CAAP to date. They also control and market the Poverty Simulation toolkits and supplies.

Member Benefits

The respondents pretty much do what we do – advocacy, keeping members informed, training (ROMA, organizational standards, new ED/CEO orientation), and CAPLAW and NCAF memberships. We need more responses from other associations before this comparative analysis can really be done. The benefits that stood separate are noted below.

Iowa – Discounts on office supplies through a national office supply chain.

Virginia – Optima health care for agencies having fewer than 100 staff. VACAP received about $20/month for this, so not really a revenue source either. (We have tried healthcare a few different ways without buy-in from our members.)

** Sustainability Goal Initiative 2 Progress: CAAP Strategic Business Plan for Sustainability

Fee-Based Training Support and Supplemental Online Training Sessions
As a means to raise additional revenue for CAAP's annual budget, CAAP would like to provide fee-for-service training and meeting support for member and non-member organizations. In addition, CAAP would like to provide supplemental online training sessions from CAAP's educational in-person courses.

Fee-Based Training Support

Often times, CAAP members and outside strategic partners need to provide training to their staff, clients, and/or community partners. Other times, CAAP members and partners need to organize meetings with staff, clients, and/or community partners who may be located in different geographical areas of the state. The challenge is, CAAP members and CAAP's outside partners are at times limited in their ability to provide successful trainings or remote/virtual meetings because of limited staff time or technical resources.

CAAP has both the technological means and internal staff expertise to support an organization's training and meeting requirements. CAAP believes there is an opportunity to leverage its in-house capabilities to meet an existing need that will help our members and partners with training and/or meeting needs while simultaneously strengthening CAAP's member support and partner relationships.

The following are two examples that serve to highlight CAAP's technical proficiencies. First, CAAP has acquired a license with Citrix GoToMeeting. Second, the development and capabilities of CAAP's new website. CAAP's Citrix GoToMeeting license provides a state-of-the-art virtual platform where anyone anywhere can host a training or meeting. With access to CAAP's GoToMeeting account, the facilitator can deliver presentations/slideshows, perform demonstrations, brainstorm with colleagues, and securely share information online from anywhere at any time. Meetings can be one-to-one, or the facilitator can meet with up to 100 people at once. In addition to Citrix's GoToMeeting, CAAP's new website has the powerful ability to setup and accept multiple registrations for a variety of different meetings/trainings. CAAP's website also allows for a customized event webpage helping promote various meetings or trainings.

With CAAP's new training and meeting support service, CAAP will provide logistical support and access to Citrix's GoToMeeting platform for any small to medium nonprofit organization. For a fee, CAAP will set up training/meeting registration and event pages utilizing CAAP's new website. CAAP will then create the GoToMeeting session and email all registered attendees the custom meeting room link. During the meeting, CAAP will help the meeting organizer manage the technical logistics of GoToMeeting. Afterwards, CAAP will provide the meeting facilitator with reporting and analytics. Each training or meeting event will get its own custom webpage on CAAP's website to help promote the event. Content on the custom webpage will be at the discretion of the event facilitator but CAAP will manage all the technical building of the webpage.

Marketing/Promotion:

- *Direct email to CAAP member agencies and partners*

- *Newsletter articles in both the CAAP Newsletter and Advocacy and Partner Update*

Advantages and Features:

- *Decrease travel costs and eliminates distance barriers*

- *Saves staff time*

- *Saves cost of purchasing GoToMeeting license*

- *Saves time and money for event registration and management*

- *Technical expertise and "on-call" support*

- *Custom event webpage for information sharing, promotion, and registration*

- *Up to 100 attendees per training/meeting*

- *Custom CAAP URL and logo in meeting room*

- *Screensharing (up to six screens)*

- *HD Video*

- *Join the meeting's audio via the user's computer mic and speakers or call in to the meeting using phone*

- *CAAP can offer attendees a toll-free calling option*

- *Record, store, and download meeting sessions*

Pricing: $350 per training. $100 per meeting. The following are the differences between training verses meeting as justification for two different pricing levels.

- *Trainings: Requires more material (for example, longer PowerPoint Presentations and more handouts), which incurs longer preparation time for CAAP staff. Meetings last longer (over two hours), which means CAAP staff have to be "on-call" for more time. There's more preparation and training time on CAAP staff in coordinating with meeting facilitator.*

- *Meetings: Less material to load into GoToMeeting (shorter PowerPoint Presentations and 1-2 page agendas). Less on-call time for CAAP staff since meetings last 1-2 hours. Easier registration setup and easier to coordinate with meeting facilitator.*

Cost to CAAP: $588 per year for Citrix GoToMeeting license plus staff time

Registration: Registration will be managed through CAAP's website. Once the attendee pays their registration fee, CAAP will email attendee a personal URL link that will direct them to the meeting room. The link will only be active during the scheduled meeting time.

Supplemental Online Training Sessions

In addition to providing fee-for-service training and/or meeting logistical support, CAAP will also utilize Citrix's GoToMeeting platform to provide supplemental training from CAAP's educational in-person trainings. The intention is to enhance those content rich courses with follow-up resources and education so that attendees gain a deeper understanding of the course content.

Types of Supplemental Courses:

- *Leadership Development*

- *Follow-up sessions from the CAAP Annual Conference workshops*

- *Further education that expands on the ideas introduced in ROMA*

- *Governance updates*

- *Additional classes for new Executive Director orientations*

Marketing/Promotion:

- *Direct email to CAAP member agencies*
- *Newsletter articles in both the CAAP Newsletter and Advocacy and Partner Update*

Advantages and Features:

- *Participants gain a deeper understanding of course content*
- *Decreased travel costs and eliminates distance barriers*
- *CAAP strengthens relationships with its members and partners*
- *Provides current education sessions*
- *Improves professional development*
- *Allows for follow-up Q&A and lets CAAP address feedback from survey results*
- *Up to 100 attendees per training/meeting*
- *Custom CAAP URL and logo in meeting room*
- *Screensharing (up to six screens)*
- *HD Video*
- *Join the meeting's audio via the user's computer mic and speakers or call in to the meeting using phone*
- *CAAP can offer attendees a toll-free calling option*
- *Record, store, and download meeting sessions*

Cost to CAAP: $588 per year for Citrix GoToMeeting license. Same license as above so only need to pay licensing fee once. Plus staff time.

Pricing: $40 per participant per training

Registration: Registration will be managed through CAAP's website. Once the attendee pays their registration fee, CAAP will email attendee a personal URL link that will direct them to the meeting room. The link will only be active during the scheduled meeting time.

Assumptions

In the first year of testing "Fee-Based Training Support and Supplemental Online Training Sessions", CAAP hopes to prove that the business model can be profitable and sustained by CAAP staff.

Fee-Based Training Support

- *If CAAP can secure 10 $350 training orders and 10 $100 meeting orders over a 12-month period, $4,500 will have been earned.*

Supplemental Online Training Sessions

- *If CAAP can organize 5 supplemental GoToMeeting training sessions with an average attendance of 15 people, it will have earned $3,000.*

Therefore, after the cost of a one-year GoToMeeting license, CAAP will have a total profit of $6,912 in the first year – if the above assumptions are met.

2) INTERNAL OPERATIONS

Shortly after the CAAP Conference, the Chief Finance officer who had replaced Jane Knott and had been with CAAP for three months, was terminated. I was convinced that, despite his ready answers when questioned, the CFO was just not doing the job. Jane Knott was asked to come back in to check on the

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new CFO's progress and it was discovered that he had done only enough work to allay suspicions. He was terminated immediately and another search was begun for a new finance person. Because the position no longer oversees a large number of grants, and the job generally is somewhat reduced in its overall responsibilities, the position was advertised as "Finance Manager". I had several excellent candidates to select from and settled on Sue Northey. Sue has experience in preparing payroll, remitting various tax withholdings, filing the appropriate payroll tax returns, issuing Form 1099 MISC and handling all year end filings. She has extensive general ledger experience, including allocating costs. Her experience includes creating budgets and preparing monthly financial statements. She is also a licensed CPA. She has scheduled audits, worked with the audit firm and received unqualified opinions with no adjusting entries. Sue began June 1st and, although she is still learning the CAAP accounting and reporting requirements, Sue is a very quick learner and clearly has strong accounting skills.

In the meantime, Jane has been working to correct mistakes and complete tasks not undertaken by the terminated CFO. She is also working to train Sue. I have requested that Jane come in monthly to oversee Sue's work to ensure that, in case of error, we don't too far afield.

3) COMMUNICATIONS

CAAP Website
CAAP's website continues to be a powerful communications tool. The following statistics are above the industry average for an organization of our size. Website stats from April 1 – June 30, 2016:
- Website visitors
    - 2,830 Unique visitors (up 1% from last quarter), 2,014 new visitors (up 6% from last quarter), and 816 returning visitors. These are great results for CAAP's website, especially during this time period. Over 2,000 new website visitors means CAAP is generating new interest and driving those interested parties to our website for more information and follow up activities. The increased interest is probably due to WITF's "Spotlight on Poverty" and the Better Choices Coalition advocacy efforts
    - 3,188 total visitors. Down 2% from Jan 1 – March 31 which had a total of 3,242 visitors. Traditionally, CAAP's website receives the highest volume of website interest from Jan – March because of the annual conference (i.e. people registering for the conference).
- CAAP's social media presence has steadily increased
    - Facebook: CAAP has a total of 291 "likes" as of July 8th. CAAP gained 17 new likes from April 1 – June 30. CAAP continues a steady posting of content such as relevant articles and news, newsletter updates, and activity updates. 92 unique visitors have linked to

CAAP's website from Facebook (an increase of 283% from last quarter) and 19 unique visitors have linked from CAAP's website to Facebook (27% increase from last quarter)

- Twitter: Regular posts, at least one per week, have kept CAAP's presence high. CAAP now has 574 Followers (up 34 since April) and 788 Tweets

2016/17 Annual Conference

Survey highlights for the 2016 annual conference:

- Did the conference meet your expectations in terms of usefulness and value? 100% said Yes (46 respondents)
- Did the conference topics relate to timely issues and concerns at your organization? 100% said Yes
- Overall satisfaction with the conference? 86%, poor remarks were almost totally due to the quality of the conference facility
- General session speakers:
  - Roselyn Conner: 92%
  - Bill Stanfield: 89%
  - David Bradley: 88%
  - Alexander Moore: 85%
- SSA and DSA ceremonies both received a 92%
- Average workshop score: 94%
  - Chris Loge from CAPLAW received the highest scores for both of his workshops
  - Jarle Crocker from Community Action Partnership received the second highest score for his succession planning workshop
  - Bill Stanfield received the third highest score for his community development workshop
  - Megan Shreve received the next highest score for her workshops followed closely by Darlene Bigler for her merger workshop
  - Most requested "repeat topics or workshops" are:
    - Asset based community development (Bill Stanfield)
    - How to conduct a legislative visit (David Bradley)
    - Financial Toolkit (John Litz and Linda Kuster)
    - Chris Logue and Jarle Crocker from CAPLAW/Partnership
    - Changing the Community Dialogue about Poverty (Megan Shreve)
    - Communication/Marketing Techniques (Roselyn Connor)
  - Most of the workshop presentations are posted on CAAP's website

- The conference venue received the lowest scores for the quality of the conference facilities (76% on average). However, the service did stand out as a positive according to survey comments and ratings
- Overall satisfaction with conference registration process, conference materials (such as program), registration booth check in experience, treatment by CAAP staff and committee, etc. received very high scores (95%)

CAAP is collaborating with the Pennsylvania Association of Nonprofit Organizations (PANO) to host a joint annual conference. This means that CAAP will move its annual conference from the spring to the fall in 2017. Currently, CAAP is working with PANO to establish a Memorandum of Understanding.

Since CAAP is moving its annual conference from spring 2017 to the fall 2017, we have decided to host a smaller in-depth training event so that more than a year does not pass without a significant educational opportunity. Based on feedback, CAAP will host an in-depth ROMA Next Generation Symposium that will take place on May 10th and 11th, 2017 in Harrisburg, PA. The expected price will be $125 which includes 4 meals, trainers, venue, materials, a possible Distinguished Service Awards, and more.

4) VISTA PROGRAM

Under the CAAP VISTA umbrella there are currently 7 VISTAs serving on continuing projects which are as follows:

Food Access (Berwick Area United Way)
Capacity Courts (CASA of Lancaster County)
Decades to Doorways Faith Initiative (CHESCO)
CIRCLES - Mon Valley (East Liberty Development Corp.)
Data Base Development (Susquehanna County Interfaith)
CIRCLES - Sharpsburg (East Liberty Development Corp.)
Veterans Resource Specialist (CAPMC)
CIRCLES (Mon Valley) left Early Termination on June 22, 2016

New Project Sponsors

The YMCA of Reading and Berks Counties will join our continuing projects for the 2016-17 VISTA year. The site supervisor has successfully recruited a VISTA candidate who will begin service on August 29, 2016 after attending the PSO in Baltimore MD. August 23- 26, 2016

VISTA Recruitment Updates

All of the current project sponsors either have or are still recruiting VISTA's for the 2016-17. To date Susquehanna County, CIRCLES - Mon Valley and YMCA of Reading and Berks Counties have successfully recruited VISTAs for 2016-17. All remaining projects, CHESCO, CIRCLES Sharpsburg, CAPMC and CASA of Lancaster County are still actively recruiting. CAAP is continuing to recruit for the VISTA Leader position.

VISTA Member Accomplishments to Date:

Three VISTAs will be ending their service on July, 24, 2016. Each of these VISTAs had a successful year of service, each making an impact on the communities they were serving.

One VISTA coordinated and facilitated the first ever Summer Point in Time Count in Chester County. Details of the count will be available after July 11, 2016.

Another VISTA was recognized by the Susquehanna County Commissioners for her dedication and service while serving with Susquehanna County Interfaith. She also created Resource magnets that she has been able to distribute thought the county. The resource magnets provide at a glance services that are available in the Susquehanna County and surrounding areas.

The VISTA assigned to CIRCLES - Sharpsburg helped organize an effort to incorporate the CIRCLES program participants into the development of the Big View meetings, community forums in which topics are addressed that impact the community. She supported this effort by generating forms used by leaders to facilitate small group conversations, and also collected and analyzed survey data to help determine which topics matter to the community.

Through her supportive role in the Sharpsburg Community Cliff Effects Forum, the VISTA introduced the program to a County Councilman. This relationship led to the CIRCLES program's involvement in a local job fair, where the VISTA helped create an informational booth enabling the CIRCLES staff to share the program with the wider community. She also completed the winter edition of our Circles Sharpsburg Newsletter**.**

CIRCLES- Mon Valley: The VISTA made a number of promising community contacts….of the 3 volunteers the VISTA recruited last quarter, two were trained and accepted as volunteers. The VISTA worked to expand the CIRCLES Resource binder, recruitment of Allies(volunteers) and donor solicitation. She co-chaired the agency's recruitment committee, so when her assignment ends, due to her engagement and interaction with the Allies, they will be able to continue her work.

CAPMC: Veterans Resource Guide Specialist: CAPMC currently has a veteran's department in-house and the VISTA has been working diligently towards completion of the Resource Guide. Once completed the Resource Guide will be updated bi-annually by veteran staff to ensure and maintain the integrity of the information it holds. The Vista continues to be a team player all the way around, going out of her way to volunteer in the community for things that are beyond the scope of her project. She is organizing a 5k run prior to the end of her VISTA time with CAPMC, which will benefit the agency and the many programs they offer. The VISTA was also a part of the 2nd Annual Armed Forces Day Event taking place at Buhl Park in May of 2016.

CASA of Lancaster County: The VISTA authored her first ever grant and was awarded a $10,000.00 Community Initiative Grant from CHI St. Joseph Children's Health. This grant was awarded in support of the CASA of Lancaster County Volunteer Manager's position.

As a result of its VISTA's hard work, Berwick Area United Way opened a second location with the grand opening of The Downtown Berwick Market on June 27. It's a place where local vendors come together to showcase their skills. The market features painting, pottery, soap even an outdoor yoga studio. Home grown veggies are coming soon. The Berwick Farmers Market opened June 17. Even though produce was not plentiful as it is the beginning of the harvest season, sales were good. The VISTA is continuing to add additional vendors to the market.

5) GRANTS
Regional Performance & Innovation Consortium (RPIC) Grant
Much of June was consumed with the RPIC grant, administering the current year but more so working on the next grant. As the lead agency for Region 3 (PA, DC, DE, MD, VA and WV), we coordinated and submitted our application for another grant. This grant has 3 grant periods between September 2016 and September 2019. Each grant cycle will be funded at $400,000, with CAAP receiving a total of $40,000 for the grant administration, and $62,500 for in-state work for the grant's mission.

The purpose of the RPIC is to provide a regionally focused T/TA mechanism to strengthen the effectiveness and efficiency of CSBG implementation at both the state and local levels. Through collaborations with national CSBG T/TA partners and OCS, we are to maximize and align T/TA resources within the state and regionally to develop joint T/TA plans and activities, help CAAs and state offices implement and exceed Organizational Standards, encourage a learning culture that

embeds ROMA Next Generation at all levels of our network's agencies, and disseminate information in a timely manner to the network.

CAAP will be working with DCED to develop a statewide joint T/TA plan. Many of the aspects of that plan will inform on our other activities in the planning of conference and symposium workshops.

Our monthly RPIC calls have grown in importance, and we now have two separate coordinative calls. The first is with the other state associations. In the past we had the Community Action Partnership on at times, and even less frequently were able to get an OCS representative's participation. During the past year, OCS has shown more interest and now attends monthly, as does the Partnership, CAPLAW and NASCSP to discuss their initiatives and figure how we may work to improve the network. At times we will be joined by members of our other monthly call, the R3PIC Task Group. The Task Group consists of state association members, state office representatives, and 2 local CAA representatives from each state. (Megan Shreve and John Litz are our local members.) Originally, the group met quarterly, but is now set to meet monthly with one training session each quarter for all CAAs in the region. The group is to get into the finer details of regional training activities, using the experience and knowledge of each level.