

# CAAP BOARD OF DIRECTORS MEETING

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

### 1) KEY FOCUS AREAS

#### a) Public Policy/Partnerships

- For the past three months, public policy focus points were on the state budget, the NCAF Legislative Conference, and the reauthorization of H.R. 1655.
  - State Budget:
    - On March 23, Governor Tom Wolf announced that he would not veto H.B. 1801. According to the Governor's Office, "The math in this budget still does not work. The budget creates a \$2 billion deficit in 2016-17 that will prompt massive cuts to education, teacher layoffs, higher property taxes, and cuts to senior programs. But it is time to move on and address these problems in the 2016-2017 budget."
    - Gov. Wolf will speak at the CAAP Annual Conference on April 21<sup>st</sup>
    - Attended the Human Services Budget Briefing. The Department of Human Services presented information on the portions of Governor Wolf's proposed fiscal year 2016-17 budget that affect our state's human service programs
    - Attended and participated in the 2016 Budget Summit which was organized by the PA Budget & Policy Center and the Keystone Research Center. The conference provided an in-depth look at the Governor's 2016-17 budget proposal
    - CAAP has participated in a variety of budget coalitions, conferences, "town-hall meetings", advocacy, and more to provide the Community Action voice/perspective to such conversations.
    - Participated in multiple Budget Advocacy Strategy Meetings and activities. Policy focus points are on the State's budget impasse and ways to promote advocacy
  - H.R. 1655 and the NCAF Legislative Conference: March 15 – 18 in Washington, DC
    - Met with PA House leaders Mike Fitzpatrick, Charlie Dent, Lou Barletta and Glenn Thompson who are cosponsoring H.R. 1655. They participated in a panel discussion during the NCAF conference.
    - After the conference, NCAF crossed the 100 House cosponsor goal. NCAF now has the 125 cosponsor goal well within range. Gaining additional cosponsors for H.R. 1655 was the primary goal for the conference

- On the Senate side, David Bradley at the conference confirmed that Senators Collins and Merkley are introducing a Senate Resolution that reauthorizes CSBG.
- The PA NCAF contingent met with Senator Pat Toomey and his Chief General Council, Dimple Gupta. The contingent also met with Andrew Usyk, Senator Casey's assistant. The goal of these two meetings was to encourage both senators to cosponsor the Senate Resolution when it is introduced in a few weeks.
- 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)
  - Calling on the Honorable Richard Cordray Consumer, Financial Protection Bureau, to enact a strong, national rule on payday lending that doesn't undermine our strong state law
- Participated in the LIHEAP Advisory Committee Meeting on February 10, 2016 and a few Weatherization and Energy Conservation Policy Advisory Council advisory committee meetings
- Participated in three Better Choices for PA coalition meetings

#### **b) Organizational Standards**

Work with the standards has been two-fold. The first is continuing the analysis of local CAAs' needs with DCED and through the Region 3 RPIC. Customer Satisfaction was noted as a need (following Risk Assessment training we set up with the Community Action Partnership last year), and we worked to get the Partnership to do both a session at the CAAP Annual Conference and a regional webinar.

The second is working to ensure CAAP's own compliance with the standards and taking steps to bring us into compliance. There are a few that require additional action. We have planned activities to achieve compliance by summer's end.

#### **c) Needs Assessment Tool**

A session on analyzing data is being developed with a Tri-County Regional Planning Commission staff for the 2016 CAAP Annual Conference, meeting a need expressed by several CAAP members. The session will also introduce the use of Geographic Information Systems (GIS) as a spatial analysis tool that may tie together various factors a CAA should consider in its study of collected data.

We will begin meeting the last week of April with the University of Missouri CARES unit to move the CAAP CNA Tool to the Community Commons format, incorporating GIS mapping into the report. Hispanic

population has been requested as part of the data this year and confirmed by CARES to be included in the US Census ACS information.

CAAP issued July 2015-June 2016 maintenance invoices in February. Reminder notices were sent April 6th to the six agencies that have not yet paid. One responded to that payment will be made in the next week. Both non-CAAP member CAAs have paid the fee.

#### **d) ROMA Training**

We are holding a statewide ROMA training on April 19<sup>th</sup>. There are 36 trainees registered. Not only are we getting more staff trained in ROMA, but we have our 4 ROMA candidates conducting the training with the intent that 2 ROMA Master Trainers (Jen Wintermeyer and Dan Leppo) will be able to certify them as Nationally Certified ROMA Trainers. One of the 4 candidates is from the southern central PA region and three are from northwest PA where we really needed trainers to handle trainings in the region.

#### **e) ROMA Next Generation**

CAAP is in the midst of reviewing the requirements of this next performance standard. During a meeting of the state associations in Washington, DC, the day before the NCAF Legislative Conference, CAAP led the charge on questioning the funding for this initiative: funding is needed for data managements systems which will have to be overhauled or newly developed and resources will be required for T/TA. We are also quite concerned with the time and timing of this requirement. We have noted that many CAAs are busy doing what is necessary with Organizational Standards compliance, and this further requirement complicates matters as CAA staff time is stretched as it is. The implementation is set by federal staff to occur before the end of the current presidential administration's end, with initial data collected during 2018 for reporting to DCED in February 2019; this means data management systems would need to be ready by mid-2017 to allow staff training and system trouble-shooting to be done in the last half of 2017. That seems unrealistic to us.

We met with DCED as ROMA NG was introduced to the CA network. Together we worked out the information dissemination plan for PA CAAs and set that there would be state calls after each national webinar with a general follow-up conversation. (DCED handled the calls as the webinars were set by NASCSP during the NCAF Legislative Conference.)

CAAP has continued to participate in national forums. During one such forum, at the urging of state associations, the Partnership agreed to seek an extension to the initial comment period. The request was successful. CAAP will continue advocating for its members on this new initiative.

## **f) Member Support**

- We continue our 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 symposium for them during the pre-conference activities on April 19<sup>th</sup>.
- CAAP conducted combined Governance and ROMA training for the Carbon County Action Committee for Human Services board on April 1<sup>st</sup>.
- Offered a New Executive Director Workshop and Mentoring Program held March 29 & 30<sup>th</sup> in Harrisburg, PA. Eight of the nine new Execs were in attendance and matched with mentors. The Workshop was very successful based on evaluations and comments from the new (and seasoned) EDs. Day One consisted of David Bradley presenting the history of the War on Poverty, an all-day presentation. In the evening, the new folks went to dinner with David and received a legislative update. Day Two opened with DCED presenting, followed by topical presentations by some of the seasoned EDs. Lunch was spent with the paired mentor/mentees eating lunch together and strategizing about their individual mentoring schedule. The day ended with more presentations. Each mentee and mentor received a resource manual and thumb drive with the manual on it.
- Entered into an agreement with APPI (Affiliated Power Purchasers International), a firm that has provided data-driven procurement and consulting solutions to customers in deregulated energy markets across the U.S. for 20 years, to try to reduce energy costs for our members.
- We assisted several agencies with questions on organizational standards, needs assessment technical questions, proposed DCED directives and national news/trends matters.
- Managed five listserv lists through L-Soft: CEO/ED, Finance, Work Ready, Needs Assessment, MATP Providers
- Published three monthly newsletters and three policy and advocacy updates. CAAP's Update Newsletter has a 41% average open rate (27.9% is the industry average) and an average click-through rate of 14%
- Coordinated the PA Contingent for the NCAF Legislative Conference
- Tracked budget impasse news, and Gov. Wolf's 2016-17 budget announcement. Wrote overview updates for dissemination to the membership via social media and newsletters
- Managed five listserv lists through L-Soft
- Responded to multiple member requests for information
- Published three monthly newsletters and three policy and advocacy updates.

## **g) CAAP Strategic Plan Progress and Update**

<b>Sustainability</b>	
Goal – Diversify revenue sources to include unrestricted funds, donations, planned giving and contributions.	
<b>Action Steps</b>	<b>Metrics</b>
Initiate an “associate” level membership to non-CAA’s that provides limited benefits, discounts, information sharing.	<p>2015, Q1 - Research a minimum of 5 other associations that have adopted an “associate” level membership option.</p> <p>2015, Q2 – Select model; develop fee structure.</p> <p>2015, Q3 – Identify and solicit a minimum of 10 non-Community Action organizations for membership.</p> <p>2015, Q4 – A minimum of 4 organizations join as “associate” members.</p> <p><b><u>Progress:</u> *See attached report</b></p> <p>2016 – Add 2 additional “associate” members.</p> <p>2017 – Add 2 additional “associate” members.</p>
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.	<p>2015 – Developed business plan for fee-for-service model.</p> <p><b><u>Progress:</u> <i>Designed a fee-for-service model:</i></b></p> <p><b><i>**See attached “Fee-Based Training Support and Follow-up Online Training Sessions” business plan.</i></b></p> <p><b><i>Business plan covers fee-for-service model for professional services and fee-based specialized training sessions.</i></b></p> <p><b><i>Fee based training sessions: Conference workshops (April 20-21) and ROMA Training (April 19)</i></b></p> <p>2016 – At least one local CAA has utilized fee-for-service option.</p> <p>2017 – Expanded utilization of fee-for-service options.</p>
Explore the development of a charitable giving, endowment/bequest/planned giving program.	<p>2015 – Identify legal and financial implications through discussions with consultants and other associations. Develop policies and procedures to implement fund development plan.</p> <p><b><u>Progress:</u> <i>CAAP will recruit an expert on planned giving to run a workshop at the CAAP annual conference</i></b></p> <p>2016 – Board approved fund development plan.</p> <p>2017 – Initiated plan.</p>

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.	<p>2015 – Determine types of sessions – recreational, educational, social, legislative, motivational, etc. that can be supported by the community.</p> <p><b><i>Progress: Staff has determined so far that, in certain situations, poverty simulations could be offered at a fee. Other possibilities are still being explored.</i></b></p> <p>2016 – Hold 1 event which nets a profit.</p> <p>2017 – Hold 1 event which nets a profit.</p>
<b>Promotion</b>	
Goal – Define and promote the value and Return on Investment for membership in the CAAP.	
<b>Action Steps</b>	<b>Metrics</b>
Publicize the value and advantages of membership.	<p>2015 – Define “What does the Association do for its members?”</p> <p>2015 - Survey of member agencies on knowledge of member benefits.</p> <p>2015 – Provide a comparative analysis of other State Community Action Associations on benefits, services offered, best practices, etc.</p> <p><b><i>Progress: Added a webpage on CAAP’s new website to address the value of CAAP membership</i></b></p> <p><a href="http://thecaap.org/what-we-do/member-benefits.html">http://thecaap.org/what-we-do/member-benefits.html</a></p> <p>2016 – Realign memberships with best/innovative practices and needs in the Community Action network.</p> <p>2016 – Communicate benefits of members to entire network through electronic, print, face-to-face and other means.</p>
Identify and share outcomes that highlight the network’s achievements.	<p>2016, Q2 – Obtain COPOS-IS state-wide results from DCED and prepare a network report annually and ongoing to legislators, membership, general public, funders, stakeholders.</p> <p>Ongoing – Continue to recognize the accomplishments of member agencies through the Self-Sufficiency Awards and Distinguished Service Awards at the annual conference.</p> <p>2016 – Create an “Innovation Award” recognizing community level work/innovative practices on a local level by Community Action agencies.</p>
Celebrate the strength of the network as a collaborative whole.	Ongoing - Maintain a 95% or better membership rate.

<b>Knowledge Sharing</b>	
Goal – Initiate a platform for open dialogue.	
<b>Action Steps</b>	<b>Metrics</b>
Use technology to promote dialogue, participation in trainings/meetings, networking and information sharing.	<p>2015 – Explore mediums of communication including webinars, video/teleconferences, social networking, etc., while considering pricing and technology needs on the local level.</p> <p><u>Progress:</u></p> <ul style="list-style-type: none"> <li>▪ <i>Successfully completed three Skype Conference Committee Meetings. Will continue to utilize this free service</i></li> <li>▪ <i>Developed a business plan to utilize webinars</i></li> <li>▪ <i>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</i></li> </ul> <p>2016 – Roll out new technology for CAAP annual conference which will allow for virtual participation.</p> <p>2017 – Implement for regional meetings, state-wide trainings, network updates, etc.</p>
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.	<p>2015 – Identify 5 key areas for training/resource sharing.</p> <p><u>Progress:</u> <i>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.</i></p>

	<p>2016 – Coordinate/conduct two region 3 meetings based on key areas identified.</p> <p>2017 - Coordinate/conduct an additional two region 3 meetings based on key areas identified.</p>
<b>Capacity Building</b>	
Goal – Strengthen the role of Community Action agencies in the provision of anti-poverty initiatives.	
<b>Action Steps</b>	<b>Metrics</b>
Enhance annual conference by offering deeper dives into national trends and hot topics.	<p>2015 – Build capacity within Community Action network to provide in-depth and practical knowledge on topics.</p> <p><i><b>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.</b></i></p> <p>2016 – 2017 - Present 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.</p>
Create a structured training program for Community Action Staff.	<p>2016 – Implemented standard method for new staff orientation.</p> <p>2016 – Implemented standard method for new/emerging leader training.</p> <ul style="list-style-type: none"> <li><i><b>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.</b></i></li> </ul>
Bolster CAAP's role as the "common voice" for the Community Action network related to all policy and programmatic matters.	<p>2016 – Quarterly network surveys on policy and programmatic issues.</p> <p>2016 – 2017 – Formalized report reflecting network achievements, barriers, challenges, and innovations presented to DCED and legislators quarterly.</p>
Enhance role as a clearinghouse for national and state-wide matters	2015 – Developed centralized listserv and/or electronic forum for

<p>that impact local agencies, such as needs assessments, marketing, risk assessments, organizational standards, ROMA, state and federal accountability measures, and regulatory changes.</p>	<p>information sharing.</p> <ul style="list-style-type: none"> <li>• <b><u>Progress: Created and managed five listserv lists through L-Soft: CEO/ED, Finance, Work Ready, Needs Assessment, and MATP Providers.</u></b></li> </ul>
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**\*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 oversight 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.*

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**

The day to day operations have been ongoing but of particular note is the hiring of Jacob Smith who assumed the position of CFO on February 1<sup>st</sup>. Jacob has been learning the many and varied facets of being the CAAP CFO.

### **3) COMMUNICATIONS**

#### **CAAP Website**

- CAAP's new website continues to be a powerful communications tool. The new conference registration tools are running smoothly and effectively. All of the statistics below are above the industry average for an organization of our size.
- Website stats for March 2016:
  - 1,166 CAAP website visits (sessions)
  - 996 unique visitors
  - 673 new visitors
  - Bounce rate of 18.6%. A bounce rate is the number of visitors who immediately left CAAP's site and a good percentage to have is between 20% and 30%
  - Website visitors viewed an average of 3.9 pages for an average of 6 minutes, 7 seconds (up over 2 minutes from last quarter)
  - 5 most popular page visits in order are: Home Page, Annual Conference Registration, News and Events, Event Calendar, General Info conference page
- CAAP's social media presence has steadily increased:
  - Facebook: CAAP has a total of 273 "likes" (up 10 since January), with steady posting of content from CAAP activities such as relevant articles and news, newsletter updates, and activities
  - Twitter: Regular posts, at least one per week, have kept CAAP's presence high. CAAP now has 540 Followers (up 23 since January) and 745 Tweets

#### **2016 Annual Conference**

- Registration is on track to meet last year's attendance and revenue numbers. Last year was successful in terms of profit and attendance. As of April 4<sup>th</sup>, CAAP has 212 paid registrants and approximately 35 "comped" attendees which include speakers and staff. Last year, CAAP collected a little over \$47,000 in registration fees. Currently, CAAP has collected about \$45,000 in registration fees
- Sponsorship has been a challenge this year as most of CAAP's "regular" sponsors did not return. However, CAAP has recruited new sponsors, including one Presenting Sponsor (\$3,000) and two Supporting Sponsors (\$1,000 each). In addition to the Presenting and Supporting Sponsors, CAAP has two exhibitors (\$500 each) plus an in-kind printing credit with Allegra (\$1,000). Although many of CAAP's "go-to" sponsors did not return, we still managed to gain \$6,000 in sponsor support which was the same amount of sponsorship dollars as last year

#### 4) VISTA PROGRAM

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

Monica Zourides:	Food Access (Berwick Area United Way)
Bonnie Northeimer:	Capacity Courts (CASA of Lancaster County)
Lindsay Anderson:	Decades to Doorways Faith Initiative (CHESCO)
Aleshia Barber:	CIRCLES - Mon Valley (East Liberty Development Corp.)
Erica Bolthouse:	Data Base Development (Susquehanna County Interfaith)
Chelsey Salay:	CIRCLES - Sharpsburg (East Liberty Development Corp.)
Jordyn Wagner:	Veterans Resource Specialist (CAPMC)

#### Days of Service:

Americorps Week Day of Service: Each VISTA successfully completed a service project for Americorps Week of Service. The projects ranged from Volunteering at a local library, participating in a Poverty Simulation, aiding the Educational Support Programs Coordinator at the St. Agnes Day Room and another volunteer in implementing the children's program's lessons for that day, community outreach in spreading the word about VISTA and serving in a soup kitchen.

#### **VISTA Year 2016-17:**

The selection process has been completed and CAAP has been awarded 9 VISTA slots for the 2016-17 VISTA year. Of the 9 slots awarded 6 are continuing projects which are:

CHESCO: Decades to Doorways	(1)
CAP Mercer Co:	(1)
CASA of Lancaster Co.	(1)
CIRCLES Pittsburgh (ELDC)	(2)
Susquehanna Co. Interfaith	(1)
CAAP (VISTA Leader)	(1)

Two New projects allotted one VISTA slot each:

YMCA of Reading/Berks Co.	(1)
United Way of Lancaster Co.	(1)

Berwick Area United Way, in its 3<sup>rd</sup> and final year of its very successful Food Access (Farmer's Market) project, submitted a new project combining Education and Veteran affairs which was not approved for this year. However, they are going to rework their proposal and resubmit it for consideration for the 2017-18 VISTA year.

CAAP is still recruiting for an applicant to fill the VISTA Leader position.

## **5) CAAP STAFF TRAINING**

Three CAAP staff attended the NCAF Legislative Conference in March 2016. We had interaction at several levels during the pre-conference and conference activities (US Senatorial staff; State Associations; OCS, NCAF, CAPLAW, Partnership and NASCSP staff). A highlight was meeting with members of the PA Congressional delegation before their presentation at the conference. **Of particular note: throughout the conference, OCS staff confirmed that they are prepared to directly fund PA CAAs should we experience a state budget impasse again this year.**