CAAP BOARD OF DIRECTORS MEETING

CEO REPORT ON CAAP ACTIVITIES
FOR THE PERIOD
APRIL 19, 2017 – JULY 19, 2017

1) KEY FOCUS AREAS

a) Public Policy

- Attended three LIHEAP Advisory Committee Meetings and shared committee meeting notes with member agencies.
- Attended multiple Pennsylvania Budget and Policy Center budget campaign meetings to support statewide coalition efforts to get the most favorable spending and revenue budget plan that favors low-income populations.
- Attended two PA Hunger Action Coalition SNAP Committee meetings and shared info from these meetings with member agencies.
- Attended two Marking Work Pay PA coalition meetings.
- Attended a variety of budget advocacy meetings and capitol visits to stay up-to-date on budget negotiations and to advocate for a favorable human service spending plan.
- Attended two Weatherization Advisory Planning Committee Meetings and shared pertinent information with member agencies.
- Attended PANO's Courageous Conversations in a New Political Climate meeting in Elizabethtown, PA.
- Attended two CAPLAW and two NCAF advocacy and messaging webinars and shared the information with member agencies.
- Provided feedback on the PA Budget and Policy Center's "Fair Share Tax Plan" that was introduced as SB 555. Attended press conferences related to the plan and wrote several newsletter updates to inform CAAP members of these updates.

b) Organizational Standards

Work with the standards continues on all levels, with the aim of having most CAAs in compliance during 2017 or set on a path to full compliance during early 2018. There will be some agencies out of compliance with some standards and we will work with those agencies and DCED to achieve

compliance. As stated during the symposium, it is not expected at the national level that actions requiring board/attorney action that have otherwise been in compliance are going to result in any regulatory action. If we find a significant need remains after a year or so – Risk Assessment, for example – then we may need to develop a Technical Assistance Plan for the non-compliant agency(ies).

We continue to evaluate the status of PA CAAs in complying with the Organizational Standards to identify training or technical assistance needed by our member agencies. We discuss these reviews with other state associations in Region 3 (Maryland, Virginia, West Virginia) to see if regional training is also necessary.

Nationally, CAAP continues to serve on the Community Action Partnership's CSBG Working Group. The Organizational Standards committee, of which Dan is a member, will be reviewing a 3-part survey to assess the impact of the Organizational Standards 'implementation on CAAs and state offices, but that committee has not yet begun to meet.

On the agency level, we are working on CAAP's own compliance with the standards and taking the steps to bring us into compliance. We aim to be fully compliant in 2017 with the standards that apply to us as special purpose agency.

c) Community Needs Assessment Tool

Megan Shreve and Dan have worked with the University of Missouri CARES team, Institute for People, Place & Possibility (IP3), and Missouri Community Action Partnership to move the tool to the Community Commons platform. The platform allows for Geographic Information System use in addition to other enhancements. We had a presentation on the tool at the symposium and expect it to be live and in use by the July board meeting.

d) ROMA Training

We have trained 17 candidates in the last year, including 14 in May. That will require a lot of *Introduction to ROMA* trainings to get them all certified. Our intent is to get most trainings set up with 2 candidates and 1 experienced trainer.

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Jen Wintermyer conducted ROMA staff trainings for Bucks County Opportunity Council and Northern Tier Community Action Corporation. John Litz, Jessica Hajek-Bates (Community Action Southwest) and candidate Marsha Wagner (Center for Community Resources in Butler) conducted ROMA training for Blair County Community Action Agency during this reporting period.

Currently we are setting up ROMA board and/or staff trainings for summer 2017 for:
Central PA Community Action
Central Susquehanna Opportunities
Monroe County
Scranton-Lackawanna Human Development Agency
Trehab
Commission on Economic Opportunity in Luzerne

Community Progress Council will be offering a training opportunity, coordinated by their candidate, Nora Carreras.

In response to Organizational Standard 4.3's required use of an NCRT or equivalent to assist in the implementation of each agency's work plan and strategic plan per the ROMA cycle, the Association of Nationally Certified ROMA Trainers (ANCRT) developed an "equivalent" position of Nationally Certified ROMA Implementer (NCRI). CAAP arranged two NCRI trainings during May in PA: May 3 Reading and May 10 Westmoreland. All together we had 28 NCRI trainees.

Between NCRTs, existing and candidates, and NCRIs, all but 2 of PA's 44 CAAs are on the road to compliance with OS 4.3. Those two agencies are Blair County and Beaver County.

The funding of the NCRT application fees comes in part from RPIC funds and DCED Admin funds, and all costs of the NCRI trainings are supported by the DCED Admin grant, so we are appreciative of DCED for their support.

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Delayed by the foregoing activities is the final development of a curriculum for Community Action subcontractors. We have developed the framework for a half-day training. We will get the input of other PA NCRTs during 2017.

e) ROMA Next Generation/CSBG Annual Report

The Annual Report was the subject of a couple of presentations at the 2017 Community Action Symposium. Jenae Bjelland of NASCSP spoke on the reasoning and background on a national level and explained crosswalk documents available on the NASCSP website. Community Action, Inc., reviewed the changes on the COPOS website. Since finalizing the symposium schedule and timing which allowed one morning for ROMA NG/Annual Report presentations, we saw NASCSP reveal that they have a 2-day training. Many symposium attendees noted that Jenae spoke fast and that time was insufficient for the material she had to impart, and they are right. We expect that additional trainings will be done at each level.

f) Member Support

- Continued monthly Work Ready calls that further interaction and information relaying between Work Ready program staff and DHS staff.
- Assisted several agencies on 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.
- Disseminated the Community Action Month toolkit that was provided by the Community Action Partnership and coordinated social media posts with member agencies.
- Developed and disseminated a Community Action Agency snapshot survey. The goal of the snapshot survey is to create an agency highlights page for each member agency and post the snapshots on CAAP's webpage.
- CAAP is beginning a new video project for member agencies. CAAP will produce three videos, each about three minutes long. The videos will highlight two clients per video (or six families total) that have received help from a PA Community Action Agency. The goals of the videos are to share member success stories with the public which should better promote Community Action programs and raise awareness about the challenges our low-income clients face.

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- With the help of CAAP's new VISTAs, CAAP is beginning our project to develop a set of public engagement toolkits for each member agency. Recently, Steven and the two new VISTAs have met with public engagement partners to obtain their feedback and resources to ensure the toolkits contain useful content for member agencies.
- Track state policy news. Wrote overview updates for dissemination to the membership via social media, emails, and newsletters. Published 4 newsletters and 4 policy and advocacy updates.
- Responded to multiple member requests for 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.** *Progress*: *No associate members* **recruited** **2017 – Add 2 additional "associate" members** *Progress: Determined that an "associate" category would not attract many much interest. However, developed a "affiliate" category which was approved by the Board. One affiliate member has joined CAAP.* **As of July 2017, Goal Partially Met**
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 (June 2016). ROMA Next Generation Symposium (May 2017) and Collaborative Annual Conference (Fall 2017)* *2017 -* **Expanded utilization of fee-for-service options** *Progress: researched Go To Meeting, Go To Webinar pricing plans so CAAP can conduct training webinars in 2017* *Conference October2-3, 2017* **As of July 2017, Goal Not Met**
Explore the development of a charitable giving, endowment/bequest/planned giving program.	2015 – Identify legal and financial implications through discussions 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** *Progress: To this date, CAAP staff has been unable to determine any potential opportunities profit-making training events. It is unlikely that this goal will be met.* **Goal Not Met**
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.** *Progress: To this date, CAAP staff has been unable to determine any potential opportunities profit-making training events. It is unlikely that this goal will be met.*

	2017 – Hold 1 event which nets a profit.
	AS of July 2017, Goal Not Met

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. 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. *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 **As of July 2017, Goal Met**
Identify and share outcomes that highlight the network's achievements.	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. 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* **As of July 2017, Goal Met**
Celebrate the strength of the network as a collaborative whole.	Ongoing - Maintain a 95% or better membership rate.

	Progress: 95% membership has been maintained **As of July 2017, Goal Met**

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:
	
	      o **Successfully completed three Skype Conference Committee Meetings. Will continue to utilize this free service**
	      o **Developed a business plan to utilize webinars**
	      o **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 organizing CAAP events**
	   • **Utilized Skype for Conference Committee Meetings.**
	   • **Will 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 consistently improved and social media engagement continues at a steady pace**
	   • **We continue to develop CAAP's new website with fresh content**
	
	2017 – Implement for regional meetings, state-wide trainings, network updates, etc.
	
	Progress:
	
	   • **CAAP has completed three Community Action overview**

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<td>videos. Originally, CAAP planned on completing just one overview video but was able to utilize all our interviewee content to create two additional videos. CAAP plans to release all three videos throughout the month of January 2017

- In addition to the overview videos, CAAP has completed the production of 4 days' worth of session content videos from the September 2016 Embracing Change Symposium. Videos from the June 2017 Symposium have also been posted on the CAAP website. The purpose of these videos is for agency staff training
- CAAP has subscribed to Vimeo which is a professional video service provider that will enable CAAP to securely post videos on our website
- CAAP aims to produce another 3 "storytelling" vides in 2017. The goal is to help the public gain a better understanding of who Community Action is, what we do, and why our mission is critical to our communities
- Big improvement in social media over past two years. Social media content has consistently improved and social media engagement continues at a steady pace.
- Continue to develop website with fresh content (symposium overview videos)

As of July 2017, Goal Met (and ongoing)</td>
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<td>Establish regional meetings for similar purpose staff (i.e. program directors, fiscal directors, direct service staff, IT, communications/marketing, etc.)</td>
<td>2015 – 2017 - Hold 2 meetings per year/per state region/per targeted group.

As of July 2017, Goal Met – and ongoing</td>
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<td>Expand networking opportunities to include entire R3PIC region and like-minded organizations.</td>
<td>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 does 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.</td>
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	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.**

Capacity Building

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.**

	As of July 2016, Goal Met – and ongoing
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._ **As of July 2017, Goal Met – and ongoing**
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, risk assessments, organizational standards, ROMA, state and federal accountability measures, and regulatory changes.	2015 – Developed centralized listserv and/or electronic forum for 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

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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.

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
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, 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) TRAINING & TECHNICAL ASSISTANCE

Under the requirements of the current RPIC grant, DCED and CAAP developed a statewide T/TA strategy, identifying actions and resources. Working jointly, we used DCED monitoring information, Organizational Standards statuses and surveys of member agencies to determine their needs and desires to set the strategy over the next few months. The strategy, submitted to OCS, the Partnership and NASCSP in May, will guide a schedule of trainings, a mixture of online and on-site trainings and technical assistance through September 2017.

A second T/TA Strategy is due at the beginning of October for the next federal year. Likewise, DCED will need to incorporate the information into the State Plan due to OCS on September 1st. Members are being told at the spring regional meetings to expect a Survey Monkey to complete that will help identify needs. This is our form of a Needs Assessment and we really need ALL members to respond. The T/TA Strategies and the surveys will continue as an annual event.

Monroe County is also seeking governance training in addition to the ROMA board training noted above in the ROMA section. Lebanon County will receive governance training in September.

3) COMMUNICATIONS

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CAAP's website continues to be a powerful communications tool. The following statistics are above the industry average for an organization of our size and membership reach. Website statistics reflect the following date range: April 10th – July 6th, 2017:

- Website visitors
  - Total: 3,044 (down 7% from last quarter mostly because last quarter the new CAAP videos generated an unprecedented growth of website traffic).
  - Unique visitors: 2,716 (down 9% from last quarter for same reason stated above).
- Total Actions: 9,614 (down 3% from last quarter mostly due to videos)
  - Page Views: 8,290 (down 8%)
  - Downloads: 838 (up 71% because of symposium)
  - Clicking on outbound links: 486 (up 71% because of symposium)
  - Average Action: 3.2 (up 7% because of symposium)
  - Average Time per visit on CAAP's website: 4m 26s (up 5% because of symposium)
- Top 5 most popular pages on CAAP's website
  - Home page: 2,573 views
  - Community Action Symposium webpage
  - Our Membership – PA Community Action Agencies
  - CAAP videos
  - Resources Page

Social media presence has steadily increased

- Facebook: CAAP has a total of 365 "likes" as of July 7th, 2017. CAAP gained 20 new likes since mid-April. CAAP continues to gain a steady growth of likes mostly due to our engaging posts and new content such as videos, relevant articles and news, newsletter updates, and activity updates.
- Twitter: Regular posts, at least one per week, have kept CAAP's presence high. CAAP now has 687 Followers (up 31 since beginning of April) and 861 Tweets (up 28 since beginning of April)

Newsletters (*CAAP Update* and *CAAP Advocacy and Partner Update*)

- CAAP continues to publish at least one newsletter update and one advocacy and partner update per month.
- CAAP average mailing score from April to beginning of July is 8.67. The industry average is 7.0. This factors in opens, clicks, shares, opt-outs and signups to score on a 10-point scale
- CAAP currently has 625 CAAP Update newsletter subscribers up 22 people since mid-April. CAAP currently has 73 Advocacy and Partner Update subscribers – this number will always remain in the 70 – 80 subscriber range since the list is closed to the public

Conference(s) and Special Events:

- Planned and executed the 2nd annual Community Action Symposium in collaboration with the Department of Community and Economic Development. Posted all presentation and video content on the symposium webpage located on CAAP's website.
- CAAP is collaborating with the Pennsylvania Association of Nonprofit Organizations (PANO) and the Alliance of Nonprofit Resources (ANR) to host a joint annual conference. This means that CAAP has moved its annual conference from the spring to October 2-3, 2017 in State College, PA. CAAP has regularly scheduled planning meetings with PANO. We will have five Community Action workshop tracks and will continue to conduct the annual Self-Sufficiency Awards during lunch on October 3rd. Call for SSA nominations begin July 10th, 2017 and close August 25th, 2017.
- CAAP is supporting the Community Action Partnership's Annual Convention planning responsibilities and serves as the 2017 "host committee".
- Attended and presented at the Community Action Partnership's Branding Summit on April 26th and 27th in Chicago, IL.

Additional Communications Department activities:

- CAAP's Communications Department has been awarded two AMERICORPS Volunteers in Service To America (VISTAs) from the Corporation of National and Community Services. The two fulltime VISTAs will assist Steven in building customized Public Engagement Toolkits for each of CAAP's

member agencies. This is a two-year project that will empower CAAP and its member agencies to improve our public engagement efforts.

- o The VISTAs began on June 26th. Steven has spent time orienting the new VISTAs on the history and mission of Community Action in addition to training the VISTAs on their new Public Engagement Toolkit project.
- Oversee IT responsibilities and liaison with Netrepid. CAAP renegotiated our contract with Netrepid which has improved our data backup capabilities and saved money. CAAP has upgraded our server so that the Accounting Department's financial software is properly backed up. CAAP upgraded Susan Moore and Sue Northey's workstations and we installed two new VISTA workstations. CAAP renegotiated our internet provider contract with Version so that we save money and receive improved internet quality.
- Continue to update CAAP's website with meaningful content for our members and the public.

4) VISTA PROGRAM

Under the CAAP VISTA umbrella there are currently four VISTAs serving on **continuing projects**:

Elizabeth Benscoter: Data Base Development (Susquehanna County Interfaith)

Samantha Plummer: CIRCLES-Mon Valley

Breanna Chavez-YMCA of Reading and Berks Counties

Roberta Machin, CHESCO Decade to Doorways

New Projects Update:

At the beginning of April 7 project sites were recruiting to fill 11 VISTA slots and 1 VISTA Leader slot for 2017-18. To date 6 of those project sites have successfully recruited VISTAs to fill 9 of the 11 slots. those sites are:

CAAP

2   Communications and Marketing Associates -both VISTAs successfully completed their PSO (pre-Service Orientation) in Baltimore and started their service on June 2, 2017

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1 VISTA Leader position has been filled, by a current VISTA member who is still in service with a project in Wisconsin. Her start date will be Nov. 13. Her Leader's Training is in December. Location TBD.

Community Action Partnership of Lancaster County: all 3 candidates will be attending the August-22-25 PSO in Philadelphia. Start date at the agency August 28, 2017
1 Community Development Coordinator
1 Block Captain Coordinator
1 Campaign to Combat Poverty Coordinator

CHESCO: candidate will be attending the July 17-20 PSO in Philadelphia. Start date at the agency July 24, 2017
1 Decade to Doorways Community Engagement Coordinator

Community Action Southwest: candidate will be attending the July 17-20 PSO in Philadelphia. Start date at agency July 24, 217
1. Communications Coordinator

Community Action Committee of the Lehigh Valley (still recruiting to fill 2 slots): Both candidate will attend the August 22-25 PSO in Philadelphia. Agency start date August 28, 2017.

Susquehanna County Interfaith: VISTA member reenrolled for second term. Her start date was June 13, 2017
1. Database Development (reenrolled)

Berwick Area United Way: Candidate will attend the July 30- August 3 PSO in Boston. August 7, start date at agency
1. Veterans Needs Assessment

Webinars:

CAAP has tentatively scheduled a VISTA supervisor webinar for Friday July 13, 2017 for all new VISTA site supervisors.

A webinar for all new VISTAs will be scheduled after the August PSO.

5) GRANTS

RPIC 2017-18

We successfully submitted the continuation application for the Regional Performance and Innovation Consortium grant in April 2017 covering the period from September 30, 2017 through September 29, 2018. CAAP remains the RPIC Lead Agency for Region 3 (PA, VA, WV, MD, DE and DC). Of the $400,000 grant, CAAP receives $40,000 for grant administration, each of the 4 state associations (DC and DE covered by MCAP) receive $62,500 for T/TA in their own state, and $110,000 is set aside for activities in support of T/TA in the region.

The RPIC hosted a webinar with CAPLAW regarding board empowerment for success in late March. The RPIC intends to hold more webinars this year on topics that fit needs shared by the states' CAAs.

Dan has taken a lead position with RPIC Lead Agencies, setting up a network and monthly phone calls to share information between all 11 RPIC Lead Agencies. He spoke for all RPIC Lead Agencies to OCS and the national partners regarding requirements and timing of the T/TA Strategy required by the current RPIC Grant, as well as the timing of the RPIC grant application.

CSBG 2017

We were approved for using DCED Administrative Funds to support training events during 2017.
The work plan proposes three activities:
June 2017 Community Action Symposium
ROMA Implementer Trainings to help agencies comply with Org Standard 4.3.
Governance Training with ROMA board training at 12 agencies, to comply with Org Standard 5.8.

6) CSBG DATA TASK FORCE

Dan was selected to be part of the CSBG Data, Analysis, and Technical Assistance Task Force convened by NASCSP to assist OCS and national partners in understanding and addressing the Community Action network's data needs and use of data for analysis and continual improvement of results. The DATA Task Force's 26 members - a mixture of 9 local CAAs from across the nation, 5 state offices, 6 state associations and staff from the national partners - were selected from over 100 applications. The task force is reviewing and making recommendations on the 4 modules of the new CSBG Annual Report. They have met twice, once telephonically with internet support in April and once in person on the day before the CAPLAW Conference in Denver during June.

7) STAFF TRAINING

Dan - together with Jen Wintermyer and Jen Warabak (CEO in Luzerne) - took the CCAP certification test on June 14th. He will be installed as a CCAP in August during the Partnership Convention in Philadelphia or he will be studying to successfully complete the test in 2018.

Dan attended the CAPLAW Conference in June. He heard presentations on strategies for effective advocacy, board operations, self-sufficiency storytelling, and sustainability.

Sue attended courses and webinars allowing her several CPE's towards maintaining her CPA licensure:
 BDO: Does Your Cost Add Up? Discussion on Cost Allocations
 (Webinar)
 BDO: Presentation of Financial Statements for NFP Entities -
 Implementation Issues (Webinar)
 PICPA: PA Dept. Revenue Panel Discussion

 PICPA: Not-For-Profit Conference

 PICPA: Professional Issues Update (Webinar)