CAAP/DCED Third Annual Community Action Symposium

April 19, 2018 DCED Agenda

7:30 – Registration
8:00-9:00 – Breakfast

9:00 – 10:00 – Keynote Speaker – Dr. John A. Powell

10:00 – Welcome and CSBG/DCED updates – Lynette Praster

10:30 – 11:30 – Program Reporting and Module 3 Panel – Jesse Kowalick

- Welcome Panel Participants. Melissa Farrow, Central Susquehanna Opportunities, Inc.; Wendy Melius, Center for Community Action; Sergio Carmona, Blair County Community Action Agency; Nancy Brown, Monroe County Grants Office; Randy Metcalf, Northern Tier Community Action Corporation.

11:30 – COPOS Overview – Melanie Sheeler

12:00 – 1:00 – “Working Lunch” – Questionnaires in your packet

1:00 – 1:45 Tell Us Your Stories – DCED Marketing Team

- Welcome Amy Zecha, Executive Director, Economic Development Marketing, DCED Office of Economic Development Marketing, Tourism, and Film

1:45 2:15 – CSBG Performance Standards – Are the greens for real? – Melissa Tabb

2:15-2:45 - CSBG Directives – Jesse Kowalick, Melissa Tabb, Kathleen Bodek, John Winters

- Highlights of updates and changes, monitoring process and future risk assessment

2:45 – 3:00 - Closing – Lynette Praster
2018 CSBG Discretionary Projects – Initial Round of Awards

Trehab, Inc.

In response to the regional need for substance abuse treatment and recovery services, the agency will leverage one-time costs to support the implementation of a new substance abuse recovery center. The Recovery Support Center located in Susquehanna County, in partnership with Northeast Behavioral Health Care Consortium, will provide peer-based recovery support services to those with a history of substance abuse and their supportive friends and family members.

Center for Community Action (CCA)

With the addition of two counties to its service area, the agency is intensifying capacity-building efforts and activities to support additional programs and services including a revised needs assessment process and corresponding marketing materials that update the agency's service area. The project includes the development of a social enterprise focused on digital technology customer service, warehousing, and distribution. The 21st Century Customer Service Skills Site (21C3S) combines an online resale store with a warehouse in coordination with the Employment Advancement and Retention Network (EARN), Work Ready, and CareerLink.

Community Action Partnership of Lancaster County

The project supports CAPtal Construction, a workforce development construction initiative for workers with barriers to employment. The project also includes “We Can Do It”, a marketing campaign for the program that connects women with family-sustaining wage jobs in non-traditional trades. An additional element of the project is CaseWorthy scholarships to link community service agencies in Lancaster County to the CaseWorthy database.

Community Action, Inc. (CAI)

To support CAI's strategic plan to strengthen its organizational structure in anticipation of its current executive director's retirement, the project supports capacity-building activities that are essential for the organization to remain strong and viable to meet community needs. The project will support staff development, training, and certifications that enhance organizational development and success planning. Further, the addition of an NCRT among CAI's staff will enhance the agency's compliance with Organizational Standards.

Community Action Committee of the Lehigh Valley (CACLV)

The Generation Next project serves to motivate traditionally under-served high school students to pursue collegiate opportunities. The project will focus on the Easton area to support under-served high school students to meet daily with a teacher, Generation Next staff, and a corps of volunteers. Project activities include assistance with student preparation for college entrance exams such as the Scholastic Aptitude Test (SAT), integration into college life, and completion of a post-secondary program.

Lycoming Clinton Counties Commission for Community Action (dba STEP Inc.)

The project supports expansion of the agency's one-stop, two-generational Service Navigation program by adding Lycoming County's Supportive Housing Program (SHP). As a community-based initiative, SHP is a collaborative partnership with Lycoming County Housing Coalition, Lycoming County, STEP, and other community organizations. Further, the collaborative operates in support of the lead agency administering the Master Leasing Program to provide housing assistance.
Scranton-Lackawanna Human Development Agency (SLHDA)

In response to the opioid crisis, the agency will collaborate and coordinate with local stakeholders to develop a plan of action to address several aspects of the epidemic in Lackawanna County. The multi-generational approach will involve Head Start and grandparents who care for grandchildren as a result of the loss or absence of a parent due to addiction.

Union-Snyder Community Action Agency

The agency is seeking to increase capacity by leveraging consultants for outcomes tracking management and staff development. The supplemental expertise and perspective will contribute to an enhanced approach in developing the strategic plan and a more meaningful use of Outcome Results System (ORS).

Blueprints (formerly Community Action Southwest)

The project supports a two-generational intensive approach to building family economic security and well-being. The agency’s strategy builds upon their current participation in a national learning community focused on multi-generational approaches to combating the causes and conditions of poverty in communities.

Community Action Development Commission of Montgomery County (CADCOM)

The agency is expanding its multi-generational approach to service provision and delivery by coordinating and building capacity for the transition to a two-generation or whole-family service delivery model. The transition and expansion will serve to align the agency and its programming with Results Oriented Management and Accountability (ROMA) Next Generation (NG) goals. Further, the project supports enhanced continuity of compliance with Organizational Standards.

Bucks County Opportunity Council (BCOC) and Schuylkill Community Action (SCA)

In partnership, the agencies will implement an updated Clients to Success (CTS) tracking system to enhance data collection and analysis. The activities will support the initial development and implementation, with ongoing upgrade and maintenance costs shared between both agencies.

Greater Erie Community Action Committee (GECAC)

The agency is embarking on a strengthened strategic planning process as a result of a transition in leadership that will serve to enhance GECAC’s achievement of Organizational Standard compliance. Through consultants, the agency will leverage a readiness and planning process involving the executive team and tripartite board that includes assessment, engagement, and insight gathering. Additional steps include strategic reporting, communication planning, and progress evaluation.

Blair County Community Action Agency (BCCAP)

The project builds agency capacity by supporting costs related to achieving compliance with Organizational Standards. Additionally, the agency will implement CAP60, a centralized client and case management system, to enhance and improve data collection and analysis.

Warren-Forest Counties Economic Opportunities Council

To build capacity within the agency, particularly related to data collection and analysis, the agency will leverage a technology consultant to guide the identification of technology needs and the implementation of appropriate technology solutions.
"Working Lunch" with DCED - please answer all or some of the following questions!

Agency NAME______________________________

1. Please share your agency’s efforts (brief bulleted highlights) regarding PA’s opioid crisis.

2. Circle all that apply. When you promote the work your agency does, you tend to focus on:
   a. High-level impact of your work in your community
   b. Data and metrics
   c. Individual successes or projects
   d. Partnerships and collaborations
   e. Specific programs or services
   f. All of the above.
   g. Other. (Explain.)

3. Circle all that apply. To share updates, news, and stories about your agency and the work you do, you use:
   a. Digital Channels
      i. Social Media (Facebook, Twitter, LinkedIn, Youtube, Instagram)
      ii. Newsletters
      iii. Website
      iv. Blog
   b. Earned Media
      i. Media Pitching
      ii. Op-eds
      iii. Podcasts / Radio Interviews
   c. Marketing Collateral
      i. Brochures / Handouts / Fliers
      ii. Reports
      iii. PowerPoint Presentations

(over)
4. What are your biggest challenges when it comes to marketing or promoting the work of your agency?

5. What software system does your agency use to collect your client data and the services offered?

6. Please describe your agency's involvement in the WIOA collaboration and one-stop shop efforts.

7. Does your agency need working capital to assist with cash flow?

8. If your agency was paid equal monthly allotments, would you be able to more adequately manage your cash flow?

9. Do you have any suggestions regarding cash flow procedures?

10. Anything else you'd like to share or suggest to us?

THANKS!