

CAAP Board of Directors Meeting

Acting CEO Report on CAAP Activities

For the Period

April 22, 2021 – July 21, 2021

KEY FOCUS AREAS

WE'RE IN THIS TOGETHER MEETING

We continue to hold bi-weekly Monday morning Zoom meetings for PA CAAs to share concerns and needs, and to ask questions; the call includes DCED as well as PA's one non-member agency, Delaware County, as we believe We're In This Together. While the call began and continues to discuss matters concerning varied operational or service facets related to the coronavirus COVID-19, the meeting also includes other topics. It is through these discussions that issues and activities are discussed, resulting in further action within the association, such as the formation of the Equity Ad-Hoc Committee and the Pandemic Task Force.

ADVOCACY

ERAP – EMERGENCY RENTAL ASSISTANCE PROGRAMS

CAAP was part of a coalition that engaged DHS on issues on the ERAP originally established by Act 1 of 2021 that did not mesh with federal ERAP guidance. We wrote letters to the General Assembly when ERAP 2 funds were announced to have the changes made in the new allocation's authorization under Act 24 of 2021.

Act 24 provided changes to ERAP, including the removal of the 5% cap on administrative costs; new language prohibiting counties from placing any stipulations, restrictions, or limitations on assistance or program eligibility; updated program deadlines; and new language related to state reallocation. Further, it established the American Rescue Plan Rental and Utility Assistance Grant Program (ERA-2). This \$451 million program closely aligns with the current Emergency Rental and Utility Assistance Program (ERA-1)

created in Act 1 of 2021, with differences including that counties may use up to 10% of the funds for housing stability services and up to 15% of the funds for administrative costs, applicants may self-certify income eligibility and counties must certify the percentage of obligated funds beginning January 1, 2022. Final guidance pursuant to Act 24 is still being drafted by DHS staff at the time of this report.

LIHWAP - LOW INCOME HOUSEHOLD WATER ASSISTANCE PROGRAM

CAAP was part of a coalition who wrote a letter on June 14, 2021, to the leaders of the Senate and House Appropriations Committees in the General Assembly urging the swift appropriation of federal funds for the LIHWAP. Approval also happened with the passage of the state budget.

ROMA TRAININGS

The ROMA Training sign-up sheet has been given to agencies and can be found on the Moodle LMS page. We have over 150 individuals signed up for training. We have only seen a small number of trainees scheduled by trainers, the CAAP staff included. A statewide meeting of PA ROMA trainers will be taking place on July 15th at 10 AM to discuss the scheduling of trainings for those who have been signed up, as well the use of both virtual and in-person trainings. We are prepared, if necessary, to reach out to ROMA Trainers from other states if necessary.

STRATEGIC CHANGE – DIVERSITY, EQUITY, INCLUSION

CAAP Equity Ad hoc Committee

In April, committee members expressed support for the results of CAAP's first DEI survey, which revealed CAAs want additional support to develop DEI action plans. Also desired is increased DEI resources on CAAP's website and more online learning tools to orient agency staff to DEI.

- CAAP held two webinars regarding DEI action: On April 27th, CAAP presented a Racial Justice: Principles to Practice virtual workshop and on June 15th presented a DEI Action Plan Lab to begin conversation and action by CAAs to develop and refine DEI action plans. Both webinars were co-hosted with our DEI Consultant, Libero Della Piana of the Alliance for a Just Society.
- With the advent of the new CAAP website, more DEI resources are being provided on the website.

In May, the committee expressed support for CAAP's article on racism as a public health crisis. The committee welcomed a report from Rachele Abbott of STEP, Inc. who shared a "wall" project from STEP's Social Justice Task Force that features famous quotes from pioneers reflecting DEI.

- The Senior Director for Strategic Change has worked steadfastly since this time to interview local, state, and national persons involved with curing racism as a public health crisis. The article will be published within a few weeks.
- STEP's "wall" project has been shared through social media within and outside the network.

During its June meeting, the committee was led by Committee Chair Vanessa Philbert in a discussion of inclusive leadership.

During July, the committee discussed NCAP's recent declaration of race as a public health crisis. The presentation included resources for committee members who are interested in exploring the declarations further, as well as links to NCAP's Advancing Racial Equity series.

- Information on these declarations are in the July DEI newsletter.

In other DEI activity during this period, CAAP:

- Presented DEI education tracks (listed in EDUCATION DEPARTMENT);
- Began development of DEI web-based tools and learning modules that will be resident on the CAAP Learning Library Moodle website;
- Created a checklist for CAAs to use in the development of a DEI Action Plan;
- Created a weeklong social media lead-up to the Juneteenth celebration, which ended joyfully by being able to rejoice in the creation of the new federal holiday to be held each June 19th. (More fully described in COMMUNICATIONS DEPARTMENT at the end of this report.)

EDUCATION DEPARTMENT

Training Needs and Technical Assistance Survey

The Training Needs and Technical Assistance Survey was sent out to agency CEOs and Executive Directors on 6/2/21 with an initial due date of 6/18/21 and a final due date of 7/2/21. Ultimately, we had 29 agencies complete the survey. The survey was broken into training categories, with topics of interest listed beneath. Each respondent was asked to rank each topic within each category, as well as

list the preferences for delivery method of each topic of need. The main categories include the following: Board Governance, Communications, Community Engagement & Involvement, Community Needs Assessment, Data Analysis, Financial Operations & Oversight, Human Resources, Monitoring & Quality Assurance, Reporting, Organizational Leadership, Programs & Services, Organizational Standards/Excellence, Building Organizational Capacity to Implement ROMA/ROMA Next Gen, Strategic Planning, Disaster/Crisis Response & Relief, Human Capacity & Community Transformation, Diversity/Equity/Inclusion, and Technology. In addition, respondents were asked questions about the CAAP Webinar Series to help assess the work done so far, make changes as needed, and guide us into the future. For their time and effort, the first twenty agencies to respond were offered a \$50 Amazon gift card, which have all been distributed. The data is now being analyzed and will be used to complete the 2022 T/TA Strategy with DCED, guiding our educational decisions in 2022. Additionally, the survey was shared with other state agencies within the Region 3 RPIC group and NCAP as reference on developing surveys. Next year’s TTA Survey will be less onerous and take much less time.

Webinars

We have completed five months of webinar offerings, addressing each track once a month (management, governance, fiscal, human resources, and diversity, equity, and inclusion). We have seen agency members attend multiple events each month, branching out to multiple tracks. The feedback has been overwhelmingly positive, with accolades given to the organizational process of the webinars. We continue to issue webinar certificates of completion as we receive feedback from members. We are also seeing an increase in YouTube views since we recently switched over to that platform for video storage.

<i>Webinar Name</i>	<i>Webinar Track</i>	<i>Attendees</i>	<i>Average Rating /5 Stars</i>	<i>YouTube Views Post-Webinar</i>
Needs Assessment and Data Analysis	Management	31	4.7	1
Organizational Standards	Governance	21	4.6	0
Cost Allocation Part I: Direct Method	Fiscal	30	4.6	5

The Interplay Between FMLA and the ADA	Human Resources	20	4.4	0
Special Event- Racial Justice: Principles to Practice	Diversity, Equity, and Inclusion	41	4.7	23
Structural Racism: Community Disorder and Disadvantage	Diversity, Equity, and Inclusion	31	4.8	2
Coaching Your Team from Good to Great	Management	23	4.5	2
Strategic CAA Board Financial Oversight	Governance	17	4.9	1
Cost Allocation Part II: Indirect Cost Method	Fiscal	17	4.5	4
Economic Equity and Eviction	Diversity, Equity, and Inclusion	22	4.7	6
Hiring and Retention	Human Resources	16	4.2	9
Whole Family Approach, Part I	Management	27	4.6	3
Fiduciary Duties	Governance	19	4.8	1
Special Event- DEI Action Plan Learning Lab	Diversity, Equity, and Inclusion	10	4.8	17
Procurement Policies	Fiscal	15	4.8	3

Terminating Employees	Human Resources	18	4.8	1
Creating Economic Opportunity	Diversity, Equity, and Inclusion	16	4.7	7

We have seen an attendance reduction since we launched this series in February 2021, though July registrations show a rebound. We have discussed that we may have provided too many webinars each month, though the T/TA Survey shows webinars as the overwhelmingly preferred method of delivery. This will be considered when planning hybrid offerings for 2022. The survey will also help guide us in striking a balance.

Moodle LMS Development and Learning Modules

We continue to use Moodle as our Learning Management System. We have added forums to our Moodle pages to allow CAA staff to discuss items with one another such as what software is used for each agency. This will allow for collaboration between agencies. Moodle continues to serve as the repository for past webinar recordings and accompanying materials. Registration can also be accessed from within Moodle. We are also continuing to utilize YouTube as a resource on our Learning Management System as well.

Conference Planning

CAAP will resume the annual conference in-person in 2022. The conference will be held October 18 to 20, 2022. The Education Director will be responsible for the booking of speakers and facilitators to speak at the conference. The Self-Sufficiency Awards will take place during the conference.

The Sheraton Hotel Harrisburg-Hershey conference contract is in negotiation. The hotel was understanding when we had to cancel the past year’s events and were cautious by not booking any events in 2021 due to the pandemic. After this next year, we would like to experiment with moving the conference around the state.

We expect to resume the Symposium in 2023. That will remain resident in Harrisburg. The Symposium will have a single focus; at this time, we believe that will be Diversity, Equity and Inclusion.

COMMUNICATIONS DEPARTMENT

Website Development

We are pleased to have rolled out a new website during the last week of June and formally announced it in a newsletter the week of this board meeting. CAAP worked with our website developer, Firespring, over the past two months to develop a new website. We believe it has cleaner lines and more white space that increases the ability of the user to read and engage the page. We have reworked some of the organization to make the site more intuitive to users' search of the site. Persons seeking help can find their local agency in two ways on the home page. Resources and Events pages for our member agencies have been reorganized. We think users will find it more useful for finding information.

In the previously mentioned newsletter, we are starting to encourage agencies to send their job postings over regularly so that we can put them on our website AND promote working in Community Action in social media paid advertising posts.

Website analytics:

1. Website visits from 4/1/21 to 6/30/21 were 3,617. Website visits from 2/1/21 to 4/1/21 were 2,600. Bounce rate was 27%.
2. 1,576 are from searches.
3. 20 are from social media.
4. 118 are from advertised/social media dollars spent.
5. Bounce rate 27% (Bounce rate is the number of visitors who didn't go past the main page.)
6. 6,654 actions/clicks from the main page.

Social Media

- Post at least twice a week on all four of our social media profiles, including a topic based on the monthly NASCSP social media calendar.
- We try to spend 30-60 minutes each week (on each platform) connecting and networking; with our member agencies' pages and staff.
- Using our advertising accounts for Facebook, Instagram, and LinkedIn, we boost/promote a weekly post intended to:
 - increase the number of people who view our posts;
 - increase the number of people who like/follow our posts;

- increase the number of website visits we get from our posts;
- increase awareness of Community Action and CAAs across the state by educating the public on our successes and how we can help, reduce the stigma of poverty, and share success stories.

Analytics For Social Media - For quarter 4/1/21 to 6/30/21.

Facebook Page Performance Data:

1. Increase from 627 to 640 likes and 761 to 768 followers.
 - o 569 to 627 likes and 675 to 761 followers for the previous period.
2. Total of 41,330 Impressions (paid and unpaid times content was viewed/entered/interacted with by people)
 - o 85,483 impressions the previous period
3. 62 posts with 19,690 impressions
 - o 41 posts with 44,374 impressions previous period.

Instagram Performance Data (taken from Hootsuite):

1. Increase from 134 to 223 followers.
2. Decrease from 49,341 to 24,241 profile impressions the previous period (unpaid and paid content shown).
3. Decrease from 162 to 124 people visiting our Instagram profile.
4. There were 54 unpaid Instagram posts.
5. Did not create paid advertisement posts during this period while working on the website. It makes a difference.

Twitter Performance Data (from Hootsuite and Twitter Analytics):

1. Current: 808 followers with 369 profile visits; 49 tweets with 31 engagements and 4,162 tweet impressions; plus 378 clicks this period.
2. Previous: 808 followers with 557 profile visits; 65 tweets with 11 engagements and 3,850 tweet impressions; plus 258 clicks 258 last period.
 - o 795 followers with 823 profile visits; 38 tweets with 34 engagements and 3,344 tweet impressions and 38 clicks previous period.

LinkedIn Data (from Hootsuite):

1. Increase from 159 to 176 followers with 11 profile views.
2. 51 regular posts with 90 engagements 36 clicks with 846 impressions.
3. 37 regular posts with 42 engagements 26 clicks with 846 impressions last period.
4. 1 paid ad this period. Will do more this period with website launch.

Email Marketing Campaigns

CAAP created a 9-day, daily Juneteenth educational series of email for our members on the CEO Expanded list. All the emails ranked a “10” on the Firespring email marketing analytics, which means that a lot of recipients opened them daily.

