

## Budget and Data Committee

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Location: WebEx Address: [Link to Budget and Data WebEx Meeting](#)  
Call in number: 415-655-0003  
Date: Friday, 8/7/2020  
Time: 10:00 A.M. CDT

**Present:** Richard Kennedy (Exec. Dir.), Craig Hargrow (Dep. Exec. Dir.), Sujit Das, Lea Brandon, Sherry Isom, Jennifer Jones, Bill Latimer, Rose Naccarato, Russette Sloan, Jonquil Newland, Kylie Burns, Steve Petty

**Staff Absent:** Ashley Dunkin

**Commission Members:** Allan Sterbinsky (Chair), Brenda Davis, Sharon Green, Petrina Jones-Jesz, Rob Philyaw, Altha Stewart

**Guests:** Jerri Moore

### 1) **Call to Order – Allan Sterbinsky**

After ascertaining there was a quorum, Sterbinsky called the meeting to order at 10:00 a.m. and asked for staff introductions. New TCCY staff members Lea Brandon and Kylie Burns were introduced. Lea Brandon is the new Executive Administrative Assistant under Budgets and Administration replacing Russette Sloan (who was promoted to Court Appointed Special Advocate (CASA) Grants Manager). Kylie Burns is a former intern hired as the new Communication and Policy Specialist replacing Fay Delk who retired.

### 2) **Approval of February & May Budget and Data Minutes (ACTION)**

Sterbinsky asked for a motion to approve the Budget and Data minutes from the February and May Commission Meetings.

***Philyaw moved to approve the minutes. Davis seconded. Unanimously Approved.***

### 3) **Staff Updates**

#### **Budget Overview – Richard Kennedy**

Kennedy discussed potential budget impacts due to Covid-19. Finance & Administration sent a memo in May requesting each state agency/department to develop a twelve percent reduction plan. Kennedy, Isom and Hargrow worked on the reduction plan. Kennedy reminded the committee that there are three pools of money currently being used for the budget: federal funds, other funds, and state allocated

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funds. The reductions would amount to \$433,200 for TCCY and come from state allocated funds. The reduction plan focused on not eliminating filled staff positions and not negatively impacting programs that directly serve children, youth, and families. The plan was submitted and Kennedy, Isom, and Hargrow will meet with F&A at some point to discuss. The General Assembly will decide which reductions will be used. Considerations included in the reduction plan were:

- Funds allocated to CASA programs that are not being used
- Vacant Program Administrator position
- Vacant Director of Field Operations position (previously held by John Rust) being reduced from full time to part time
- Reducing Children's Advocacy Days (CAD) from two days to one day
- Eliminating Regional Coordinators office space statewide
- Reducing CASA contract funds by 12%

## **Budget Updates - Sherry Isom (ACTION)**

Isom updated Commission members on the financial status as of June 30, 2020. TCCY has collected all outstanding revenue. 89% of state appropriations have been spent. Final CAD expenditures were \$45,756 and a total of \$38,412 was collected in sponsorships. Unobligated CASA funds, COVID-19, and vacant positions contributed to unspent dollars.

Isom updated Commission members on Fiscal Year 21 Inter-Departmental revenues:

- \$555,000 from the Department of Children's Services (DCS) to fund CASA
- \$84,000 from the Department of Health for Home Visiting Leadership Alliance (HVLA)
- \$98,500 from Young Child Wellness
- \$50,000 from the Office of Criminal Justice Programs (OCJP) to fund Compilation.
- \$164,000 from a pending 2-year contract with six child service agencies for KidCentral (waiting on DCS and Mental Health to sign the contracts)
- Systems of Care Across TN (SOCAT) ending Sept. 30, 2020 and funds will not be included in the FY21 budget
- Zero To Three is a 2-year project with total funding of \$115,000. \$69,000 of those funds will be for FY21. First disbursement check of \$36,000 was received in August.
- Annie E. Casey funds are usually received around February-with half of the funds being spent in the current fiscal year and the other half being spent in the upcoming fiscal year. \$57,782 was reserved from FY20 bringing total reserves to \$117,000.

## Grant Updates

Isom is working with Centralized Accounting to complete reallocations to exhaust the 2017 Grant Award which will end Sept. 30, 2020. Juvenile Justice Specialists requested a budget modification from the Office of Juvenile Justice and Delinquency Prevention (OJDDP) in order to spend remaining 2017 grant award funds. The modification was approved. Due to the fiscal year end closing tasks, a grant report is not available currently. \$639,000 in federal awards is available for FY21.

## Contract Updates

Isom reported all CASA and Reimbursement Account (RA) contracts are completed and have been sent to grantees. 55 counties received CASA contracts. 25 counties received RA contracts. The Grant Review Committee has not made a final decision on the Federal Formula Grants (FFG) contracts. F&A Budget has not completed the TCCY preliminary work program.

***Sterbinsky asked for a motion to approve the TCCY Financial Report for the period ending June 30, 2020. Green moved to approve. Philyaw seconded. Unanimously Approved.***

## KIDS COUNT – Rose Naccarato

Naccarato reminded Commission members that Tennessee's rank fell to 39 due to a change in indicator. The KIDS COUNT national data book was released in June. The Annie E. Casey Foundation did not print hard copies or do a media push due to working on COVID issues and the census. Tennessee had gains in education: 8<sup>th</sup> grade math scores, 4th grade reading scores and graduation rates. Tennessee showed declines in children with health insurance.

Naccarato reported that plans are still underway for the annual *State of the Child in Tennessee* book. This year's book will focus on Covid-19 and look at the challenges Tennessee children and families are facing due to the pandemic as well as analyzing programs that have successfully assisted these families. The four domains of the Casey Foundation will be used in the book: economic well-being, health, education, and family and community context. Burns is assisting in developing sections of the book.

## **Resource Mapping - Rose Naccarato**

Naccarato reported Strategic Technology Solutions (STS) is currently updating the resource mapping database so it can receive new data. Departments are not ready to report currently due to fiscal year closeouts. Staff is working on questions to track how the pandemic has affected program funding and services. Naccarato will host an advisory group meeting soon to gain input.

## **KidCentral TN – Jonquil Newland**

Newland updated Commission members on the KidCentral website statistics for April, May and June. Google ads stopped in June due to Google implementing a new ID verification requirement which caused the numbers to dip. Newland has been working with Google Ads support for 2 months to fix the issue. The pandemic has shut down the Google Ads support call center, so it has been a challenge. June numbers reflect usage of actual people.

Top five performing articles are:

1. Health-Trick or Treating Safety
2. Education-Volunteering Benefits the Entire Family
3. KidCentral TN Main Page
4. Development- 8 to10 year old's Social and Emotional Development
5. Health-Child Safety Seats

Social media numbers have increased in the last few months largely due to Covid-19 content being put out. Email subscribers are steady and averaging 60 new sign ups per month. The last newsletter sent out had 120 new people on the master email list. Newland reported that the State's contract with Adobe Campaign ends at the end of August and they will be going back to using MyEmma for their newsletters.

## **Web Stats – Sujit Das**

Das shared the TCCY website statistics for April to June. Total page views were 5.3% lower than January to March. The Covid-19 page had 34.1% of page views for the quarter while the Other category had 28.2%. April had the highest number of page views (9,219) with the Covid-19 page having the highest number of hits (3,904) that month. The top three visited areas from the Other category for all three months were Juvenile Justice, Kids Count, and Ombudsman.

## **The Advocate- Kylie Burns**

Burns is working on reformatting and redesigning *The Advocate* newsletter in order to garner more engagement and communication. MailChimp will be used until the State decides on using a new service. This will also help to monitor newsletter engagement

data that will be used for improvements.

## **Media Report – Kylie Burns**

Burns reports they have been working on incorporating the new branding and logo on all social media platforms. In the past quarter, 60,625 unique viewers saw the TCCY Facebook posts. Increased engagement has been seen across all social media platforms. The website was streamlined to make things easier to find and updated with the new branding and logo. The Kids Count data book was released and had five articles written about it. The group participated in an interview with the Tennessee Lookout regarding available resources for families during the pandemic.

## 4) **Additional Comments or Questions**

Green asked for verification that the Compilation proposal had been approved. Kennedy confirmed that OCJP would be paying for another year.

## 5) **Motion to Adjourn**

***Sterbinsky asked for a motion to adjourn. Stewart moved to approve. Green seconded. Unanimously Approved.***

Prepared by: Lea Brandon