

**Vision Council Meeting #3 Notes**  
**Thursday, July 10, 2008**  
**United Way of Santa Barbara County**  
**12pm-2pm**

Members Present:

Kristin Amyx, Marty Blum, Michael Brown, Salud Carbajal, Marybeth Carty, Bill Cirone, Jon Clark, Martin Conoley, Paul Cordeiro, Steve Cushman, Geoff Green, Peter MacDougall, Marisela Marquez, Lois Mitchell, Ernesto Paredes, Brian Sarvis, Tom Thomas, Luis Villegas, Ron Werft

Members Absent:

Bob Emmons, Tanya Gonzales, Raquel Lopez, Harriet Miller, Sharon Siegel, Cynder Sinclair, Christie Stanley, Pat Wheatley, Michael Young

Staff Present:

Jen Bowman, Charles Caldwell, Paul Didier, Jessica Stampe

Facilitator:

Dirk Van Den Bosch

**GOAL OF THIS MEETING:** To approve a working draft of the Children & Families Vision Statement and make progress towards identifying major focus goal areas.

- I. Welcome
  - A. Didier called the meeting to order at 12:15pm
  
- II. Check In & Recap – Van Den Bosch
  - A. Outcome: Review individual and group status
  - B. Where we are in this process
    - i. See pyramid diagram 1-3 in binder
      - a. Moving from Vision step towards Goal step
  
- III. Summary of Progress - Caldwell
  - A. Outcome: Understanding of activities completed since meeting 2
    - i. Completed the first round of community engagement
      - a. Focused outreach meetings
        - (1) Participating outreach groups included those from Storyteller, Villa Esperanza, the Daniel Bryant Youth Treatment Center, and more.

- (2) More focused outreach meetings are in the works as members continue to come forward with opportunities.
  - b. Expert Forum
    - (1) Twenty-five experts who work in the field with children and families looked at the top aspirational qualities that had been generated at the community forums up to that point, prioritized the top three and discussed what the community needs to focus on to create that future.
  - c. Survey Results
    - (1) See section V below for survey results and information.
- IV. Discuss the Draft Vision Statement – Group
- A. Outcome: Agreement on draft of Vision Statement for Children & Families
    - i. Handouts
      - a. #1 – POPI Input on Aspirational Qualities from the Community Forums and Outreach Meetings with Top Choices Summary
      - b. #2 – Children & Families Draft Vision Statement
      - c. #3 – Sample Vision Statements
      - d. #4 – Draft Mission Statements
    - ii. Members were presented with two different Vision Statements to consider. Members discussed each statement and made suggestions in regards to what elements the Vision Statement for Children & Families should contain.
    - iii. The idea of adding a Mission Statement in this process was introduced. Members felt that the Vision and Mission could be contained in a single statement as long as it was clear and concise.
- V. Community Input: Focus Areas & Survey – Group
- A. Outcome: Understanding of input on what our community should focus on over the next 10 years
    - i. Handouts
      - a. #5 – Community Survey #1 Demographic Characteristics of Sample
      - b. #6 – POPI Community Survey Results
      - c. #7 – POPI Community Forums and Outreach Meetings Top 5 Aspirational Qualities with Community Focus Areas
      - d. #8 – POPI Survey
    - ii. 633 surveys collected to date, approximately 1/3 of 1% of our population
    - iii. Members reviewed the results from the community survey and community forums and outreach meetings and discussed input in terms

of what the community would need to focus on to achieve some of the desired results.

- iv. Members expressed several concerns and suggestions about the survey results as well as the usefulness of the results:
  - a. Whether or not the results are representative of our community's demographics.
  - b. Should we have surveys with previously selected choices or ask an open-ended question.
  - c. The wording of the questions may have been suggestive in nature and the results may have been skewed as a result. Use neutral language.
  - d. POPI's capacity to access underrepresented populations appears to be low.
  - e. Is the approach of the survey/initiative needs-based or aspirational?
  - f. What is the value of community members' thoughts/aspirations vs. hard data in creating a community plan? The current survey reveals what community members' think or want the community to focus upon?
  - g. What is more important to building a community plan?
    - (1) What people think or what the real issues are?
  - h. Instead of asking community members what our community should focus on over the next 10 years, we should present selected data regarding community issues and have community members respond.

VI. Community Awareness and Ownership – Didier

A. Outcome: Members offer ideas regarding building community awareness and Ownership of the initiative

- i. Didier reintroduced the idea of Loaned Power of Partnership Advocates and asked members if they knew of anyone in their organizations who might be able to work with the initiative with outreach and data collection efforts.

VII. Meeting Adjourned

A. Didier adjourned the meeting at 2:05pm

**Next Meeting: Thursday, September 25, 2008, 12pm-2pm**