

Inland Empire Community Collaborative  
3927 La Hacienda Drive  
San Bernardino, CA 92404  
Phone: (909) 693-7642



# Family-Community Support and Partnership (FCSP) – Year 2 (2019-2020)

Contract # IC037

PERFORMANCE REPORT

## Project Summary

PROJECT NAME	REPORT DATE	PERIOD	PREPARED BY
Family-Community Support and Partnership (FCSP) – Year 2 (2020-2021)	12/31/2020	2nd Quarter, October 2020 to December 2020	Susan Gomez, Chief Executive Officer

## Activities/Deliverables completed

### Strategic Business and Expansion Plan

#### Workshop # 4: “Goals for Expansion and Sustainability – Year 2 and Beyond”

In October, materials for workshop # 4 were finalized. Workshop # 4: “Goals for Expansion and Sustainability” was held on October 15th and was conducted by Sarah Boxx and Suzie Gomez. The purpose of this meeting was to:

- 1) Introduce members to a tool to support collaboration and include more voices/viewpoints/ideas
- 2) Continue to refine and advance the work done in subcommittees
- 3) Obtain feedback and input from colleagues across the FCSP Collaborative
- 4) Identify and commit to short-term actions for each workgroup
- 5) Leave with a confirmed date and time for the next workgroup meetings

At the beginning of the meeting, Susan Gomez reviewed the four FCSP core values setting up tone of the convening: “Fidelity”, “Do what you say”, “Honest”, and “Believe in the model (Nurturing Parenting Programs - NPP).”

During workshop #4, Susan Gomez and Andrea Mitchel gave an update on funding. Susan mentioned that San Bernardino County allocated \$5M in \$20,000 grants (from COVID-19 dollars) for nonprofits with a budget of \$1M or below. She indicated that in addition to the \$20,000 nonprofits can seek capacity

building, too. She mentioned that IECC will also apply to provide training through that funding. The portal was not open yet, but she said that she will let them know as soon as it is and encouraged them to apply.

Susan Gomez introduced participants to MURAL, a virtual whiteboard software that helps remote teams collaborate visually and interact in a dynamic and fun way. They used Mural in an exercise where they share ideas around communication strategies between their team members and FCSP cohort members. After the exercise, other tools similar to Mural were also mentioned.

Andrea Mitchel emphasized the importance on communication and follow-up actions specially when working on proposals that need to be submitted not later than in a certain date.

During this session, FCSP subcommittees reported on their progress on the Business Plan Goals:

Result Area	FCSP Business Plan Goals	Update
<b>Culture, Capacity, and Leadership Sustainability</b>	<u>GOAL 1:</u> Establish and increase the <b>leadership and program sustainability</b> of the FCSP Collaborative by 2020-21.	Michael Beavers reported that their subcommittee is leveraging on what have already been done regarding leadership values.
<b>Systems and Policy</b>	<u>GOAL 2:</u> Obtain <b>region-wide recognition</b> to scale and expand as “the model” for county-funded/delivered parenting curriculum that improves the lives of children and families in the Inland Empire by 2022.	Mary Frame reported that they further the discuss about key champions and will follow up with First 5 (Scott McGrath) to make county introductions. They have been working on database which includes key champions contact information, they have been discussing about the data they want to include and the story the want to tell.
<b>Systems and Policy</b>	<u>Goal 3:</u> FCSP effects <b>policy and systems</b> change that improves the lives of children and families in the Inland Empire by 2023.	Diana Fox indicated that they will meet after this meeting and reported what they have from last month. They identified two parallel and simultaneous tracks: 1) Advocacy for FCSP Partners and 2) Regional Policy and Systems Work.

Michael Beaver on behalf of subcommittee for Goal 1 requested that the creation of a Data Subcommittee. The Data subcommittee should be the liaison among the other three subcommittees in order to make sure that data aligns to work being done by ArcGis Hub with diversity, equity, and inclusion lens. Data Subcommittee was created with the following members:

### FCSP Data Subcommittee

Name	Organization
Matthew Coughlin (lead)	Moses House
Mary Frame (co-lead)	Walden Family Services
Liz Lara	Chino Valley Unified School District
Ernerlyn Navarro	ST Mary Medical Center
Diana Fox	Reach Out
Jeff Tunnell	The Mom and Dad
Michael Beaver	Mountain Counseling and Training
Angelica Alvarez	El Sol
Andrea Mitchel	AM Development (IECC Consultant)
Douglas Perkins	Agape Church (IECC)
Katie Ear	Building a Generation

Regarding data, Diana Fox volunteered herself to reach out to First 5 and asked about data they may have that could be useful for FCSP.

FCSP participants worked on small groups through breakout rooms to continue move forward on goals and objectives for FCSP Business Plan. They also agreed on dates for their following meetings:

- Subcommittee on Goal 1 (Leadership and Capacity): The subcommittee will meet the second Thursday of the months and Tanesha Atwell will be the note taker.
- Subcommittee on Goal 2 (Region-Wide Recognition): Their next meeting is on October 21<sup>st</sup> and Kim Kimpel will be the note taker moving forward.
- Subcommittee on Goal 3 (Policy and Systems): Their next meeting is October 30<sup>th</sup> and Ernerlyn Navarro is the note taker.

### **Workshop # 5: “Goals for Expansion and Sustainability”**

In November, materials for workshop # 5 were finalized. Workshop # 5: “Goals for Expansion and Sustainability” was held on November 19<sup>th</sup> and was conducted by Sarah Boxx and Suzie Gomez. The purpose of this meeting was to:

- 1) Reconnect and provide updates to the work and accomplishments of the last month
- 2) Increase understanding about FCSP data and how it can be used – A discussion and overview with Harder+Co
- 1) Workgroup status updates with First 5 and other FCSP members using new template

Susan Gomez asked FCSP participants to take a survey (sent through the chat box during the meeting), so they can share with IECC their performance and challenges fulfilling contract obligations during the pandemic. The results of this survey will help us to have a better discussion in our next meeting.

Susan Gomez gave updates on her meeting with Cindy Falkner and Scott McGrath from First 5 San Bernardino. Then, she invited FCSP participants to register on the IECC Technical Assistance available at

no-cost in November and December thank to a San Bernardino County grant (COVID funding). Susan also mentioned another capacity building opportunity made available for four agencies by the Children’s Funding Institute (Margaret Brodtkin). This is an invitation to participate in the three-day convention on how to build a children’s movement.

Susan Gomez introduced Joelle Greene, PhD, Director at Harder + Co. Community Research and gave an overview on FCSP collaborative. Joelle talked about NPP and other data and mentioned what is available and visible in the Tableau interface, one place (one data repository) where all data can be uploaded and collected. Tableau is an analytics platform that make easier to explore and manage data. Joelle’s presentation focused on ways to build data sets; which will help FCSP collaborative moving forward. Joelle Greene indicated that she will ask for permission to show First 5 San Bernardino’s Tableau tool and give FCSP participants an idea on how it looks like.

Joelle Greene mentioned that FCSP need to discuss about what is the ultimate goal is seeking to with the data. She added if the goal is to look at it as a data moved to a community level indicator, she recommended having an academic partner who already studies this type of data as their core.

During workshop #5, Matthew Coughlin updated attendees on Data Subcommittee work and their discussion on value information FCSP needs to be able to pursue federal grants in the future. He recognized how valuable Andrea Mitchel’s voice has been on this process. He also mentioned their conversation about ACES.

During this meeting, a new subcommittee was created to develop a Theory of Change for the FCSP.

#### Theory of Change Subcommittee

Enerlyn Navarro (lead)	ST Mary Medical Center
Matthew Coughlin	Moses House
Alex Fajardo	El Sol
Michael Beaver	Mountain Counseling and Training
Mary Frame	Walden Family Services
Susan Gomez	IECC
Sarah Boxx	Sarah Boxx Consulting
Brian Romo	IECC

In workshop #5, FCSP subcommittees reported on their progress on the Business Plan Goals:

Result Area	FCSP Business Plan Goals	Update
<b>Culture, Capacity, and Leadership Sustainability</b>	<b>GOAL 1:</b> Establish and increase the <b>leadership and program sustainability</b> of the FCSP Collaborative by 2020-21.	Jeff Tunnel reported that their progress among them he indicated that the subcommittee identified the need to have a voice for the group and other

		spokespersons and the need of a name that will identify FCSP more easily in the community. They will be working on developing the leadership structure in the next meetings.
<b>Systems and Policy</b>	GOAL 2: Obtain <b>region-wide recognition</b> to scale and expand as “the model” for county-funded/delivered parenting curriculum that improves the lives of children and families in the Inland Empire by 2022.	Mary Frame reported on their progress and said that they are currently working on their story to give a unified message. Some members of the subcommittee are taking a storytelling training to help on this effort. They will start collecting anecdotal information from former and current clients.
<b>Systems and Policy</b>	Goal 3: FCSP effects <b>policy and systems</b> change that improves the lives of children and families in the Inland Empire by 2023.	Ernerlyn Navarro reported on their progress and indicated that part of their discuss was about the data and Diana Fox has been very active on trying to get the data needed. They were working on defining their short/mid/long terms on the two parallel and simultaneous tracks identified by the group: 1) Advocacy for FCSP Partners and 2) Regional Policy and Systems Work. She also talked about the need of FCSP branding.

### IECC Project Planning – Year 2

IECC continued to hold monthly project planning meetings with IECC’s CEO (Susan Gomez), facilitators (David McCoy, Megan Meadors, Nancy Stingley, Douglas Perkins, and Mary Frame), consultants (Andrea Mitchel from AM Development, and Sarah Boxx from Sarah Boxx Consulting) and IECC staff members (Claudia Montoya and Brian Romo).

The purpose of these meetings was to review the progress and challenges of FCSP project and discuss any adjustments and update needed in year two of the project.

Attached is the lasted version of FCSP Business Plan (working version).

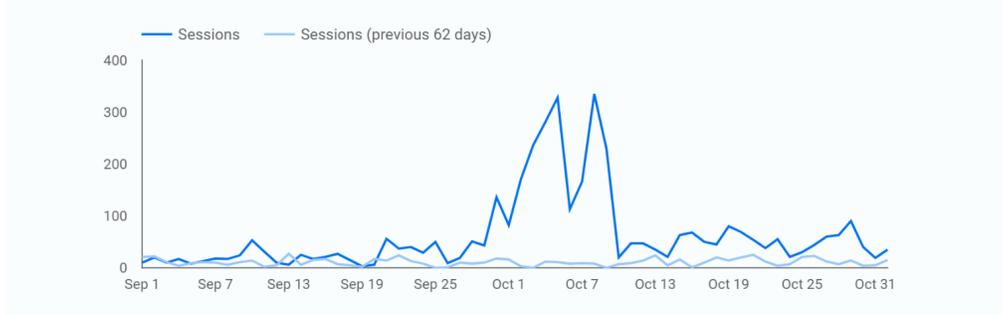
### Whole Whale Project

During this period, In July, Whole Whale delivered trainings on the Google Ad Grant for FCSP participants that signed for these trainings: The Mom & Dad Project, El Sol Neighborhood Educational Center, Reach Out, Building A Generation, and Mountain Counseling and Training.

This training was a 6-week cohort-style seminar with weekly sessions of 1.5 hours each. During these session, Whale Whole addressed Ad Grant specific work. In addition to the planned sessions, Whole Whale provided additional support.

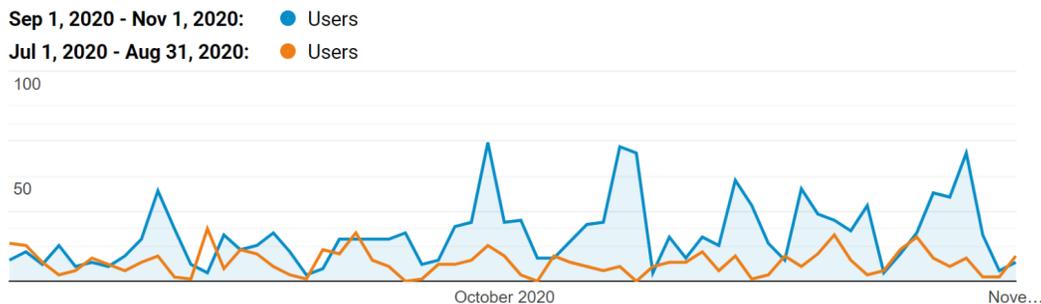
During this period, Whole Whale continued working on IECC’s digital strategy which improved IECC website performance, as follows:

### IECC Site Sessions



- These numbers reflect traffic from the last two months (Sept 1, 2020 - Nov 1, 2020) against the two months prior
- While it appears site traffic increased +463% (3,399 sessions), 40% of that traffic was from a Facebook / Ads boom in early October (when IECC’s Thrive conference was virtually held).
  - That said, excluding visits from Facebook / Ads, IECC still grew +224% across the board, due in large part to Thrive conference interest.
- Organic traffic also grew +68%, though Google Search Console suggests these were primarily visits from brand-familiar users who searched for something IECC-related.

### IECC Site Users



- The time series above shows **+144% growth** in users (538 *new* users) when Thrive conference traffic and Facebook / Ads traffic are filtered out
- This is the outcome of a few key events:
  - Better utilization of the Google Ad Grant;
  - Active improvements to the website; and
  - Constant creation of new compelling resources, like the LISTOS partnership and CENSUS page

The increase on IECC site traffic also has been reflected on the FCSP landing page, at the end of October:

- FCSP page visits were higher the past two months than the two months prior (+69% growth)
- Most sessions came from Google, both organic and paid
- Google Ad Grant sent about 10 more users to FCSP than in the previous period
- Most notably, average time on page increased slightly. This is due in no small part to improvements in page design and the addition of interactive elements

### **FCSP-ESRI Project**

IECC cross training between IECC, Esri, and GIS, Inc has been continued in year 2. This as an opportunity to build FCSP-E capacity to better tell their stories for supporting families and children in their community. This will allow FCSP-E providers to work together, smarter, and more strategic. IECC requires exposure to AGOL to support the initiative's goal to help expand FCSP-E providers. This initial pilot is expected to include the 10 FCSP-E providers focusing on children 0-5yrs old specifically to identify gaps where parenting services and other assets are lacking within Inland Empire.

The purpose of the training is to enable staff to manage AGOL applications to present the stories (to be specified during use case analysis) of the community. This is priority and has high visibility because many of the communities are aware of the grants and efforts to establish this at IECC. This also has the potential to drive additional funding from county departments, foundations, and investors.

During this period, George Weiner, CEO at Whole Whale, provided direction on how IECC could integrate the ESRI platforms and software onto the IECC website. This will provide community and the FCSP providers direct access to services and data. An additional advantage, would be the IECC will own the analytical data on the platform. This option will allow us be less reliant on more expensive and costly providers and build the internal capacity for IECC.

Susan Gomez updated attendees about the last meeting with ESRI in November and mentioned the interest of FCSP collaborative to use ACES data. ESRI was going to review it with their Medical Director and designer and come back to us with information on this topic.

### **Attachments**

- Agenda for Workshop # 4: "Goals for Expansion and Sustainability"
- Agenda for Workshop # 5: "Goals for Expansion and Sustainability"
- Power Point for Workshop # 5
- Whole Whale Power Point – Web Insights – November 2020
- FCSP Strategic Business Plan (working version) -DRAFT

### **Sustainable Revenue Generation**

During this period, Andrea Mitchel, IECC grant consultant, continue working on assisting the FCSP organizations on the FCSP joint fund development effort. At the end of July, one potential federal funding opportunities from the Department of Health and Human Services (HHS), Office of Assistant Secretary for Health, Office of Minority Health was identified by Reach Out and communicated to the FCSP organizations for their review:

## Funding Opportunities

### Community-based Approaches to Strengthening Economic Supports for Working Families (MP-CPI-20-005)

- Participating Organizations:*
1. *Reach Out (lead)*
  2. *The Mom and Dad Project*
  3. *El Sol Neighborhood Educational Center*
  4. *Moses House*
  5. *Mountain Counseling and Training*
  6. *Walden Family Services*
  7. *Building a Generation*

<i>Grant Overview</i>	The target population is low-income working families disproportionately at risk for Adverse Childhood Experiences (ACEs), including racial and ethnic minority families. The initiative seeks to determine if implementation of Earned Income Tax Credit (EITC) outreach and education activities in communities at higher risk for ACEs can result in (1) increased EITC receipt and (2) changes in risk and/or protective factors for ACEs. To achieve this goal, OMH expects recipients to address the following objectives: (a) establish multi-sectorial partnerships to support EITC outreach and education activities in communities at higher risk for ACEs and (b) plan and implement EITC outreach and education activities in communities at higher risk for ACEs.
<i>Award Ceiling</i>	\$450,000 per budget period (not to exceed 3 years) - <b>AWARDED</b>
<i>Length of Project Period</i>	Not to exceed 3 years
<i>Application Due Date</i>	August 17 <sup>th</sup> , 2020
<i>Application submitted on</i>	August 17 <sup>th</sup> , 2020
<i>Anticipated Project Start Date</i>	September 30 <sup>th</sup> , 2020

The application was prepared and submitted to HHS, Office of Assistant Secretary for Health, Office of Minority Health, MP-CPI-20-005. The lead on this project was Reach Out. Partners include: Reach Out, Big Bear Mom and Dad Project, El Sol Neighborhood Educational Center, Moses House, Mountain Counseling and Training, Walden Family Services, and Building a Generation.

FCSP providers considered this funding opportunity a good fit because they already serve the target population through their NPP program and the actual outreach would be easy to complete through the existing programs (NPP centrally).

During the proposal development process, FCSP organizations showed willingness and ability to work collaboratively, discussing and assigning their roles and responsibilities, and carrying out their tasks under the timeframe they all agreed.

This funding opportunity was due on August 17th, 2020, which required FCSP organizations to work quickly and effectively. The time constraint required a consistent, effective, and timely communication between FCSP organizations, which was possible thanks to the collaboration between FCSP organizations, the support of the IECC and the direction of Andrea Mitchel. Reach Out helps in developing the proposal and coordinating with FCSP organizations. The collaborative effort aimed at submitting the proposal within the timeframe represents a step forward towards building a solid partnership.

**On October 2<sup>nd</sup>, Pete Aguilar, Member of Congress (31<sup>st</sup> District, California) announced Reach Out and FCSP-E partners received \$445,878.** The grant funding comes from the US Department of Health and Human Services (HHS), and will be used for financial education and resources for parents, assistance for low-income and disabled college students and outreach programs to help low-income families capitalize on programs like the Earned Income Tax Credit.

### Fatherhood FIRE

- Participating Organizations:*
1. *Child Care Resources Center (lead),*
  2. *The Mom and Dad Project,*
  3. *Moses House Ministries,*
  4. *Walden Family Services,*
  5. *Reach Out,*
  6. *El Sol Neighborhood Educational Center, and*
  7. *Mountain Counseling and Training*

<i>Grant Overview</i>	Grants will fund projects designed to provide a broad array of services to promote or sustain healthy marriage and relationships (including couple and co-parenting), strengthen positive father-child engagement, and improve employment and economic stability opportunities for adult fathers (ages 18 and older). Economic stability activities include employment, job-driven, and job skills development.
<i>Award Ceiling</i>	\$1.5M per budget period (total for the 5 years is \$7.5M) <b>DECLINED</b>
<i>Length of Project Period</i>	60-month project period with five 12-month budget period
<i>Application Due Date</i>	July 1 <sup>st</sup> , 2020
<i>Application submitted on</i>	June 30 <sup>th</sup> , 2020
<i>Anticipated Project Start Date</i>	September 30 <sup>th</sup> , 2020

The Mom and Dad Project was able to make the connections with the Child Care Resources Center (CCRC) and with the agreement of the other FCSP organizations, CCRC was added as a key stakeholder to the Fatherhood FIRE proposal. CCRC was assigned as the lead on the proposal.

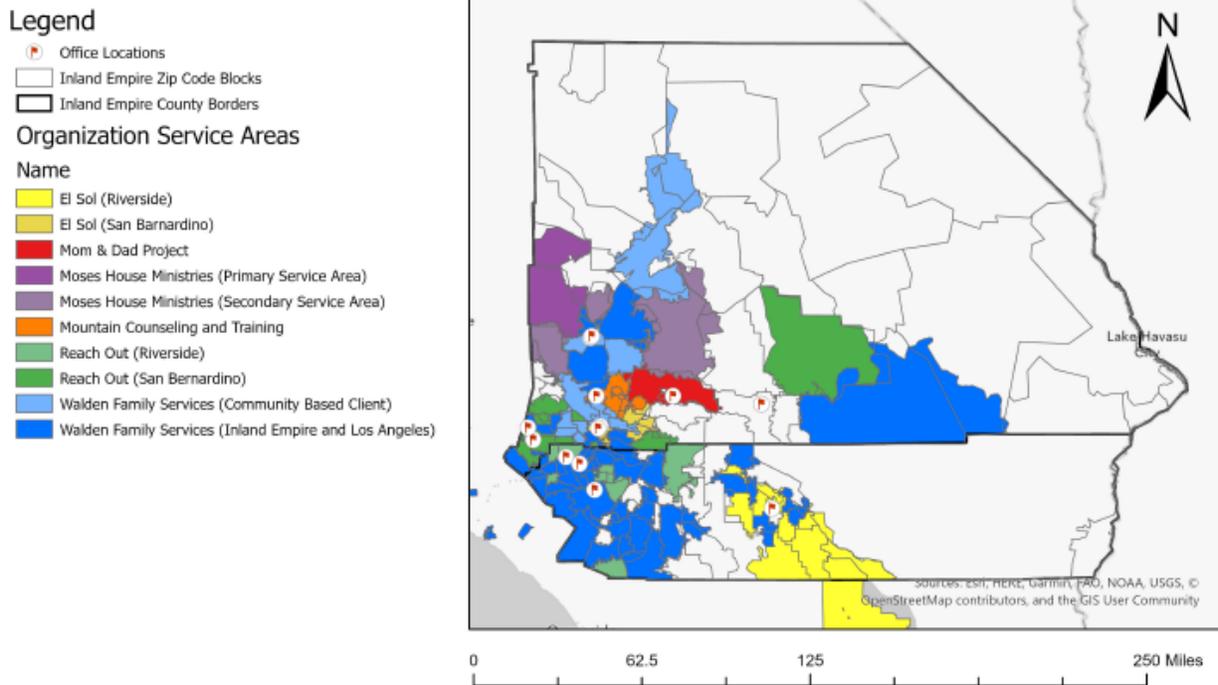
Two letters of support were attached to the Fatherhood FIRE proposal: one from Pete Aguilar, Member of Congress (31<sup>st</sup> District, California), and the other from Andrea Mitchel, Director of Research and Development at California State University Reentry Initiative (CSRI).

IECC with the support of ESRI was able to create an ArcGis map to embedded in the proposal. The map showed the areas of services covered by the organizations applying to the HHS funding (map and also attached).

**Application is pending.**

## FATHERHOOD FIRE

### Inland Empire Organization All Organization Service Areas



Organizations listed service California Southern Congressional Districts located within the Inland Empire.  
Credits: Maps created by the Inland Empire Community Collaborative

### READY4Life

- Participating Organizations:*
1. *Reach Out (lead),*
  2. *Moses House Ministries,*
  3. *El Sol Neighborhood Educational Center, and*
  4. *Building a Generation*

<i>Grant Overview</i>	Grants will support projects that provide a broad array of healthy marriage promotion services designed to support healthy relationships and marriage, including the value of marriage in future family formation and skills-based healthy relationship and marriage education to youth in high school (grades 9-12), high-school-aged youth (ages 14-17), and/or youth in late adolescence to early adulthood (ages 18-24). In order to achieve specified outcomes included in this FOA, applicants are strongly encouraged to provide comprehensive services that help youth build healthy relationship skills (including healthy relationship skills in dating, with peers, with caring adults, in other inter-personal relationships, and, as appropriate, marriage and co-parenting relationship skills), while supporting positive socioemotional development and promoting successful transitions to young adulthood. Where appropriate, projects may also provide services for parenting youth, and for job and career advancement.
<i>Award Ceiling</i>	\$1.5M per budget period (total for the 5 years is \$7.5M) – <b>PENDING</b>
<i>Length of Project Period</i>	60-month project period with five 12-month budget period
<i>Application Due Date</i>	July 1 <sup>st</sup> , 2020
<i>Application submitted on</i>	June 30 <sup>th</sup> , 2020
<i>Anticipated Project Start Date</i>	September 30 <sup>th</sup> , 2020

FCSP organizations assigned Reach Out as the lead on this proposal. Reach Out helps in developing the proposal and coordinating with FCSP organizations.

The following letters of support were attached to the Ready4Life proposal: proposal: one from Pete Aguilar, Member of Congress (31st District, California), and the other from Andrea Mitchel, Director of Research and Development at California State University Reentry Initiative (CSRI).

**The application is pending. Reach Out is working with Congressman Aguilar’s Office to address an issue with the submission.**

### FY2020 Teen Pregnancy Prevention (TPP) Tier 2

- Participating Organizations:*
1. *Reach Out (lead)*
  2. *Mom & Dad Project*
  3. *Moses House Ministries*

<i>Grant Overview</i>	Project REACH: Reproductive Education and Advocacy for Community-wide Health Teen Pregnancy Prevention, Tier 2, Phase II Rigorous Evaluation of Promising Interventions from the Department of Health and Human Services, Office of Population Affairs.
<i>Opportunity Number</i>	AH-TP2-20-001

*Application  
submitted on* | May 4<sup>th</sup>, 2020

Regarding the funding opportunity Teen Pregnancy Prevention, Tier 2, from the Department of Health and Human Services, Office of Population Affairs, the proposal included FCSP organizations (Reach Out, Walden, Mom and Dad Project, Moses House, and St. Mary), it is moving forward and in development. Four project development meetings were held with the FCSP organizations pursuing this opportunity to discuss roles and responsibilities and to identify other key partners needed (Dr. Kim Clarke, from CSUSB, Dr. Robert La Chausse, Professor at California Baptist University). Key partners agreed to provide curriculum, content, and evaluation. The proposal was submitted on May 4, 2020. The lead in the proposal is Reach Out, subcontractors will be the Mom & Dad Project, Moses House, and IECC. Walden Family Services decided to step off of the project due to COVID-19 priorities as well as St. Mary.

**Application was reviewed favorably by the review panel based on the review criteria; however, funds are not currently available to support application.**

#### **Funding the Next Generation – Margaret Brodtkin**

On August 20<sup>th</sup>, Funding the Next Generation was invited by the IECC to share their experience on “opportunities and challenges of funding services for young children amidst COVID-19” with the FCSP providers. Representatives from First 5 San Bernardino, stakeholders from both counties, local funders, and other nonprofits from the region that could benefit from the presentation were also invited and attended to this meeting.

The objective of having the presenters in the call was to inspire people to build strong coalition to be ready to access funding opportunities when they become available. After the presentation, FCSP expressed their interest in approaching Funding the Next Generation to receive guidance on how to grow as a strong coalition.

Suzie Gomez mentioned three free workshops funded by Funding the Next Generation and The Children’s Funding Project and encouraged FCSP members, especially the ones working on policy and systems to attend these workshops and take advantage of this opportunity. Megan Meadors, Diana Fox, and Susan Gomez represented the Inland Empire Children’s Cabinet Cohort for the Children’s Funding Institute in December.

## Issues/Comments

---

#### **Accommodations in delivering workshops due to COVID-19**

During this period, IECC continued to make meeting accommodations. IECC continues to work to restructure and prioritize FCSP-E content to help providers during the pandemic and ensure we are providing the information, tools, and resources to sustain the FCSP-E’s individual and collective work.

IECC was able to pivot and facilitate all the workshop virtually. All workshops during this period were held using zoom technology which allowed us to split participants into separate sessions. This feature from Zoom permits us to manage smaller groups for certain activities and continue to have organizations be actively engaged. The pandemic has had significant impact on all of the participant organizations. Being able to be flexible and accommodating has been critical important during this last quarter. Both workshops were recorded and provided to FCSP organizations, so they could watch them again or get up to date if anyone was not able to attend. FCSP participants were appreciative of the accommodations and additional 1:1 support.

### **FCSP – ESRI project**

The expansion for FCSP-E – ESRI project will require additional funding to support the customization of the FCSP mapping platform. The potential for this technology would be vitally important to children and the community as a whole. This initial FCSP pilot group would establish the foundation to expand asset mapping for all First 5 grantees. This technology will be able to glean significant data regarding programs and services and identify gaps and opportunities to expand and leverage reach. To that end, IECC submitted an unsolicited application to the California Endowment in the of \$150,000.00 for “Building Collective Resiliency for Health and Racial Equity: To support the capacity/infrastructure needs and continued advocacy to improve the nonprofit sector’s ability to advance health and racial equity of residents most impacted by the effects of COVID-19 in Riverside and San Bernardino Counties”.

**Application was awarded for \$100,000.00.**

## Next Steps on FCSP-E

---

- Coordinate with First 5 San Bernardino opportunities to introduces FCSP-E providers with other county departments to support project expansion.
- Work on budget revision for year 2.
- Harder +Co will be submitting a bid of service in January 2020.