



Cleveland Transformation Alliance

Minutes of the Board of Directors

June 8, 2020 | 5:30 PM

Via Public Cisco Webex Event Hosted by Cleveland Metropolitan School District

In Attendance

Baumgartner, Mark

Bingham, Anne

Downing, Diane

Friedman, Lee

Gibson, Richard

Gordon, Eric

Jordan, Sharon Sobol

King, Brooke

Klupinski, Stephanie

Marbury, Shana

Mullin, Ann

Napoli, Augie

Patterson, Jeffrey

Price, Monyka

Rosskamm, Alan

Ruiz, Victor

Tenney, Turkessa

Williams, Helen (joined
after voting)

Zachariah, Sajit

Absent

Jackson, Mayor Frank

Heard, Robert

Payton, Kevin

Randel, Erin

Reyes, Jose

Other Attendees

Altieri, Audrey

O'Donnell, Patrick

Oppenlander, Hailey

Schmelz, Ryan

Cleveland Transformation Alliance Staff

Marnecheck, Meghann

Stacy, Eli

Welcome and Approval of Minutes

Dr. Monyka Price called the meeting to order at 5:33 PM. Dr. Price gave her opening statement on the Coronavirus, the death of George Floyd, the violence that followed the event, and the destruction of the community. Dr. Price opened the floor for conversation and reflection.

Ms. Lee Friedman thanked Dr. Price for her statement and alluded to the prior conversations about the event that the participants participated in.

Ms. Meghann Marnecheck stated that she was glad that Dr. Price grounded the conversation. She advised the Board that she was going to reach out to them to discuss how CTA could work to eradicate issues caused by racism in education.

Mr. Alan Rosskamm addressed his concern with the current events and stated he was open to the conversation.

Dr. Monyka Price asked if Eli Stacy had a comment.

Mr. Eli Stacy stated not currently, but the events saddened him.

Mr. Jeffrey Patterson stated that he would hope that organizations would work together to eradicate some of these social issues.

Dr. Monyka Price gave an overview of the agenda items.

At 5:40 PM, Dr. Monyka Price asked if there were any comments on the minutes for the April 22, 2020 Board Meeting. Hearing no discussion of the minutes, Dr. Price asked for a motion to approve the minutes, and Ms. Turkessa Tenney made the motion to accept the minutes. Ms. Friedman seconded the motion. The Board unanimously approved the minutes.

At 5:41 PM, Dr. Monyka Price asked if there were any comments on the minutes for the May 15, 2020, Special Board Meeting. Hearing no discussion of the minutes, Dr. Price asked for a motion to approve the minutes, and Dr. Sajit Zachariah made the motion to accept the minutes. Pastor Richard Gibson seconded the motion. The Board unanimously approved the minutes.

Sangfroid Strategy Strategic Advising Contract Discussion and Vote

Dr. Monyka Price stated that Ms. Marnecheck would present, and there would need to be a resolution vote on allowing CTA to enter the strategic partnership contract with Sangfroid Strategy for \$3,000.00.

Ms. Marnecheck first provided some context for why she was asking the Board to consider a contract below the amount required for Board approval. Ms. Marnecheck reminded the Board that \$9,080 remained from an agreement with Business Volunteer Unlimited (BVU) from before her tenure with CTA. Ms. Marnecheck had been in communication with BVU, and they were allowing the Alliance to use the remaining funds for future projects. Ms. Marnecheck had already engaged Sangfroid Strategy for a contract of \$4,000 that began on June 1, 2020, to expend a portion of the remaining BVU associated dollars. That contract was to assist with the research project that will be underway this summer. Since the contract with Sangfroid Strategy for the research project had to be managed separately for BVU, Ms. Marnecheck is bringing the agreement for a strategic partnership with Sangfroid Strategy for the term of July 1 through



September 30, 2020, to ensure there was not an appearance of contract splitting. Ms. Marnecheck then opened the floor for discussion.

Mr. Eric Gordon commended Ms. Marnecheck for being transparent in getting the Board to approve the contract, even though she had the authority to approve the agreement without the Board's consent.

Mr. Augie Napoli agreed with Mr. Gordon and added that Ms. Heather Lenz's work with Sangfroid Strategy was of high quality.

Ms. Ann Mullin concurred with Mr. Napoli.

At 5:47 PM, Dr. Monyka Price asked if there any additional comments. Hearing no further discussion, Dr. Price asked for the motion to approve the Sangfroid Strategy Resolution. Mr. Mark Baumgartner made the motion, and Ms. Brooke King seconded the motion. The Board unanimously approved the contract with Sangfroid Strategy.

Ambassador and Navigator Program Update

At 5:48 PM, Dr. Monyka Price stated that Ms. Marnecheck and Mr. Stacy would give an update regarding the Ambassador, Navigator, and Partner programs.

Ms. Marnecheck reminded the Board of how the Ambassador Program had worked previously. Ambassadors were not Alliance employees, but instead, they were contracted staff. They attended community events, did tabling, and found other ways to engage with families through outreach efforts. That team engaged about 1,500 families. Ms. Marnecheck stated that this was a reasonable effort, but in a large community, she felt there was more that could be done. Additionally, she said that since there had been limited fundraising in 2019, she did not feel the prior model was financially sustainable.

Ms. Marnecheck also reminded the Board that they had generously agreed to contract with Sangfroid Strategy to develop the new program concept further, create a plan, and develop a training template that could be adopted and developed by the new program coordinator. A copy of the final draft Ambassador Program Plan was provided to members of the Board in advance of the meeting. Board members also received a copy of the Partner Agreement. The agreement is shared with prospective partner organizations and lays out what the expectations are on both sides.

The new program intends to provide a service to organizations and their staff with whom the Alliance partners. The Alliance will ask the trained ambassadors to take a pledge that they will share information about the Alliance with anyone they feel will benefit from it. The trained



Ambassadors are also invited to engage with our quarterly Ambassador newsletter and to attend occasional networking events. At these events, the Alliance may share new information, introduce new partners, and allow for Ambassadors to meet each other and potentially collaborate in different ways. Through these communication channels, the Alliance will gather stories about impactful interactions with families and other data. Although we are not asking Ambassadors to track each interaction, the Alliance will be able to evaluate the program's success through increased engagement with our website, school finder tool, and social media.

Also, Ms. Marnecheck gave an update regarding the myCLEschool.org site and the new Family Resource Corner section on the website. Ms. Marnecheck advised the Board of the \$7,000.00 St. Luke's Foundation award that CTA received, and that more direct Ambassador efforts would take place in the St. Luke's neighborhoods as a result of the funding.

Mr. Stacy said the new Ambassador Program builds a network of Ambassadors through partnerships with organizations that are already working with families. When a connection is formed on an organizational level, the Transformation Alliance connects with front-line employees; provides training about the school selection process, landscape, and available resources; and equips those individuals with information to connect families with supportive resources when necessary. It follows a similar structure to a train-the-trainer model. It has a built-in engagement plan to share critical information with Ambassadors about enrollment deadlines, new policies or practices, and other resources throughout the year. Continuously engaging Ambassadors with further information and tools to help the families they are currently working with will keep the Cleveland Transformation Alliance top-of-mind as a resource to families in need.

Mr. Stacy is focusing on making, formalizing, and retaining connections with external partnerships and fortifying the infrastructure of the Ambassador Training Program. In doing so, Mr. Stacy will concentrate on entering in partner data into our new relationship management system, Little Green Light, determining the method of dissemination for the Ambassador Training Program, and working to streamline and clarify the presentation itself. Mr. Stacy researched the best and most accessible webinar platform to use for our training and Ms. Marnecheck, and he chose to use Zoom Webinar to facilitate it. Additionally, Ms. Marnecheck and Mr. Stacy have reached out to the following list of organizations that have committed to partnering with us on some level:

1. Say Yes to Cleveland
2. The Centers for Families and Children
3. Cleveland Public Library
4. CEOGC

5. Greater Cleveland Food Bank
6. 211: United Way
7. Esperanza
8. Global Cleveland
9. University Settlement
10. Legal Aid Society

Dr. Monyka Price asked about how we will keep track of the Ambassadors' accountability. Ms. Marnecheck agreed that Ambassadors would not be employees or contractors with CTA. Still, Ambassadors would be asked to stay engaged, and their impact would be noticed through network analytical tracking on the website and email response rates. Ms. Marnecheck reiterated the goals between the regular Ambassador program and the more directed St. Luke's Foundation Ambassador program. Ms. Marnecheck went over the supplies that would be given.

Ms. Turkessa Tenney stated that she is excited about the opportunity, but she shared Dr. Price's concern about the Ambassador program. Ms. Tenney said, if the Ambassadors were representatives of CTA, she would hope that there would be some way of managing the relationships.

Mr. Stacy said he was hoping to remain connected to the Ambassadors through the newsletter open rates through Little Green Light and making sure he stays connected to community events.

Eric Gordon paused the conversation to acknowledge Ms. Diane Downing because she was attending via phone.

Ms. Shana Marbury asked if CTA thought about using incentives such as gift cards or other giveaways to assure Ambassador accountability.

Ms. Marnecheck thanked Ms. Marbury for the question and confirmed that those incentive items had been considered and included in the draft program budget.

Ms. Brooke King asked if CTA could ask parents to fill out surveys when they call or visit the website to see if the Ambassadors referred them? Ms. Marnecheck stated that CTA could do that. Ms. Marnecheck reported parents, currently, are finding CTA's website mainly through Google searches, but she hopes to see the impact of the Ambassador program through increased use of the website.

Ms. Brooke King asked if CTA could reach out to specific larger organizations, such as the Cleveland Clinic's Pediatric Department. Ms. Marnecheck said that CTA was focused on those larger organizations during Phase 3 of the Ambassador Plan.



Continuing, Ms. Marnecheck spoke of how the Navigator and Ambassador programs connected. Ms. Marnecheck gave an overview of the history of the Navigator program and updates about the new Navigators, Maxine Williams and Wyndi Moore. Ms. Marnecheck went over how Ms. Williams's and Ms. Moore's job functions changed as they transitioned from contractors focused on families in Central neighborhood to part-time staff that is focused on families across the CMSD footprint. CTA's goal is for the Ambassador Program to funnel referrals to the Navigator Program.

Additionally, Ms. Williams, Ms. Moore, and Mr. Stacy attended a community event hosted by Project Save at Friendly Inn Settlement on June 3, 2020. At this event, Ms. Williams, Ms. Moore, and Mr. Stacy connected with three direct service organizations named Project Save, Little Africa Food Collaborative, and Feed the Soul. Mr. Stacy intends to continuously connect with community partners and start the formal Ambassador Training sessions during the week of June 22. Navigators will be on staff through September 30, 2020, but CTA hopes to continue the relationship in some form beyond that date. Ms. Marnecheck opened the floor to questions.

Ms. Ann Mullin agreed with the comments of Dr. Price, Ms. King, Ms. Marbury, and Ms. Tenney. Ms. Mullin suggested using the Navigators as accountability agents for the Ambassador program by asking Navigators to find out which Ambassador organization referred a family to CTA. Also, Ms. Mullin stated that she did not want to put an additional burden on other organizations' staff to do this work, and she believed that the model was more sustainable. Ms. Marnecheck agreed with Ms. Ann Mullin.

Dr. Monyka Price requested an update about the Ambassador program at each board meeting and for CTA staff to think more deeply about the Board's accountability concerns. Ms. Marnecheck agreed.

Ms. Shana Marbury stated she liked how we gave a complete overview of the work.

Executive Director's Report

Ms. Marnecheck went over the roles and backgrounds of Ms. Audrey Altieri and Ms. Hailey Oppenlander, CTA's Researchers. Ms. Marnecheck advised the Board of the next steps that the Researchers will be taking and the desire to connect the Board to their work. The Researchers will be with CTA, at minimum, through the end of September.

Ms. Marnecheck addressed the need to revise the Financial Policy. Ms. Marnecheck has been working with Ms. Collen Tahan of the Greater Cleveland Partnership to update the Financial Policy that has not been updated since 2013. Similarly, Ms. Marnecheck is exploring ways to support the mental health of CTA staff. Ms. Marnecheck will be working with the Governance



Committee and other key members of the Board to create a policy around mental health support.

Ms. Marnecheck addressed the Greater Cleveland Partnership's Phase 2 Reopening Plan, and she highlighted that CTA staff would continue to work remotely mainly. Ms. Marnecheck advised the participants of the next board meeting taking place on August 17, 2020. Ms. Marnecheck stated she would continue to follow guidance from Mayor Jackson regarding the location of the next Board meeting. The Cleveland Plan Progress Committee is scheduled to meet on July 8, 2020, and August 5, 2020. The Finance Committee is scheduled to meet on July 30, 2020. Ms. Marnecheck is working with Mr. Victor Ruiz to schedule Charter Review Committee meetings through the rest of the year and will be in contact with those committee members soon. Ms. Marnecheck then opened the floor for additional questions and comments.

Ms. Lee Friedman commended Ms. Marnecheck on her work.

Adjournment

Dr. Monyka Price adjourned the meeting at 6:21 PM. The next meeting of the Board of Directors will be Monday, August 17, 2020, at 5:30 PM with the location pending information and insight from the State of Ohio and Mayor's Office.