



**Board of Directors**  
**Monday, July 10, 2017**

**4:00 p.m.**

**Location:**  
**United Way – Ansin Building**  
**3250 SW 3<sup>rd</sup> Avenue**  
**Miami, Florida 33129**  
**Ryder Room**





## Board of Directors Meeting

Monday, July 10, 2017  
3250 S.W. 3<sup>rd</sup> Avenue (Coral Way)  
United Way – Ryder Room  
4:00 p.m. – 6:00 p.m.

### AGENDA

#### Board of Directors

- |   |           |   |  |
|---|-----------|---|--|
| Laurie Weiss Nuell<br>Chair   | 4:00 p.m. | <b>Welcome and opening remarks</b>  | Laurie Weiss Nuell<br><i>Chair</i>   |
| Lily de Moya<br>Vice Chair  | 4:05 p.m. | <b>Public comments</b>  |  |
| Kenneth C. Hoffman<br>Treasurer   | 4:15 p.m. | <b>Approval of June 19, 2017 Board of Directors minutes<br/>summary</b>   |  |
| Claudia Grillo<br>Secretary   |           | <i>(Additional Items Packet) (Pg. 5)</i>  | Claudia Grillo<br><i>Secretary</i>   |
| Magaly Abrahante, Ph.D.<br>Daniel Bagner, Ph.D.<br>Miguel Balsera, Ph.D.<br>Rodester Brandon<br>Anthony Cammisa<br>Rep. Nicholas Duran<br>Antonia Eyssallenne, M.D.<br>Gilda Ferradaz<br>Alvin Gainey<br>Mindy Grimes-Festge<br>Nelson Hincapie<br>Pamela Hollingsworth<br>Steve Hope<br>Esther Jacobo<br>Tiombe Bisa Kendrick-Dunn<br>Inson Kim<br>Marissa Leichter<br>Frank Manning<br>Susan Neimand, Ph.D.<br>Marta Pérez, Ph.D.<br>Hon. Orlando Prescott<br>Hon. Isaac Salver<br>Com. Xavier L. Suarez<br>Mark Trowbridge<br>Karen Weller | 4:20 p.m. | <b>Finance &amp; Operations Committee report</b>  | Kenneth C. Hoffman<br><i>Finance &amp; Operations Committee Chair</i>                      |
|   |           | <b>Recommendation of the Finance &amp; Operations Committee<br/>for a proposed millage of 0.4673 for FY 2017-2018</b>   |  |
|   |           | <ul style="list-style-type: none"><li>The Board accepts the recommendation of the Finance and Operations Committee to set the FY 2017-18 proposed millage rate of 0.4673 mills, which is the equivalent of \$.4673 cents per \$1,000 of property tax value in Miami-Dade County.</li><li>The proposed FY 2017-18 proposed budget includes estimates of \$121,938,094 of tax revenues, \$138,864,619 of expenses and a fund balance of \$33,626,441.</li></ul> |  |
| David Lawrence Jr.<br>Founding Chair  |           |   | James R. Haj<br><i>President/CEO</i><br>William Kirtland<br><i>Chief Financial Officer</i> |
| James R. Haj<br>President & CEO   | 4:30 p.m. | <b>Young Talent, Big Dreams Performance</b>   |  |
| County Attorney's Office<br>Legal Counsel   |           |   | Angelina Green<br><i>Vocalist</i>  |
|   | 4:35 p.m. | <b>Communications Presentation</b>  | Emily Cardenas<br><i>Director of Communications</i>  |

The public is allowed to comment before presentation of resolutions but must register with the Clerk of the Board prior to being allowed to comment.

4:45 p.m.    **Resolutions**

Kenneth C. Hoffman  
*Finance & Operations Committee Chair*

**Resolution 2017-102:** Authorization to negotiate and execute a contract with Imaginart Media Productions, LLC, an agency selected from the 2016-2019 vendor pool for community outreach and media buying targeting the Creole-speaking Haitian community in Miami-Dade County; administration and oversight of The Children's Trust's leased Yellow Box displays; and English-Creole translation services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$156,215.00. *(Pgs. 6-7)*

**Resolution 2017-103:** Authorization to negotiate and execute a second year contract with Armstrong Creative Consulting Inc., an agency selected from the 2016-2019 vendor pool for urban media buying and community outreach targeting the African-American, faith-based community in Miami-Dade County, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$163,785.00. *(Pgs. 8-9)*

**Resolution 2017-104:** Authorization to negotiate and execute a second year contract with Madison South, LLC, an agency selected from the 2016-2019 vendor pool for the purpose of graphic design services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00. *(Pgs. 10-11)*

**Resolution 2017-105:** Authorization to negotiate and execute a second year contract with the M Network, Inc. an agency selected from the 2016-2019 vendor pool for creative advertising production services, off-site Miami Heart Gallery project management, and select public relations projects, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$276,000.00. *(Pgs. 12-13)*

**Resolution 2017-106:** Authorization to expend monies to advertise The Children's Trust's funding announcements, activities, initiatives, events and programs with the Miami Herald Publishing Co., for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$90,000.00. *(Pgs. 14-15)*

**Resolution 2017-107:** Authorization to issue payments pursuant to a service order agreement with Actors' Playhouse at the Miracle Theater Inc., for co-production and presenting sponsorship of the Young Talent Big Dreams talent search, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00. *(Pgs. 16-17)*

**Resolution 2017-108:** Authorization to negotiate and execute a contract with Branger+Briz, Inc. for Phase III of The Children's Trust digital footprint redesign as well as hosting and maintaining services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in a total amount not to exceed \$162,200.00. *(Pgs. 18-22)*

**Resolution 2017-109:** Authorization to renew The Children's Trust data center services with Quality Investment Properties Miami, LLC (QTS) for a term of seven months, in a total amount not to exceed \$62,500.00, commencing August 1, 2017 and ending February 28, 2018. *(Pgs. 23-24)*

The public is allowed to comment before presentation of resolutions but must register with the Clerk of the Board prior to being allowed to comment.

5:15 p.m. **Program Services & Childhood Health Committee Meeting Report**

Pamela Hollingsworth  
*Program Services & Childhood Health Committee Chair*

**Resolution 2017-110:** Authorization for the President/CEO to accept a \$93,600.00 contribution from Miami Beach Chamber Foundation, the fiscal agent for the City of Miami Beach and neighboring municipalities, to negotiate with Borinquen Medical Health Center, a funded school health provider, to provide behavioral health enhancements in all eight Miami Beach Public Schools for a term of nine months, commencing October 1, 2017 and ending June 30, 2018. *(Pgs. 25-26)*

**Resolution 2017-111:** Authorization to negotiate and execute a third year contract renewal with Miami Children's Initiative (MCI) for a term of 12 months, commencing October 1, 2017 and ending September 30, 2018, in an amount not to exceed \$235,000.00. *(Pgs. 27-29)*

**Resolution 2017-112:** Authorization to negotiate and execute contract amendments to extend the 2017-18 Quality Counts contract year through July 31, 2018 for seven contracts and three purchase orders, and to increase funding for the month services are being extended, in order to align the contracts with the competitive solicitation funding cycles anticipated to begin August 1, 2018, in a total amount not to exceed \$772,955.00. *(Pgs. 30-41)*

5:50 p.m. **CEO Report**

James R. Haj  
*President/CEO*

- *Board attendance (Pgs. 42-43)*
- *Financial Disclosure reminder past due: July 1, 2017*
- *Champions for Children: August 25, 2017*
- *Board Retreat: August 31, 2017*
- *Family Expo: September 9, 2017*
- *Upcoming TRIM Hearings: Sept. 11, 2017 & September 18, 2017*
- *Legislative Update*

6:00 p.m. **Adjourn**

**Reminder:**  
**Next Board of Directors Meeting/1<sup>st</sup> TRIM Hearing**

**\*Monday, September 11, 2017\***

The public is allowed to comment before presentation of resolutions but must register with the Clerk of the Board prior to being allowed to comment.



**Board of Directors Meeting Summary**  
**June 19, 2017**  
**4:06 p.m.**

**These actions were taken by The Children's Trust on June 19, 2017**

**Motion to approve the May 22, 2017, Board of Directors minutes was made by Com. Xavier Suarez and seconded by Dr. Marta Pérez. Motion passed unanimously, 20-0.**

**Finance & Operations Committee Report**

**Resolution 2017-96: Motion to approve the resolution was made by Com. Xavier Suarez and seconded by Alvin Gainey.** Authorization to negotiate and execute a contract with Albemni Caballero & Fierman, LLP in a total amount not to exceed \$25,500.00, for a term of up to 12 months commencing August 1, 2017 and ending July 31, 2018. **Motion passed unanimously, 20-0.**

**Resolution 2017-97: Motion to approve the resolution was made by Alvin Gainey and seconded by Judge Orlando Prescott.** Authorization to negotiate and execute a contract with Tribridge, for a term of 16 months commencing June 20, 2017 and ending September 30, 2018, to provide Infrastructure as a Service (IaaS) for The Children's Trust in a total amount not to exceed \$215,000.00. **Motion passed, 19-1. Opposed by Com. Xavier Suarez.**

**Program Services & Childhood Health Committee Meeting Report**

**Resolution 2017-98: Motion to approve the resolution was made by Isaac Salver and seconded by Dr. Daniel Bagner.** Authorization to negotiate and execute a one year contract with Miami-Dade County Department of Cultural Affairs, for a local funding match for cultural arts programs. The contract shall extend for a term of 12 months, commencing October 1, 2017 and ending September 30, 2018, in a total amount not to exceed \$1,245,328.00. **Motion passed, 19-0. Recusal by Com. Xavier Suarez.**

**Resolution 2017-99: Motion to approve the resolution was made by Alvin Gainey and seconded by Com. Xavier Suarez.** Authorization to negotiate and execute a second and final contract with Catalyst Miami, Inc., to manage the small Community Based Organizations (CBO) capacity building initiative. Contract renewal to be for a term of 13 months, commencing July 1, 2017 and ending July 31, 2018, in a total amount not to exceed \$200,000.00. **Motion passed, 19-1. Opposed by Dr. Marta Pérez.**

**Resolution 2017-100: Motion to approve the resolution was made by Alvin Gainey and seconded by Lily de Moya.** Authorization to negotiate and execute a second and final contract with 21 small Community Based Organizations (CBOs) to continue participation in a two year capacity building initiative. Each small CBO receives an award to support an individualized capacity-building plan. Amounts awarded will range from \$20,000.00 to \$50,000.00. Contract renewals will be for a term of up to 12 months, commencing August 1, 2017 and ending July 31, 2018, in a total amount not to exceed \$585,000.00. **Motion passed, 19-1. Opposed by Dr. Marta Pérez.**

**Executive Committee Meeting Report**

**Ratification of Resolution 2017-101: Motion to approve the resolution was made by Isaac Salver and seconded by Lily de Moya.** Authorization to negotiate and execute a contract, for a term of 16 months commencing June 20, 2017 and ending September 30, 2018, with Merge IT, Inc., to upgrade Great Plains, the existing financial accounting system used by The Children's Trust, in a total amount not to exceed \$200,000.00. **Motion passed, 19-1. Opposed by Com. Xavier Suarez.**

**Meeting adjourned at 5:32 p.m.**

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-102

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to negotiate and execute a contract with Imaginart Media Productions, LLC an agency selected from the 2016-2019 vendor pool for community outreach and media buying targeting the Creole-speaking Haitian community in Miami-Dade County; administration and oversight of The Children's Trust's leased Yellow Box displays; and English-Creole translation services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$156,215.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** Imaginart Media Productions, LLC is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. After a competitive mini solicitation released on May 24, 2017, Imaginart Media Productions, LLC was selected for this contract because it was the most qualified vendor. Specifically, it: 1) conducts outreach efforts in the Haitian community; 2) obtains optimal rates from the Haitian-Creole media whose audience we would like to access; and 3) is the only agency in the vendor pool able to provide English-Creole translation services.

This contract would be Imaginart Media Productions LLC's second year contract with The Trust during the current vendor pool term. In its first year with The Children's Trust, Imaginart Media Productions LLC proved to be creative, reliable, knowledgeable and effective. The principal, Elizabeth Guerin, is a well-known and well-respected figure both in Haiti and within the local Haitian community. Ms. Guerin's status in the community and beyond, paired with her impressive broadcasting skills, makes her an ideal voice in Haitian-Creole for The Children's Trust.

**Description of Services:** Imaginart Media Production LLC will: 1) negotiate discounted media buys with targeted Haitian-Creole television and radio broadcasting stations, and other Creole media as needed; 2) provide community outreach specific to the Haitian-Creole community; 3) administer and oversee The Trust's Yellow Box lease, which displays printed Creole outreach materials; and, 4) provide English-Creole translation services for the monthly parenting newsletter, press releases, program brochures and other materials.

Yellow Boxes, owned by Yellow Box Inc., is a unique and proprietary product that is growing in popularity and visibility in Miami-Dade County. The Children's Trust rents 10 complete boxes, partially rents an additional five, has access to five more at no extra cost, and also utilizes five simplified Yellow Box kiosks/community boards, for a total of 25 locations throughout the Miami-Dade Haitian-Creole community. Yellow Boxes has proven to be a highly visual and effective tool to disseminate information about Trust-funded programs throughout the Haitian community.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-103

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to negotiate and execute a second year contract with Armstrong Creative Consulting Inc., an agency selected from the 2016-2019 vendor pool for urban media buying and community outreach targeting the African-American, faith-based community in Miami-Dade County, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$163,785.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** Armstrong Creative Consulting Inc., (Armstrong) is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. Armstrong was selected for this contract because it is the only agency in the pool qualified to provide faith-based outreach in the African-American community in Miami-Dade County. Additionally, based on a competitive mini solicitation released on May 24, 2017, it was determined that of the five media buying agencies in the vendor pool, Armstrong has the best relationships and ability to obtain optimal rates from the three selected urban media outlets whose audiences The Children's Trust would like to access.

This contract would be Armstrong's second year contract with The Children's Trust during the current vendor pool term. Armstrong has demonstrated a proven knowledge of African-American faith-based and grassroots community outreach, and has consistently delivered exemplary results. During FY 2016-17, Armstrong more than doubled The Trust's media investment through steep unit cost discounts and other added value.

**Description of Services:** Armstrong will execute: 1) a multilayered faith-based community outreach strategy in Miami-Dade County involving approximately 100 churches; 2) conduct targeted media buying for distinct urban media outlets primarily tied to the faith community; and, 3) perform other outreach specific to the African-American community.

**Geographic Area:** Countywide



The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-104

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to negotiate and execute a second year contract with Madison South, LLC an agency selected from the 2016-2019 vendor pool for the purpose of graphic design services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** Madison South, LLC is a member of the existing three-year vendor pool authorized by the board in Resolution #2017-01 on October 19, 2016. The vendor pool included six graphic design firms, three of which responded to a mini solicitation that was issued on May 24, 2017. Madison South proposed the lowest prices and was selected for this contract.

This contract would be Madison South LLC's second year contract during the current vendor pool term. The agency has consistently provided exemplary creative services in a timely fashion, while delivering enhanced services beyond its contract scope, including additional work hours and revisions.

**Description of Services:** Madison South LLC will provide graphic design services, including, but not limited to, designing: 1) The Children's Trust's monthly trilingual (English, Spanish, Creole) parenting newsletter; 2) trilingual program brochures for various initiatives and funded areas, such as HealthConnect, FamilyStrong, Book Club, etc.; 3) annual reports; 4) funding solicitation advertisements; and, 5) web and printed collateral materials for Read to Learn, Young Talent Big Dreams, Champions for Children and the Family Expo.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-105

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to negotiate and execute a second year contract with the M Network Inc., an agency selected from the 2016-2019 vendor pool for creative advertising production services, off-site Miami Heart Gallery project management, and select public relations projects, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$276,000.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** The M Network Inc. is a member of the existing three-year vendor pool adopted by the board in Resolution #2017-01 on October 19, 2016. On May 24, 2017, The Children's Trust released a mini solicitation of public relations vendors. M Network Inc. was selected for this contract because it was the only agency in the vendor pool that met The Children's Trust's standards for creative advertising services in English and Spanish. Additionally, the agency offered competitive pricing and has overwhelming experience working on promotional campaigns within the foster care/adoption system. Further, its experience providing publicity services to an *American Idol* finalist from Miami makes M Network Inc. uniquely qualified to publicize our Young Talent Big Dreams talent search.

This contract would be M Network Inc.'s second year contract with The Children's Trust during the current vendor pool term. M Network Inc. has provided The Children's Trust with exemplary creative services in a consistently timely fashion, while gratuitously delivering additional services beyond its contract scope. New public relations services in support of the Miami Heart Gallery begun by M Network Inc. during the current 2016-17 fiscal year have proven to be highly effective, resulting in the single greatest spike in visits to the Miami Heart Gallery website in 2016. M Network Inc. has consistently created highly effective professional and award-winning ads that: 1) promote the value of early childhood investments; 2) identify factors influencing grade-level reading; 3) promote enrollment in quality child care; 4) encourage adoption of children in foster care; and, 5) promote The Children's Trust's website, funded after-school and summer camp programs, the Family Expo and more.

**Description of Services:** M Network Inc. will provide advertising services, including, but not limited to: writing; video and still photography; recording audio tracks; video and audio editing; animation and graphics creation; consulting with outside professionals to ensure maximum effectiveness in executing effective multilingual, multilayered advertising campaigns that include broadcast, print, outdoor and digital media; the production/event planning of two Miami Heart Gallery shoots per year; and yearlong publicity efforts on behalf of our adoption initiative and Young Talent Big Dreams competition outcomes.

**Geographic Area:** Countywide

Resolution 2017-105 – M Network (Communications-Public Education Media Campaigns – Public Relations & Marketing)

July 10, 2017

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-106

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to expend monies to advertise The Children's Trust's funding announcements, activities, initiatives, events and programs with the Miami Herald Publishing Co., for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$90,000.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** The Children's Trust wishes to continue its relationship with the Miami Herald Publishing Co. (Miami Herald). Since 2003, the Miami Herald has published print and online advertisements for The Children's Trust. Additionally, it has proven to be a valuable and effective advertising partner that offers a significant added-value return on The Children's Trust's actual dollar investment.

**Description of Services:** The Children's Trust will publish advertisements in the Miami Herald's printed newspaper and on its website. The Miami Herald is the only major newspaper company in Miami-Dade County that publishes daily, always extends its nonprofit rate to The Children's Trust, and typically doubles The Children's Trust's investment in free added value through advertising campaign sponsorships. In light of the above, The Children's Trust selected the Miami Herald as its primary print advertisement vehicle.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-107

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to issue payments pursuant to a service order agreement with Actors' Playhouse at the Miracle Theater Inc., for co-production and presenting sponsorship of the Young Talent Big Dreams talent search, for a term of 12 months, commencing on October 1, 2017, and ending on September 30, 2018, in an amount not to exceed \$50,000.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** The Children's Trust Young Talent Big Dreams is an annual countywide performing arts competition, now entering its eighth year. It is open to children and youth ages 8-17 residing in Miami-Dade County. Actors' Playhouse is a 501 (c)(3) entity that operates a theater and has nearly 30 years' experience operating programs for children and youth. Our financial contribution to this annual event results in our having presenting sponsorship, which results in The Children's Trust and Actors' Playhouse jointly branding the competition together from a visual standpoint. It also makes us co-producers, which involves Trust staff in discussions around audition location selection, prizes, judges, media, competition rules, etc. Actor's Playhouse has attracted more than 500 children and youth to register for Young Talent Big Dreams auditions in each of the past seven years. Actors' Playhouse successfully achieved this past year's goals of increasing participation in the spoken word and dance categories, as well as attracting more ethnically and racially diverse contestants with greater talent from throughout the community. Additionally, many of the youth who have been involved in Young Talent Big Dreams have subsequently participated in other live and televised performances and pursued careers in the performing arts.

**Description of Services:** Actors' Playhouse closely collaborates with The Children's Trust for the purpose of planning, developing and executing all aspects of the Young Talent Big Dreams talent search. Participants compete in music, dance, voice, original composition and spoken word. The competition consists of seven auditions, which are held throughout Miami-Dade County, and semifinal and final competitions. Actor's Playhouse manages coordination of the competition's many moving parts, which include: 1) securing audition venues, either at a reduced cost or free; 2) overseeing all audition sessions; 3) recruiting dozens of volunteer professional judges; 4) producing the semifinal and final shows; 5) soliciting and securing the donation of masterclasses and other prizes for participants; and 6) promoting auditions and, the semifinal and final shows.

**Geographic Area:** Countywide



The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-108

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**Strategic Plan Priority Investment Area:** Public awareness & program promotion, program evaluation & community research, and Information Technology

**Strategic Plan Headline Community Result(s):** Public Awareness and Program Promotion

**Recommended Action:** Authorization to negotiate and execute a second year contract with Branger+Briz, Inc. for Phase III of The Children's Trust digital footprint redesign as well as hosting and maintaining services, for a term of 12 months commencing on October 1, 2017, and ending on September 30, 2018, in a total amount not to exceed \$162,200.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2017-18.

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**Background:** The Children's Trust released a request for qualifications (RFQ), #2017-05, on November 21, 2016. Of the six applicants who responded to the RFQ, Branger+Briz, Inc. was selected for this contract, which initially commenced on March 1, 2017, ending September 30, 2017. Branger+Briz, Inc. is recommended for a contract renewal because of its efficiency, professionalism and talent in executing Phases I and II of The Children Trust's digital footprint redesign with excellence.

The company is currently on target to complete Phases I and II of the digital footprint redesign before September 30, 2017, which include making thechildrenstrust.org mobile friendly in multiple languages; integrating our primary websites with social media platforms currently used by our target audiences; upgrading and improving functionality for grant-making and solicitations pages, the searchable program directory, Read to Learn Book Club registration, community calendar and interactive pages of interest to the general public; and developing companion staff and provider portals.

**Description of Services:** This contract will allow Branger+Briz, Inc. the opportunity to create mobile-friendly digital solutions that easily integrate the various platforms used by The Children's Trust. This third phase of the digital footprint redesign will include, but not be limited to, the following:

- **Upgrading the features and functionality of the Miami Heart Gallery site** to make [www.miamiheartgallery.org](http://www.miamiheartgallery.org) mobile friendly and able to easily integrate with social media platforms currently used by our target audiences. Upgrades will improve functionality to increase usage of the website with the goal of getting more children in the foster care system adopted, in a shorter amount of time.
- **Developing new and more advanced applications** to (1) help parents better access programs and information from wherever they are through their mobile

devices; register their children into programs directly through the app; calendar events; connect through social media; permit The Children’s Trust to push messages, notifications and information to those who have downloaded the app for direct two-way communication with end users of programs and services; and build our database of subscribers, and, (2) make providers more aware of and provide better access to grant opportunities, professional trainings, provider-targeted community events (such as professional conferences, workshops and symposiums) and career opportunities from wherever they are through their mobile devices; register for trainings directly through the app; calendar events; connect through social media; and permit The Children’s Trust to push messages, notifications and information to those who have downloaded the app for direct two-way communication.

- **Continued enhancements to Phases I and II, as more fully described above**
- **Hosting and maintenance of the digital product Branger+Briz, Inc. has developed/is developing for The Children’s Trust digital footprint redesign.**

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution \_\_\_\_\_ **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## Communications Vendor Selection

Media Buying				
Company	Response	Ranking	Criteria	Selection
Wow Factor Marketing Inc.	Submitted	1	Experience and leveraging power. Purchased \$19.8 million in local media last year. Superior performance outcome. Standard Commission rates.	Recommended for general market media buying.
Imaginat Media Productions, LLC	Submitted	2	Experience and leveraging power. Purchased \$300,000 in local media last year. Standard Commission Rates.	Recommended for Haitian Creole media buying.
Armstrong Creative Consulting Inc.	Submitted	3	Experience and leveraging power. Purchased \$110,500 in local media last year. Standard Commission rates.	Recommended for select African-American owned media buying.
The M Network, Inc.	Declined			
The Morris Group Inc.	Declined			

Graphic Design Projects				
Company	Response	Ranking	Criteria	Selection
Madison South LLC	Submitted	1	Experience, Work Samples, Project Price Quotes	Most experienced, best work product samples, lowest Prices.
The Weinbach Group	Submitted	2	Experience, Work Samples, Project Price Quotes	Second best prices.
The Morris Group Inc.	Submitted	3	Experience, Work Samples, Project Price Quotes	Third best prices.
Wow Factor Marketing Inc.	Declined			
The M Network, Inc.	Declined			
Anthony Baradat	Declined			

## Communications Vendor Selection

Public Relations Projects (Miami Heart Gallery & Young Talent Big Dreams)				
Company	Response	Ranking	Criteria	Selection
The M Network Inc.	Submitted	1	Experience and knowledge of the foster care system. Experience and knowledge promoting arts education and talent competitions. Price.	Most experienced and knowledgeable in both project areas. Second best prices.
The Weinbach Group	Submitted	2	Experience and knowledge of the foster care system. Experience and knowledge promoting arts education and talent competitions. Price.	Lowest prices. Partial experience & knowledge. This company is in play for other quoted projects in FY 2017-18.
Little Fish Media	Partial Submission		Experience and knowledge of the foster care system. Experience and knowledge promoting arts education and talent competitions. Price.	This company is in play for other quoted projects in FY 2017-18.
Golin	Declined			
Palley Promotes	Declined			This company is in play for one other quoted project in FY 2017-18.
The Morris Group Inc.	Declined			Not competitively priced on other quoted projects.

**Notes:**

M Network is the only vendor in the pool accepted for commercial advertising production.

Armstrong Creative Consulting Inc. is the only vendor in the pool accepted for African-American faith-based community outreach.

Imaginart Media Productions LLC is the only vendor in the pool with in-house English to Creole translation capability.

## Communications Vendor Selection

Digital Footprint Redesign				
Company	Response	Ranking	Criteria	Selection
Branger + Briz Inc.	Submitted	1	Experience, Work Samples, Fees	Highest scoring application. Eligible for subsequent contracts per original RFQ.
Pacific54	Submitted	2	Experience, Work Samples, Fees	
RBB Communications	Submitted	3	Experience, Work Samples, Fees	
IbleSoft	Submitted	4	Experience, Work Samples, Fees	
Musa Creative Lab	Submitted	5	Experience, Work Samples, Fees	
Design House	Submitted	6	Experience, Work Samples, Fees	

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-109

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**Strategic Plan Priority Investment Area:** Information Technology

**Strategic Plan Headline Community Result(s):** Improve staff's ability to complete their work efficiently and to support business continuity.

**Recommended Action:** Authorization to renew The Children's Trust data center services with Quality Investment Properties Miami, LLC (QTS) for a term of seven months, commencing August 1, 2017 and ending February 28, 2018 in a total amount not to exceed \$62,500.00.

**Budget Impact:** Funding for this resolution is allocated for FY 2016-17 with a projected availability in FY 2017-18.

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**Description of services:** The Children's Trust houses the majority of its mission critical IT infrastructure and systems at Quality Investment Properties Miami, LLC (QTS). QTS provides: cabinet space to host The Trust's mission critical servers; uninterruptible power; high performance primary storage; data backup services; and high speed internet connectivity. QTS is located in a category five hurricane resistant building designed to withstand flood damage and winds up to 185 MPH.

The requested renewal period of seven months will provide The Children's Trust with continued and concurrent use of QTS's services as it migrates to the new Infrastructure as a Service (IaaS) solution. The IaaS has a deployment date of October 2017. However, it is best practice to keep the current infrastructure available for a few months in the event there is an issue with the new environment.

**Background:** The Children's Trust has hosted its mission critical servers in a dedicated data center cabinet at QTS since 2010, with no major issues or outages.

**Geographic Area:** Countywide

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_



## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-110

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**Strategic Plan Priority Investment Area:** Health and Wellness.

**Strategic Plan Headline Community Result(s):** Children regularly access medical, dental, and behavioral health services.

**Recommended Action:** Authorization for the President/CEO to accept a \$93,600.00 contribution from Miami Beach Chamber Foundation, the fiscal agent for the City of Miami Beach and neighboring municipalities, to negotiate with Borinquen Medical Health Center, a funded school health provider, to provide behavioral health enhancements in all eight Miami Beach Public Schools for a term of nine months, commencing October 1, 2017 and ending June 30, 2018.

**Budget Impact:** This item is cost neutral because it is contingent upon receiving \$93,600.00 in external funding from Miami Beach Chamber Foundation, Inc.

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**Background:** In 2013, the Miami Beach Chamber Education Foundation ("The Foundation") spearheaded an effort with several community stakeholders to create a health task force. The Foundation sought guidance from the three HealthConnect partners (The Children's Trust, Miami-Dade Health Department, Miami-Dade County Public Schools) and other school health stakeholders to develop a plan of action to address the healthcare needs of students attending the eight Miami Beach public schools (North Beach Elementary School, Treasure Island Elementary School, Ruth K. Broad K-8 Center, Miami Beach Senior High School, Nautilus Middle School, Feinberg-Fisher Elementary School, Biscayne Elementary School, and South Pointe Elementary School).

The Children's Trust was responsible for selecting the healthcare providers as well as managing and monitoring the health services provided at the schools. Three years ago, The Children's Trust selected Borinquen Medical Health Center, a participating member of the task force who responded to the bid request with matching funds to provide the behavioral health services.

The Foundation served as the fiscal agent in charge of collecting the funds from all the participating municipalities and dispersing such funds to The Children's Trust for the provision of behavioral health services at the eight schools.

**Description of Services:** The early implementation of the healthcare program focused on delivering nursing services enhancement, which was very successful. Two years ago, the Miami Beach health task force identified behavioral health as a priority and ultimately raised funds to staff the eight schools with two licensed mental health professionals to:

- Promote a wellness approach within each participating school by training various school staff members;
- Implement protocols that ensure behavioral screenings are administered briefly, efficiently, and respectfully;

- Support identified students and their families by linking them to appropriate clinical intervention and supportive services;
- Collaborate with various clinical teams at the participating schools and in the community; and
- Deliver culturally competent services and support systems.

These services will continue to be implemented during the 2017-18 school year starting October 1, 2017.

**Geographic Area:** City of Miami Beach, North Bay Village, the Town of Bay Harbor Islands, the Town of Surfside, and Bal Harbour Village.

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: July 10, 2017

Resolution: 2017-111

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**Strategic Plan Priority Investment Area:** Community Awareness and Advocacy, Cross-funder Collaboration

**Strategic Plan Headline Community Result(s):** Children attend quality child care; Children regularly access medical, dental and behavioral health care services; Children are supported by nurturing and involved parents; Children are ready for kindergarten; Students are succeeding academically; Children meet recommended levels of physical activity; Children behave appropriately in schools, homes and communities; Youth successfully transition to adulthood.

**Recommended Action:** Authorization to negotiate and execute a third year contract renewal with Miami Children's Initiative (MCI) for a term of 12 months, commencing October 1, 2017 and ending September 30, 2018, in an amount not to exceed \$235,000.00.

**Budget Impact:** Funding is projected to be available in FY 2017-18.

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**Background:** Since the Fall of 2015, The Children's Trust has worked with other funders, which currently include Key Biscayne Community Foundation, Himan Brown Charitable Trust, and Citi Community Development, in support of Miami Children's Initiative (MCI). This collaboration includes shared performance measures and reports, and the exchange of resources that strengthen the infrastructure of MCI and support its provision of a cradle-to-career strategy for children and families in the Liberty City community. This joint effort provides resources and support in a more efficient manner for all involved and results in: a) increased quality programming for children and families; b) improved data collection focused on a common set of performance measures; c) comprehensive strategic planning; d) greater accessibility to community resources; and, e) additional individual donor investments.

**Description of services:** Utilizing the framework of the Harlem Children's Zone, MCI is a place-based cradle-to-career initiative that seeks to facilitate and catalyze effective, sustainable transformation in a targeted area of Liberty City known as MCI's Impact Zone. MCI offers a variety of care programs and services to children across the age spectrum, including: after-school academic supports and enrichment programming for children (birth to 17 years of age); frequent community events that bring residents together as a form of community-building and resident engagement; parenting education courses designed to strengthen parenting skills; job training classes and job placement assistance that lead to workforce placement for parents; career and college track support for youth, young adults who might otherwise not receive these supports; health and wellness opportunities such as a fresh food cooperative, vegetable gardens, UFit Gym and a bike share program; and enhanced summer opportunities for children and youth through partnerships with Miami Children's Museum, the Seaquarium, Summer by the Sea, and Dibia Basketball Camp.

This year (through April of 2017), the collaboration has had the following notable results:

- Community Program
  - Expanded the MCI Impact Zone to include Lincoln Fields Apartments, an assisted housing complex with 214 units
  - Opened a second community space at Lincoln Fields (monthly visits average 450 residents) to complement the existing community space at Annie Coleman public housing complex (monthly visits average 380 residents)
- Early Childhood Programs and Parenting
  - Coordinating the Shared Services Alliance with 11 early learning programs, of which four are in Liberty City
  - 90% of MCI's young children ages 3 to 5 attend Head Start or VPK programs
- School-age Children's Programs
  - Charles R. Drew K-8 Center, located in MCI's Impact Zone, experienced a 29 point increase in the percentage of 3rd grade students reading at or above grade level – now at 53% of its 49 3rd grade students, up from 24% of students last year
  - 92% of MCI's 40 Promising Futures high school participants earned an A, B or C in English/Language Arts at the mid-point of the school year
- College & Career Development Program
  - 12 of MCI's graduating Miami Northwestern seniors have been accepted into and will be attending college this summer or fall
  - 224 residents received resume, employment preparation, and job search assistance, and 119 residents secured employment
- Health & Wellness Program
  - Opened a free community gym at Charles R. Drew K-8 Center for all residents
  - Providing Common Threads curriculum (healthy cooking and nutrition) weekly to an average of 170 three- to 11-year old children
  - Tracking BMIs on 200 children to see improvement
- Additional Investments for 2017-18 budget
  - Florida Early Comprehensive Childhood Systems Impact Grant (through Florida Association of Healthy Start Coalitions) of \$100,000.00

**Geographic Area:** Liberty City

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this**  
**10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children’s Trust Board Meeting

**Date: July 10, 2017**

**Resolution: 2017-112**

**Strategic Plan Priority Investment Area:** Early Childhood Development (Quality Counts)

**Strategic Plan Headline Community Result(s):** Children attend quality child care; and are ready for kindergarten.

**Recommended Action:** Authorization to negotiate and execute contract amendments to extend the 2017-18 Quality Counts contract year through July 31, 2018 for seven contracts and three purchase orders, and to increase funding for the month services are being extended, in order to align the contracts with the competitive solicitation funding cycles anticipated to begin August 1, 2018, in a total amount not to exceed \$772,955.00.

**Budget Impact:** Funding is projected to be available in FY 2017-18.

**Description of Services:** Contracts related to Quality Counts are currently on a funding cycle that ends June 30, 2018 (current term for all contracts is 7/1/17-6/30/18). This resolution authorizes the extension of contract terms to July 31, 2018, increases the associated funding in the 2017-18 contract year, in the amounts noted in the following table. The purpose for the extension is to align the contract year with the new solicitation funding cycles and ensure that there are no gaps in services.

Quality Counts Initiative Component	Provider	Current Annual Contract Amount	Addition Authorized by Current Resolution	Total Amended Amount Not to Exceed
Administration	Early Learning Coalition of Miami-Dade/Monroe	1,200,000.00	100,000.00	1,300,000.00
Support grants (part of administration)	Purchase order paid directly by The Trust	300,000.00	25,000.00	325,000.00
Professional development	Early Learning Coalition of Miami-Dade/Monroe	3,000,000.00	250,000.00	3,250,000.00
Professional development	United Way of Miami-Dade	1,500,000.00	125,000.00	1,625,000.00
Administrators’ institute	United Way of Miami-Dade	260,000.00	21,667.00	281,667.00
Career center training registry	The Children’s Forum, Inc.	365,000.00	30,417.00	395,417.00
Career center scholarships	The Children’s Forum, Inc.	278,450.00	23,204.00	301,654.00
Scholarships (part of career center)	Purchase order paid directly by The Trust	1,150,000.00	95,000.00	1,245,000.00
Wage incentives	The Children’s Forum, Inc.	200,000.00	16,667.00	216,667.00
Wage incentive payments (part of wage incentives)	Purchase order paid directly by The Trust	1,042,000.00	86,000.00	1,128,000.00

**Background:** For a historical perspective, the resolutions approving these seven contracts and three associated purchase orders proposed for a one month extension are included as attachments to this resolution.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by \_\_\_\_\_ who moved its approval. The motion was seconded by \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

The Chairperson thereupon declared the resolution duly passed and adopted **this 10<sup>th</sup> day of July, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: March 13, 2017

Resolution: 2017-64

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**Strategic Plan Priority Investment Area:** Early Childhood Development, Child Care Quality Improvement

**Strategic Plan Headline Community Result(s):** Children attend quality child care; and children are ready for kindergarten

**Recommended Action:** Authorization to negotiate and execute a third and final contract renewal with the Early Learning Coalition of Miami-Dade/Monroe for the operation of Quality Counts, for a term of 12 months, commencing July 1, 2017 and ending June 30, 2018, for a total amount not to exceed \$1,200,000.00, and to encumber \$300,000.00 to be used exclusively for Quality Counts support grants that will be issued by The Children's Trust, for a total amount of \$1,500,000.00 subject to approval for form and legal sufficiency.

**Budget Impact:** Funding is allocated for FY 2016-17 with a projected availability in FY 2017-18.

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**Description of services and current status:**

Quality Counts (QC), Miami-Dade County's quality rating and improvement system (QRIS) for early care and education (ECE) programs, is administered by The Early Learning Coalition of Miami-Dade/Monroe (ELC). The ELC has been administering Quality Counts since 2008. During this time, it has satisfactorily, met all contractual requirements and responsibilities, including, but not limited to:

- Project management over the Quality Counts system and its partners;
- ECE program quality reviews for all participating programs;
- Data management;
- Coordination of support grants provision;
- Parental/consumer awareness; and
- Provision of community-wide early education trainings

In addition to the services listed above, the staffing and funding for this contract also include The Early Learning Coalition's responsibility to:

- Lead the statewide QRIS collaborative with 23 Early Learning Coalitions and three Children's Service Councils representing 23 counties;
- Provide oversight and funding for the Web-based Early Learning System (WELS) database;
- Oversee the work of Devereux of Florida which conducts observational assessments of over 250 ECE programs annually and maintains 94% to 100% reliability across its assessors;
- Coordinate a QC Provider Advisory Committee; and
- Coordinate provision of support grants for early care and education providers; over 75 applications approved to date this year



During the upcoming contract year, the ELC will shift the allocation of supports to focus more heavily on low income neighborhoods. To date there are 396 programs participating in Quality Counts, of which 324, or 82 percent, are priority programs. Priority programs are those located in a low income census tract or serving 30 percent or more children receiving a school readiness subsidy.

**Background:**

In 2004, The Children's Trust Board of Directors voted to establish Quality Counts, a quality rating and improvement system (QRIS) for early care and education programs that aims to increase the quality of child care and in turn improve children's readiness for school. Quality Counts provides support to early care and education programs around teacher education, training, and retention; quality of the classroom environment and curriculum; and program administration.

The Quality Counts system initiative was implemented in 2007. As of January 2016, it has served over 420 child care programs, representing 30 percent of all such programs in Miami-Dade County, along with nearly 4,500 practitioners and over 26,000 children. Quality Counts continues to increase focus on programs in low income neighborhoods and serving low-income children.

The long-term goals of Quality Counts are to create a coherent, coordinated early childhood education system in the community and to improve children's readiness for school. Quality improvement of ECE programs is accomplished by ensuring child care programs are accountable, through a voluntary rating system based on nationally-recognized standards, for program quality, incentivizing ongoing professional development among early care and education practitioners, supporting child care program improvement through financial and technical incentives, and educating consumers to demand quality programs for young children.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by **Kenneth Hoffman** who moved its approval. The motion was seconded by **Judge Orlando Prescott** and upon being put to a vote, the vote was as follows:

**Motion passed unanimously, 18-0.**

The Chairperson thereupon declared the resolution duly passed and adopted **this 13<sup>th</sup> day of March, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

**Date: March 13, 2017**

**Resolution: 2017-65**

**Strategic Plan Priority Investment Area:** Early Childhood Development, Child Care Quality Improvement

**Strategic Plan Headline Community Result(s):** Children attend quality child care; and children are ready for kindergarten

**Recommended Action:** Authorization to negotiate and execute two, third and final contract renewals with the Early Learning Coalition of Miami-Dade/Monroe and the United Way Center for Excellence for the program and professional development network of Quality Counts, for a term of 12 months, commencing July 1, 2017 and ending June 30, 2018, in a total amount not to exceed \$4,500,000.00, subject to approval for form and legal sufficiency.

**Budget Impact:** Amount of funding for this resolution allocated for FY 2016-17 with a projected availability in FY 2017-18.

**Description of services and current status:**

The program and professional development network services for Quality Counts early care and education (ECE) programs are provided by the Early Learning Coalition of Miami-Dade/Monroe (ELC) and the United Way Center for Excellence (UW).

During the current contract year, the ELC and UW satisfactorily met all contractual requirements and responsibilities for implementation of a coordinated program and professional development network for Quality Counts program participants, including, but not limited to, providing:

- On-site technical assistance and coaching;
- Director support through a community of practice;
- General ECE communities of practice;
- Accreditation supports; and
- Child behavioral health supports.

As a result of the services provided, the Quality Counts Program and Professional Development Network achieved the following:

- Early care and education programs have received multiple on-site coaching visits from their assigned Quality Improvement Specialist; over 10,000 hours of coaching have been provided to date this year;
- 158 children and their families received social emotional support services in the child's ECE program and in their homes;
- 185 teachers and directors have participated in Communities of Practice; 20 cohorts were offered to date; and
- Nine early care and education programs have achieved first time accreditation.

Additionally, the Quality Counts system is working to streamline supports and focus on neighborhoods most in need; particularly neighborhoods serving low income families and where few high quality child care options exist. In an effort to test and identify the most effective practices and supports for improving program quality in these neighborhoods, The Children's Trust, the ELC, UW and each of the Quality Counts partners are actively working to implement case studies this spring that will focus on different combinations of promising practices and supports that are currently provided. . This work is being led by the Quality Counts evaluation team at the University of Miami.

**Contracts for Renewal:**

AGENCY	AMOUNT NOT TO EXCEED
Early Learning Coalition of Miami-Dade/Monroe	\$3,000,000.00
United Way Center for Excellence	\$1,500,000.00

**Background:**

In 2004, The Children's Trust Board of Directors voted to establish Quality Counts, a quality rating and improvement system (QRIS) for early care and education programs that aims to increase the quality of child care and in turn improve children's readiness for school. Quality Counts provides support to early care and education programs around teacher education, training, and retention; quality of the classroom environment and curriculum; and program administration.

The Quality Counts system initiative was implemented in 2007. As of January 2016, it has served over 420 child care programs, representing 30 percent of all such programs in Miami-Dade County, along with nearly 4,500 practitioners and over 26,000 children. Quality Counts continues to increase focus on programs in low income neighborhoods and serving low-income children.

The long-term goals of Quality Counts are to create a coherent, coordinated early childhood education system in the community and to improve children's readiness for school. Quality improvement of ECE programs is accomplished by ensuring child care programs are accountable, through a voluntary rating system based on nationally-recognized standards, for program quality, incentivizing ongoing professional development among early care and education practitioners, supporting child care program improvement through financial and technical incentives, and educating consumers to demand quality programs for young children.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by **Kenneth Hoffman** who moved its approval. The motion was seconded by **Mark Trowbridge** and upon being put to a vote, the vote was as follows:

**Motion passed, 15-0. Recusals by Claudia Grillo,  
Dr. Daniel Bagner, and Dr. Antonia Eyssallenne.**

The Chairperson thereupon declared the resolution duly passed and adopted **this 13<sup>th</sup> day of March, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: March 13, 2017

Resolution: 2017-66

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**Strategic Plan Priority Investment Area:** Early Childhood Development, Child Care Quality Improvement

**Strategic Plan Headline Community Result(s):** Children attend quality child care; and children are ready for kindergarten

**Recommended Action:** Authorization to negotiate and execute three contract renewals with The Children's Forum: 1) up to \$365,000.00 for the administration of a professional development registry; 2) up to \$278,450.00 for the management of scholarships and the Quality Counts Career Center and for The Children's Trust to encumber a Purchase Order for scholarships in the amount of \$1,150,000.00; and 3) up to \$200,000.00 for the administration of a wage incentive program for the education and employment stability of child care practitioners and for The Children's Trust to encumber a Purchase Order in the amount of \$1,042,000.00 for wage incentive payments, each for a term of 12 months, commencing July 1, 2017 and ending June 30, 2018, in a combined total amount not to exceed \$3,035,450.00, subject to approval for form and legal sufficiency.

**Budget Impact:** Funding is allocated for FY 2016-17 with a projected availability in FY 2017-18.

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### Description of services and current status:

#### Administration of a Professional Development Registry (PDR):

The PDR is a data management system for tracking the size and accomplishments of the Quality Counts workforce, which include educational achievements, career advising activities, and scholarships. This system provides a vehicle for answering key questions about the workforce such as trends and distribution across settings, training and levels of education, workplace conditions and compensation, and diversity and longevity of the workforce. **There are currently more than 3,600 active practitioners in the PDR.** The data system also produces records to validate and verify qualifications or ongoing professional development for licensing, program accreditation, wage incentives, and credentials. Funding for the PDR contract will not exceed \$365,000.00.

Key Components to be delivered include:

- Maintenance of the data management system.
- Maintenance of a website for practitioners with on-line community training calendar of classes as well as information about local education institutions and their training and education programs.
- Verification of all educational and continuing education records submitted by practitioners.
- Management of all data for the staff qualifications component of the Quality Counts quality rating and improvement system, including producing a comprehensive Workforce Report.

### **Administration of scholarships:**

The Career Center helps teachers working in centers and family child care homes access educational opportunities through scholarships. Research has identified a strong association between credentialed practitioners and high-quality programs, while high quality programs have been found to positively impact children's school readiness. **Since the inception of Quality Counts 84% of teaching staff who did not have a Florida Staff Credential now have one.** In addition, teachers with higher educational attainment are more likely to earn better wages. Teaching staff that have 18+ early childhood credits can expect to earn **\$1.17** more per hour while staff with a college degree could earn **\$1.50** more per hour than their peers. Funding under this contract for the administration of scholarships will not exceed \$278,450.00.

Key Components to be delivered include:

- Provision of information and support to child care staff participating in Quality Counts.
- Administration of the Quality Counts educational scholarship program. Scholarships are awarded for credit bearing and Continuing Education Units (CEU) coursework, conferences, credentials, training and translations. Scholarship dollars are providing this service. **During the previous contract year, 2,069 practitioners at 341 programs accepted 2,603 scholarships.**
- Lead local collaborative efforts to support an emerging Early Childhood Education (ECE) professional development system, engaging educational institutions and community agencies in data analysis and planning to meet the needs of Miami-Dade County early childhood practitioners, and working with the state Office of Early Learning (OEL) to coordinate activities in Miami-Dade County with emerging statewide activities.

### **Administration of wage incentive program for child care practitioners:**

Provision of a wage subsidy and incentive program is intended to help programs attract and retain more educated practitioners. Higher practitioner wages have been linked to program retention, while staff stability has been shown to allow programs to successfully carry out quality improvement over time. In addition, children benefit from establishing long-term relationships with caregivers they know and whom they can form trusting relationships, which is an element critical to optimal learning and development. Research shows the competencies and stability of teachers and program directors are directly related to children's development and learning gains. Research has also shown that preschool works to narrow the achievement gap when teachers are highly qualified and well paid. Funding under this contract for the administration of the wage incentive program for child care practitioners will not exceed \$200,000.00.

Currently, **778 practitioners in 207 programs are receiving wage supplements.** These practitioners have a **turnover rate of 10%** (compared to a median turnover rate of approximately 20% for all Quality Counts programs). More than 85% of practitioners who participate in the wage supplement program for two or more years improve their education level by one level or already have an AA degree in child development or higher.

Key Components to be delivered include:

- Manage the entire program with counselors who meet with participants and center directors, review eligibility for payments, verify credentials and discuss with teachers ways they can ascend the salary scale.
- Maintain accurate records and submit detailed check requests.

**Background:**

In 2004, The Children's Trust Board of Directors voted to establish Quality Counts, a quality rating and improvement system (QRIS) for early care and education programs that aims to increase the quality of child care and in turn improve children's readiness for school. Quality Counts provides support to early care and education programs around teacher education, training, and retention; quality of the classroom environment and curriculum; and program administration.

The Quality Counts system initiative was implemented in 2007. As of January 2016, it has served over 420 child care programs, representing 30 percent of all such programs in Miami-Dade County, along with nearly 4,500 practitioners and over 26,000 children. Quality Counts continues to increase focus on programs in low income neighborhoods and serving low-income children.

The long-term goals of Quality Counts are to create a coherent, coordinated early childhood education system in the community and to improve children's readiness for school. Quality improvement of ECE programs is accomplished by ensuring child care programs are accountable, through a voluntary rating system based on nationally-recognized standards, for program quality, incentivizing ongoing professional development among early care and education practitioners, supporting child care program improvement through financial and technical incentives, and educating consumers to demand quality programs for young children.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by **Rodester Brandon** who moved its approval. The motion was seconded by **Dr. Daniel Bagner** and upon being put to a vote, the vote was as follows:

**Motion passed unanimously, 18-0.**

The Chairperson thereupon declared the resolution duly passed and adopted **this 13<sup>th</sup> day of March, 2017.**

THE CHILDREN'S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_

SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## The Children's Trust Board Meeting

Date: March 13, 2017

Resolution: 2017-67

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**Strategic Plan Priority Investment Area:** Early Childhood Development, Child Care Quality Improvement

**Strategic Plan Headline Community Result(s):** Children attend quality child care; and children are ready for kindergarten

**Recommended Action:** Authorization to negotiate and execute a contract renewal for the second year of the contract cycle, with the United Way of Miami-Dade for the administration of the Early Childhood Program Administrators Institute (ECPAI), for a term of 12 months, commencing July 1, 2017 and ending June 30, 2018, in a total amount not to exceed \$260,000.00, subject to approval for form and legal sufficiency.

**Budget Impact:** Funding is allocated for FY 2016-17 with a projected availability in FY 2017-18.

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**Description of services to be provided:**

This contract renewal with United Way will provide key Early Childhood Program Administrators Institute (ECPAI) elements which include: English and Spanish cohorts of series of three, college credit courses comprising the coursework for the FL Advanced Child Care Director Credential; Continuous Education Unit (CEU) bearing series of courses mirroring credit course content; specialized consultation that enhances coursework in areas according to participant's assessed needs; use of the Program Administration Scale (PAS) and Business Administration Scale (BAS) as measures of sustained application of coursework to practice; evidence-based trainings in topics including cultural competency, technology, marketing, finance, assessment and screeners; and, continuous, evidence-based, improvement of the ECPAI program.

ECPAI graduates emerge with stronger leadership skills and an increased understanding of how quality is measured and how it affects their business. Participants also enhance and update their knowledge and practice in instructional leadership, such as early literacy and intentional interactions. Finally, ECPAI participants clarify how their engagement with families and staff and their preparation of children for later successes fulfill their roles as community change agents.

**Background:**

Quality Counts, designed and funded by The Children's Trust in partnership with the ELC, was established to improve the quality of Miami-Dade County's Early Childhood Education programs and to professionalize Early Childhood Education practitioners by:

- 1) Establishing accountability for voluntary standards of high quality ECE;
- 2) Building the professional capacity of ECE providers and practitioners;
- 3) Ensuring high quality ECE is more widely accessible to children birth to five; and
- 4) Influencing consumer demand for high quality ECE services.



The knowledge and competence of child care program directors is linked by research to higher quality programs poised to result in better child outcomes. Therefore, increasing director competence is a critical activity of the professional development work of Quality Counts. Building up the abilities of program directors supports the larger goal of raising child care quality sufficiently to improve child outcomes.

**Current Status:**

Provision of targeted capacity building for child care center directors working in child care centers and family child care homes to improve their program administration knowledge and skills. At the completion of the yearlong institute, Directors have the necessary competencies to apply for the Advanced Director’s credential. Since the inception of Quality Counts, 32% of program sites whose director did not have an Advance Director Credential have attained one. The knowledge and competence of child care program directors is linked by research to higher quality programs poised to result in better child outcomes.

During the first seven years of implementation, 670 child care directors/owners have completed the program. For contract year 2015-16, 93 child care directors/owners have received at least 96 hours of coursework and mentoring, and 87% realized improvement in effective ECE program leadership and management.

**Geographic Area:** Countywide.

The foregoing recommendation was offered by **Lily de Moya** who moved its approval. The motion was seconded by **Gilda Ferradaz** and upon being put to a vote, the vote was as follows:

**Motion passed, 17-0. Recusal by Claudia Grillo.**

The Chairperson thereupon declared the resolution duly passed and adopted **this 13<sup>th</sup> day of March, 2017.**

THE CHILDREN’S TRUST  
MIAMI-DADE COUNTY, FLORIDA

BY \_\_\_\_\_  
SECRETARY

Approved by County Attorney for form and legal sufficiency \_\_\_\_\_

## Board of Directors meeting October 2016 - September 2017

A = Absent; X = Present **Grey Shaded area** = Inactive;  
D = Designee Attended (Non-Voting)

Qty	Board Member	2016					2017					Absent	Present	Inactive/ Pending Mtgs.	Designee	
		Oct. 19	Nov. 14	Jan. 25	Feb. 13	Mar. 13	Apr. 24	May 22	Jun 19	July 24	Sept. (Trim I) 11					Sept. (Trim II) 18
1	Dr. Daniel Bagner	X	X	X	X	X	X	X	X				0	8	3	0
2	Dr. Miguel Balsera	X	X	X	X	A	X	X	A				2	6	3	0
3	Rodester Brandon	A	X	X	X	X	X	X	A				2	6	3	0
4	Anthony Cammisa	A	X	X	A	A	A	A	A				3	2	3	0
5	Alberto Carvalho (designee Dr. Magaly C. Abrahante as of Jan. 14, 2013)	A	D	A	D	D	A	D	A				3	0	3	4
6	Lileana de Moya	X	X	A	X	X	X	X	X				1	7	3	0
7	Rep. Nicholas Duran			A	X	A	A	A	X				4	2	5	0
8	Dr. Antonia Eyssallenne				X	X	A	X	A				2	3	6	0
9	Gilda Ferradaz	A	X	X	X	X	X	X	X				1	7	3	0
10	Alvin Gainey	X	X	X	X	A	X	X	X				1	7	3	0
11	Claudia Grillo	A	X	X	X	X	X	X	A				2	6	3	0
12	Karla Hernandez-Mats	A	X	A	X	A	X	A	X				4	4	3	0
13	Nelson Hincapie	X	A	X	X	A	X	X	X				2	6	3	0
14	Kenneth C. Hoffman	X	X	X	A	X	X	X	A				2	6	3	0
15	Pamela Hollingsworth	X	X	X	X	A	X	X	X				1	7	3	0
16	Steve Hope	X	X	A	X	X	A	X	A				3	5	3	0
17	Esther Jacobo	X	A	X	X	A	X	X	X				2	6	3	0
18	Tiombe-Bisa Kendrick-Dunn	X	X	X	X	X	X	X	X				0	8	3	0
19	Carlos Gimenez (designee Inson Kim)	A	A	X	X	X	X	X	X				2	6	3	0

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Qty	Board Member	2016					2017						Absent	Present	Inactive/ Pending Mtgs.	Designee
		Oct. 19	Nov. 14	Jan. 25	Feb. 13	Mar. 13	Apr. 24	May 22	Jun 19	July 24	Sept. (Trim I) 11	Sept. (Trim II) 18				
20	Marissa Leichter	X	X	X	X	X	X	X	X				0	8	3	0
21	Frank Manning			X	X	X	X	X	X				0	6	5	0
22	Dr. Susan Neimand	X	A	A	X	X	X	X	X				2	6	3	0
23	Laurie Weiss Nuell	X	X	X	X	X	X	X	X				0	8	3	0
24	Dr. Marta Pérez	X	X	A	X	X	X	X	X				1	7	3	0
25	Judge Orlando Prescott			X	A	A	X	A	X				3	3	5	0
26	Hon. Isaac Salver	X	X	X	A	A	X	X	X				2	6	3	0
27	Com. Xavier Suarez				X	X	X	X	X				0	5	6	0
28	Mark Trowbridge	A	X	A	A	X	X	X	X				3	5	3	0
29	Karen Weller	A	X	X	X	X	X	A	X				2	6	3	0
<b>QUORUM (Present Members)</b>		15	20	19	24	19	24	24	21	0	0	0				
<b>Absent</b>		9	4	8	5	10	3	4	7	0	0	0				
<b>Inactive</b>		0	0	0	0	0	0	0	0	0	0	0				
<b>Designee Attended</b>		0	1	0	1	1	0	1	0	0	0	0				
<b>TOTAL</b>		24	24	27	29	29	27	28	28	0	0	0				