

**CCR&R Advisory Committee**  
Meeting Minutes  
Roth's Hospitality Center, Salem  
October 15, 2012

In attendance: Bobbie Weber, Diana Stotz, Rita Conrad, Kara Waddell, Heidi McGowan, Lisa DeMoe, Rhonda Prodzinski, Cynthia Hurkes, Jeanne Lemieux, Ashley Lawrence, Tom Udell,  
by Phone: Pam Deardorff, Nina Roll

**Review of the Charter-** Jeanne asked for charter to reflect that others can fill in and participate if Jeanne or Nina is unable to attend. They would like the Charter to reflect that Robin Hill-Dunbar and Heather O'Leary would stand-in as replacements.

**New Structure-** The CCR&R Advisory Committee is now a public meeting. There are eleven voting members so six members are needed to make quorum. Heidi moved on to nominations for chair. Kara asked for nominations. Kara nominated Pam Deardorff. Nina shared that whoever is voted in should be someone that can attend in person on regular basis.

The Committee discussed times to meet quarterly. The Researcher's meeting is the first Wednesday. This committee only meets every 3<sup>rd</sup> month. Group decided to convene on the first Wednesday of each quarter, except for our January and July; we will meet the 2<sup>nd</sup> Wednesday due to holidays. Schedule is as follows: January 9, April 3, July 10, October 2; 1:00 – 3:00.

**Director's Coalition update-** There are multiple items that the Coalition is working on. Bi-laws were completed in 2009 and now need revising. Coalition is reviewing strategic plan and pillars and developing work plans around that. They are working in small groups to get work done. Looking at changes in the system, including what opportunities there are. Coalition is creating formalization and protocol. They will have formalized update format in future. Questions: Bobbie asked about formalization. Jeanne says they need consistent way to message to others. They have not had formalized presentation. They have not had anything written up before, nothing sent out to directors ahead of time to review. Moving forward, at OCCRRN Board meetings and CCR&R Advisory Committee, the thirteen directors will agree on communication. Kara asked about accountability hubs and the discussions happening in the Google Group. Is there anything to share? Lisa and Jeanne shared that ongoing conversations are happening and the input is helpful to all.

Pam Deardorff was unanimously voted in as CCR&R Advisory Committee Chair.

**Network update:** Cynthia shared Theory of Change update with recent decision continue implementation of the Theory of Change goals. The five key areas (Leadership, Communication, T/TA-Professional Development, Technology and Marketing) provide a common thread for promoting alignment and standardization of the CCR&R system across the state. The OCCRRN team is continuing to lead effort to create a paradigm shift. Key activities under leadership that they are still working on include: OCCRRN leadership representation at all state and community meetings, leadership and coordinating monthly MegaMeetings, leading and coordinating targeted training events, and more.

- Communication- OCCRRN is making about 700 referrals a month to CCR&Rs from providers and parents. No way of knowing if everyone used referrals. May end up at R&R. They want to go online. 6,800 speak directly to R&Rs annually. OCCRRN is regularly contributing to the Partner newsletter.
- Technology and Marketing Update- Recently expanded communication support tools. Have a marketing plan in place and standardization of materials. Currently developing a CCR&R system poster for services in all languages.

Bobbie would be interested in a trend line to see parent behavior. Does it show a shift? Has it moved as parent behavior has changed over time? There has been an uptake in DHS calls. Not sure why the calls have gone up. Smaller CCR&Rs do not do referrals at DHS offices due to limited staffing. Everyone is working at doing a better job of connecting families.

Bobbie shared that as nice as it would be to get info on families, people do not want to get personal info. Only way to get back to them is if you ask them to share something. Best thinking is 'don't do it'. If we could collect ages of children to help assess who you're reaching, get back to find out how they used info.

This meeting moved into an Executive session wherein if any in the room plan to bid or assist anyone who may be bidding were excused for this portion of the meeting and to return, if able, for the Public Commentary portion of the meeting. Kara wanted an opportunity to receive general input from the committee but needs to be sure that any information is not shared with potential bidders so competitive edge is not offered. Materials shared today will be collected at the end of this session.

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Meeting re-convened from Executive Session:

**Public Commentary-** No one signed up for Public comment.

Meeting adjourned.