



Community Action Network Dashboard Steering Committee 05/10/2013 Meeting Minutes

Present: Maureen Britton (Children's Optimal Health), Peter Brodeur (Workforce Solutions), Frank Fernandez (HousingWorks), Jennifer Golech (Capital Metro, for John-Michael Cortez), Anne H. Harutunian (CAN Community Council Liaison), Ann Howard (ECHO), Phil Huang (Austin Travis County Health Department), Chris King (Ray Marshall Center), Lawrence Lyman (Travis County), Louise Lynch (ATCIC), Vanessa Metzger (Austin Travis County Health and Human Services Department, for Bob Corona), Adele Noel (Travis County), and Shawn Thomas (E³ Alliance)

Unable to Attend: Sue Carpenter (United Way for Greater Austin), Katie Coburn (Central Health), Bob Corona (City of Austin Health and Human Services), Ashton Cumberbatch (Seton Healthcare Family), Frances Deviney (Center for Public Policy Priorities), Darla Gay (District Attorney's Office), and Lesley Ramsey (Texas Civic Engagement Table)

Staff: Chantel Bottoms, Mary Dodd, and Vanessa Sarria

Welcome and Introductions: Lawrence Lyman, Chair of the Dashboard Steering Committee, called the meeting to order at 1:10 p.m. Attendees introduced themselves. Adele Noel announced that CAPCOG's Air Quality Program and the Central Texas Clean Air Coalition are conducting an ozone advance survey to help develop a new regional air quality plan. More information is online at www.capcog.org.

Review and Approve March 7, 2013 Minutes: Minutes were reviewed and approved as presented

Sharing the 2013 Community Dashboard report and website: Mary Dodd thanked Travis County for printing copies of the 2013 Community Dashboard report. The press conference for the report has been rescheduled to take place on May 23rd at 9:30 a.m. at City Hall. DSC members reviewed the printed report and www.cancommunitydashboard.org. The report and website feature new sections on demographics and on vulnerable populations. CAN staff asked DSC members to help identify meetings, groups, publications, newsletters, websites, and organizations where the Community Dashboard can be shared.

Update on March 8th CAN Board Action with Regard to Most Recent DSC Recommendations:

- Approved new obesity target
- Approved, with abstentions, the target for college readiness
 - The DSC was asked by the Board to consider whether another indicator might be more appropriate.
 - The Board also asked what percentage of E³'s five-county target area is comprised of students from the nine ISDs that were identified by CAN as being most relevant to people living and working in Travis County. The answer is that the nine ISDs equal 73% of the total MSA student population, and AISD alone comprises 28% of the total MSA student population.
- Approved Executive Committee's recommendation that the target for proportionality of jail bookings be "proportionality by 2017." It was noted that there has been a slight change in this indicator's data due to technical correction.

Options for tracking "status" on the Community Dashboard:

- The general recommendation from the DSC was for CAN to proceed with using the current status symbols. Additional information that could have added value includes: jurisdictional comparisons, rankings based on the progress of low-income populations compared to non-low-income populations, describing progress to target, and providing examples of communities across the country that are moving their indicators in the right direction. CAN staff were asked to consider whether any of this additional information could be added and how this would be done.

Utility of CAN Dashboard report and website: Lawrence Lyman led a brainstorming session with committee members. The notes from that session are attached. Following is a summary.

- How is it helpful?
- What are its limitations?
 - No good mechanism for searching for data on the website
 - It is still challenging to identify overlapping issues and to highlight greatest areas of opportunity and success.
 - The information may be more helpful for generalists rather than people who focus on specific issues.
 - It is unclear whether there is a demand for the dashboard and what about the product is in demand.
- How can it be more helpful?
 - This question could be directed to people who use the website. Perhaps CAN staff can add a tool to the dashboard website that will allow people to give feedback on the website.
 - While grant writers and non-profits have reported using the dashboard, there needs to be more clear information about who is using the dashboard. This will help us to make the dashboard more helpful for end users. We also need more information about how people are responding to the dashboard and what people have difficulty understanding about the dashboard.
 - The dashboard would be more helpful if more people knew about it. What is the role of community engagement and social media in this? Perhaps CAN could use hot topics in the news to draw attention to the information on the dashboard drill-downs. In conjunction with this, CAN could convene exciting community events related to hot-topic issues to call further attention to issues raised by the dashboard. The Community Council is one example of how this currently happens within CAN.
 - The dashboard could leverage partner networks more.
 - There should be a strategic plan for moving the dashboard forward.
 - There should be a specific call to action related to the dashboard.
 - The vulnerable populations' page should note how each population fares on the CAN indicators.

Developing a process and criteria for considering whether and how to add or change indicators on the CAN Community Dashboard: CAN staff shared a history of how original indicators were selected and approved. Staff will draft a process for changing indicators and will share this at the next meeting.

Adjournment: The meeting was adjourned at 2:58 p.m. 2013 DSC meetings will be held in the Lone Star Room of Workforce Solutions Capital Area (6505 Airport Blvd.) on the following dates: July 11th from 1:00-3:00 and November 14th from 1:00-3:00.

Notes from 5/10/13 Dashboard Steering Committee Conversation

- Can website be searchable?
- Who uses it?
 - Funders
 - Non-profits
- Is there a feedback mechanism on the website? Can there be?
- Can we better highlight over-lapping cross-cutting indicators?
- Better identify indicators tracked/used by other groups to avoid duplication of efforts
- More secondary indicators that highlight
 - Greatest opportunities to impact
 - Successes
- Great tool for generalist overview of the community
- Neutral source to identify needs
- Probably a greater need for the **general public** rather than issue experts
- Highlight what's already being done to avoid duplication
- Need greater attention to community awareness
- Is one big release better than more frequent/targeted efforts? Maybe do both? Pilot an "indicator of the month"?
- Can we keep track of who gets them?
- Can we include a clear "call to action"? Can we decide what the "call" is?
- Better use of social media to expand reach? Promote engagement? Advocate?
- Take advantage of current events as opportunity to raise visibility (to make periodic, focused release)
- Use social media to prompt/solicit input/participation
- Have to build dialogue and conversation, not just present and handout
- Education leading into next council election (and new districts)
- Better connect with/piggy back on other events and efforts
- Leverage partner networks
- We're not getting far out of the "inner circle"
- Do we/can we analyze web traffic and utilization?
- Engage board members to do outreach/present

Staff to develop
engagement
plan to
incorporate
these ideas