



Great Start Collaborative-Wayne  
Executive Committee  
Strategic Thinking Retreat  
November 5, 2007

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Participants: John Colina, Susan Hooks Brown, Andrea Hawkins, Lena Montgomery, Mia Cupp, Carole Quarterman, Annemarie Harris

Staff Present: Pat Sargent, Deborah Strong, Caryn Pack Ivey, Elaine Koons, Amanda Johnson, Linda Stanko

Facilitator: Colin Newlin, Braintree Solution Consulting

- ❖ Welcome
- ✓ Pat read Loren Parker's formal resignation from the Executive Committee and from the parent group.
- ✓ Colin explained how this meeting was different than the last one; the objective of this meeting was to focus on the ECIC requirements and the action items that are to be met by January 16, 2008. A lot of the requirements have been filled already but may need to be revisited.
- ✓ Colin went over the report on *Interviewee Responses Regarding Stakeholder Perceptions of Great Start Collaborative-Wayne*. He explained that this was a baseline of awareness and that it would change to a higher figure within 2 or 3 years. This kind of information helps to understand the trends for the future. December 7<sup>th</sup> is the mini summit in which the outcome from the interviews and focus groups will be discussed. We will also find out what programs exist in Wayne County.
- ✓ Colin directed everyone to the Strategic Plan Template.
  - For the implementation we need to know if the members necessary to GSC-W success are at the table. Is there the right kind of mix? There was much discussion on who else should be at the table. We currently have 50 some members and Colin did say that anything over 24 there is a lack of quality feedback because of the numbers. Some suggestions for who should be there are: pediatricians, ob/gyn's, FQHC (federally qualified Health Centers), Wayne County Health Authority and more of the faith community. Then how do we involve them? Get them into committees, workgroups, perhaps an advisory capacity. How do we engage people? What is in it for them? However if we utilize our current wealth of connected collaborative members to take back to their own organization the vision and mission of the Collaborative and connect us with other organizations it would build public awareness. GSC-W's indicators of success: All six areas are represented that were required. The collaborative body is made up of 54 people from varying areas of the six areas-health, social/emotional, Parent education, basic needs, family support and early childcare and education. There are four standing committees, Executive Committee, Marketing and Communications, Business Engagement and Data Collection and Evaluation. There is also an advisory committee to help with the strategic planning. There are 5 ad hoc work groups. We have created a Parent Group and they are also involved in committees. We have six staff members. (Carole

Quarterman diagramed an org chart) We need an organizational chart, which is different from an operational chart.

- Implementation will be formed by the ad hoc work groups. We have the mandate to be accountable but no authority. We can be responsible for: *Advocacy, public engagement-system building, data sharing, resource development, grant writing, policy change, data tracking, and quality improvement/assurance.*
- There will be ten priority areas from work groups. Mapping will allow people to understand who will be partners. Each organization gives something different. There will be a major shift in the next couple of months with tangible action items.
- What tangibles will keep members involved?
  - Brand-leading edge-if you are not part of the initiative you are missing an opportunity.
  - Pursuit of excellence.
  - Written info (monthly newsletter as a repository of everyone's information)
  - We have to demonstrate results.
  - We have to deliver an action agenda
  - Public sector employees-contribution to GSC-W makes a difference.
  - Parent accountability.
  - Thank you mechanism (Acknowledgement) Plaque for offices of partners.
  - Memorandum of understanding with organizations.
- Tangibles
  - Radio/TV announcements/our own or piggy back on others/PBS. Detroit Radio
  - Elevator speech
  - Extend outreach-Western, Eastern Wayne
  - Action
  - Agency to agency exchange
  - Summits
  - Build on current efforts
  - Online communications-more webinars, conference calls, etc.
  - It is agreed that the work groups will need to remain active.
- Communication strategies will sometimes be driven by work of groups.
- Collaborative members work need to match self interests of organization.
- Relevance to parents
- Find self motivated members

It is all about relationships!

Actions for next meeting: Fill in template to be reviewed at next meeting.

### **Next meeting**

<p>December 3, 2007 next Executive Committee meeting -9 am until noon at Wayne Metro, 2121 Biddle in Wyandotte.</p>
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