

FINAL

North Carolina Council for Women
Quarterly Meeting
March 1, 2013

Location: Conference Call

Time: CFW Board Meeting 10:30am – 12:00pm

Attendees: *Margaret Bizzell, Alexander Gomes, Paige Johnson, Valerie Johnson, Phil Kline, Diane Kuehn, Dr. Julie Lapham, DOA Deputy Secretary June Michaux, Carolyn B. Morrison, Karen Popp, Melissa Reed, The Honorable Judge Robin Robinson, Amy Tiemann, Jenny Ward (Chair) and Linda Weiner.*

Absent Members: *Ann Gerhardt, Michelle Gooding, Karen Levert, Jane Martin, Muriel Offerman and Lisa Piñero,*

NC CFW Staff: *Beth Briggs, Executive Director, Mary Williams-Stover, Assistant Director, Jackie Jordan, Grant Administrator, Julie Owens, Southern Piedmont Regional Director, Tara Minter, Research Assistant, Charlotte Hanemann, Administrative Assistant, and Patricia Vaughn, Processing Assistant.*

I. Welcome and Introductions – Jenny Ward, Chair

Board Chair Jenny Ward welcomed everyone to the meeting and reviewed agenda. The Council members introduced themselves. Ms. Ward thanked the members for participating on the call and for their commitment to the work of the Council. Ms. Ward reviewed the functions and duties of the Council for Women Board and the Conflict of Interest statement. Ms. Ward reviewed the board member list; Ms. Briggs encouraged members to contact the Governor's office and to reapply if they wish to continue to serve.

II. Approval of Minutes- Jenny Ward, Chair

Melissa Reed moved to accept the minutes as written for the November 9, 2012 meeting and was seconded by Carolyn Morrison, motion was passed unanimously.

III. Update of the Public Awareness Campaign – Jenny Ward, Chair

Jenny Ward updated the council on the Domestic Violence eNOugh Campaign. Jill Dinwiddie the former Executive Director of the Council for Women started this effort and put together a task force committee. Members include Jenny Ward, Phil Kline, and Diane Kuehn. The task force has raised enough funds for the first steps of statewide public awareness campaign to end domestic violence. This is an unfunded legislated mandate that calls for a public awareness campaign, similar to the seat belt or teen smoking campaign. The pilot phase includes Mecklenburg and Iredell counties as the test pilots before going statewide. Public funding does not exist at this moment; private funds have been raised from corporations and employers to launch the first phase of the pilot program. Funds have been raised for TV, radio, outdoor, cinema advertising, print ads and a website created www.enoughviolence.com. A special recognition and thanks to

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Diane Kuehn and her firm Vision Point Marketing, who designed the website. And to another, pro bono partner, Wrayward Marketing for providing advertising, images and video of survivor stories. January 28, 2013 marked the first phase of the media campaign which lasts nine weeks using media as referenced above. The task force has received incredible initial results from employers and local media. Julie Owens was profiled in Creative Loafing, where she shared her personal story. Good radio responses, interviews and print stories are circulating. The two partner agencies in terms of providers are Safe Alliance and My Sister's House through 5th Street Ministries. Through these agencies we will be looking at number of calls, referrals and website hits. The eNOugh website includes a domestic violence quiz that the task force will be using to measure community learning. The last big component of the campaign is the employer piece, to bring awareness to employees and HR professionals within the workforce. The focus will be corporations providing domestic violence training.

Q&A:

- ▶ Beth Briggs asked if Duke Energy or Wells Fargo is offering training to their employees statewide or just regionally.

Jenny replied: Duke Energy is currently offering training, anything they do corporately will be beyond North Carolina boundaries because they are multistate corporation. Wells Fargo she is unsure of and cannot speak on their behalf at this moment.

- ▶ Robin Robison asked how this campaign is being funded and what the plans are to go beyond the pilot.

Jenny replied: Since there are no public funds for this campaign at this moment, this campaign is privately funded and looking to get additional funding from City of Charlotte and Mecklenburg County. Once complete (if the pilot works through outcomes) at the end of the calendar year a report will be created and presented to legislature next spring to see if this can be carried forward through public and private partnership.

- ▶ Amy Tiemann asked about looking at the campaign website, the focus seems to be on women and children. Will the outreach include men and the education on how to stop the violence? As for men as victims versus men as abusers?

Jenny replied: The second phase will bring men's voices into the materials.

Mary discussed the batterer intervention program (BIP) offered by the Council for Women. Judge Robbins discussed the cost concern of ordering defendants to the Batterer Intervention Program; defendants are unable to afford this program. Ideally she would love to order BIP in all cases but it's harder to mandate in civil matters, with criminal cases it can be set as a part of probation.

Beth stated Kathleen Balogh; Regional Director is managing the Batterer Intervention Programs and any questions should be directed to Kathleen.

Julie Owens stated that there are good programs. Programs work if the individual is willing to change. New Legislation has introduced this session that will address non-compliance of offenders and BIP, in terms of reaching men.

- ▶ Valerie Johnson asked if the assessment component of the campaign will apply across cultures. Jenny replied yes, there are plan for that.

IV. Council For Women Reports - Beth Briggs

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Ms. Briggs took a moment to celebrate the passing of Violence Against Women Act (VAWA) this week.

▶ **Status of Women Report: Update and Press Conference**

Ms. Briggs stated on March 11, 2013 we will be releasing of the Status of Women Report. This report is exceptional with great data. This is the first time a report has been completed since 1996. The Institute for Women Policy Research has completed the report; the report is available online www.councilforwomen.nc.gov . The council for women primary focus and direction by the board is to get this information out and educate individuals around the state on the status of women. The Council for Women has a PowerPoint presentation members can use to present in their local communities. Currently we have released briefing papers to include: Asheville has briefing papers on 8 different counties, a very in depth report, Cumberland released their paper on Saturday March 24, 2013, this release made front page of the Cumberland newspaper and the Triangle and Greensboro briefing papers will be released on March 11,2012.

▶ **Women's Roundtable March 11, 2013 - Greensboro, NC**

The Council members should have received an invitation to participate in the Women's Roundtable event on March 11, 2013 held at the Empire Room in Greensboro. Meredith College will be releasing their Status of Girls Report; this is the first report on the Status of Girls in North Carolina. Ariane Hegewisch, Study Director for IWPR will present the status of women report. At the roundtable event, groups will breakout for deeper conversations on the key issues, such as Economic Security facilitated by Lisa Yarrow and Susan Jetton, Childcare facilitated by Stephanie Fanjul, Health facilitated by Maria Spaulding, Public policy facilitated by Joy Vermillion Heinsoln and The Status of Girls & Education facilitated by Dr. Jo Allen and Dr. Amy Hess. Ms. Briggs stated she would like to see a good representation from our board at this event. You can register for this event through our website at www.councilforwomen.nc.gov.

▶ **Women's History Month Proclamation – Tara Minter**

Tara stated the Council for Women creates a Women's History Month Proclamation yearly and has forwarded it to the Governor's Office. Once we receive the proclamation we will forward to the council members.

▶ **2013 Women's History Month Celebration – Tara Minter**

March is Women's History Month. This year the Council for Women along with Meredith College and the Women's Giving Network will host a Women's History Month Celebration Luncheon at Meredith College from 11:30am till 1:30pm. This year's theme will focus on the Status of Women Report presented by Beth Briggs, Status of Girls report presented by Dr. Jo Allen and the keynote speaker will be Dr. Wendy Brewster Director of the UNC Center for Women's Health with a focus of women's medical research. You may register for this event online at www.councilforwomen.nc.gov.

▶ **Work Force Development Commission Report – Mary Williams-Stover**

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Ms. Williams-Stover shared with the council that the Work Force Development Commission will be reviewing the Displaced Homemaker Program as a part of the work force reform legislation. There is a major process underway to streamline our state workforce development system and it will be marketed under a new name and brand, NC Work. The goal is to improve customer service, reduce or eliminate duplication and to increase efficiency. Mary attended the Work Force Development Commission meeting, where there were several task force reports provided. The work is being done in subcommittees. There are four subcommittees looking at the skills gap in the workforce, technology, criteria and memorandum of understanding and performance and evaluation. The performance and evaluation area is what we are most interested in. We submit to the commission the Displaced Homemaker Program results. We at the Council for Women track data on a semi-annual basis. We provide statistics on number of people served, demographic prospective, women and children being served, and ensure the mandated services are being offered. What we have become mindful about is the commission is more interested in measurable outcomes than number of people being served. What differences are the programs making and are they changing lives? The Council for Women is moving in the right direction and including and requesting more outcomes oriented information about our programs. The next subcommittee meeting will be in March. Deputy Secretary June Michaux is a member of the overall workforce committee. The Council for Women will continue tracking the task force committees to *make* sure we are continually informed of changes that may impact funding or the way programs are administered.

- ▶ **The Displaced Homemakers Program Report to the Legislature – Beth Briggs**
The Council for Women submits a Displaced Homemaker Program report annually to the legislature in January. Each council member has received a copy of the report of overview and success of the programs.
- ▶ **2013 Displaced Homemaker Annual Meeting – Mary Williams-Stover**
More information about the upcoming Displaced Homemaker Annual meeting will be provided at a later date.
- ▶ **2011-2012 Data and Statistics – Tara Minter**
Summary of statistics are available on the Council for Women website.
www.councilforwomen.nc.gov

V. **2013-2014 Procedures for Displaced Homemaker Grants / Review Process –Jackie Jordan**

Beth Briggs stated a primary responsibility of the council was to approve Displaced Homemaker grants. The grant process is a competitive process, Ms. Briggs ask Jackie Jordan, Grants Administrator of the Council for Women to explain the review process with the council members. Ms. Jordan emailed the members the morning of the meeting four attachments that was reviewed in today's meeting. The four attachments pertaining to the FY13-14 Displaced Homemaker grant application review process were:

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- PowerPoint presentation that provided details about the legislation that addresses funding and eligibility requirements, the definition of a Displaced Homemaker and the required services that the program must provide. DH/DFP funding timeline from FY07-08 thru FY12-13, DH funding background and a map of the FY12-13 programs being funded by the NC Council for Women.
- FY13-14 DH/DFP grant application (reviewers will focus on pages 7 thru 12)
- FY 13-14 Review form for reviews to score/comment (Excel format)
- "FY12-13 Grantee" Excel spreadsheet that provides an assessment completed by the NC Council for Women staff.

Ms. Jordan took this time to request volunteers to participate in the application review process. If interested in being a part of the review committee, please email Jackie Jordan at Jacqueline.jordan@doa.nc.gov. The application deadline is April 15, 2013. FY12-13 Displaced Homemaker grant funds were dispersed equally among the 35 grantees that totaled \$8, 277.00 per grantee.

The review process as follows:

- Application deadline is April 15, 2013
- The Council for Women Region Directors and Grants Administrators will work as a team to review all applications received. The Council is anticipating receiving around 40 applications. They will begin with the existing funded Displaced Homemaker program applications and review based on legislation, regulation guidelines, and programmatic, reporting and fiscal issues.
- Ms. Jordan will provide a spreadsheet to the review team (FY12-13 spreadsheet was given as example in today's meeting) which will list all applicants and comments noted by their Region Director and or a Grants Administrator. Based on the Council for Women staff assessment, any program receiving a low or moderate rating and all new program applications will be forward to the review team for review.

Ms. Jordan asked if there were any questions about the application process.

- Jenny ward thanked last year's review committee members for their time and efforts to review the applications. She felt this process worked well.
- Diane Kuehn stated FY12-13 was her first year as a part of the process and the process was efficient. She volunteered to participate in the review committee for this year.

Important dates:

- May 3, 2013 – reviewer will receive materials from the Council for Women
- TBA – Webinar orientation for reviewers
- May 20, 2013 – Conference call for reviewers only
- June 14, 2013 – Present recommendation to the Council for Women Board

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VI. New/Old Business

- Robin Robinson had a question about the status of commission and board legislation and if it affected the Council for Women Board? Beth Briggs stated at this moment it does not pertain to the Council for Women Board, and had no further information at this time.
- Robin Robinson stated her term would be ending soon and who could she contact to renew her term. Maggie Bizzell suggested calling the Boards and Commissions Office to reapply.

Closing/Adjourn Meeting – *Jenny Ward, Chair*

Ms. Ward thanked the members for their commitment to the Council and for attending. She reminded the member that our next council meeting will be June 14, 2013. The meeting adjourned at 12pm.