



Council Meeting Minutes

September 18, 2020

Council Members Present:

Roddey Coe*
Jennifer Coleman*
Sarah Cripps*
Ryan Durham*
Tatum Fowler*
Lesley Guilaran*
Alicia Hall*
Chrissy Hood*
Clancey Hopper*
Lisa Johnson*
Jean-Marie Lawrence*
Tecia Puckett Pryor*
Brigham Scallion*
Brent Wiles*
Martez Williams*
Anna Lea Cothron, TCAD
Alison Gauld, Dept. Special Education
Jacqueline Johnson, Dept. of Health
Bruce Keisling, UT Center for
Developmental Disabilities (UTCDD)
Mandy Johnson, Voc. Rehab. Services
Lisa Primm, Disability Rights TN
Elise McMillan, Vanderbilt Kennedy Center
Don Watt, THDA

Staff Present:

Wanda Willis
Lynette Porter
Alicia Cone
Cathlyn Smith
Lauren Pearcy
Jolene Sharp
Emma Shouse Garton
Ashley Edwards
JoEllen Fowler
Mildred Sparkman

Guests Present:

Alex Vohs, UT CDD
Kendra Mitchell, Dept. of
Health
Whitney Waits-Easley
Dora Easterling, Statewide
Independent Living Council

Council Members Absent:

Allison Bynum*
Jody Cheek*
Karen West*
Mark Liverman, Dept.
Mental Health & Substance
Abuse
Rose Naccarato, Tenn.
Commission on Children &
Youth

**denotes Governor appointed citizen*

9:00 a.m. Opening & Introductions

Council Chair Tecia Puckett Pryor called the meeting to order after ascertaining there was a quorum at 9:00 a.m. Tecia welcomed everyone and facilitated introductions.

Tecia then reviewed the meeting agenda.

9:15 a.m. Business Items

Approval of May 1, 2020 Minutes

The May 1, 2020 Council meeting minutes were emailed to all the Council members prior to the September 18, 2020 Council meeting to give members an opportunity to review before the meeting. Tecia called for a motion to accept the minutes, as written, from the members present at the February meeting. **Sarah Cripps moved to accept the May 1, 2020 minutes as written and Martez Williams seconded the motion. There was no discussion and the motion carried unanimously.**

Executive Committee Report

Tecia shared Council staff have not received an update on appointments or reappointments to the Council. The Governor's office received the Council's recommendations in June, which was delayed due to the pandemic. Staff expect an update in the coming weeks and will share this information with the Council as soon as possible.

Tecia also mentioned that the Executive Committee approved changing the in-person retreat meeting, scheduled for November 5 & 6, to a virtual meeting. With much still unknown about safety related to the pandemic, the executive committee thought it best to transition to an online meeting early, to allow staff time to prepare retreat materials. Tentatively, the meetings will take place in the afternoon of November 5 and the morning of November 6.

Executive Director Report

Wanda Willis, Executive Director, encouraged members to read the staff report included in the email to members dated September 11, 2020. In addition to the notes in the staff report, Wanda updated Council members on the agency's work from home status. With few exceptions, the council staff are each working remotely during the work from home order given by the Governor in March 2020.

The Governor's Task Force Reimagine is a working group tasked with ensuring state government coordinates, sustains, and accelerates efforts to reimagine government and ensure Tennesseans have the ability to access critical government services in the safest way possible. To this end, the task force provides the guidance for safely operating agencies in the COVID-19 environment and prioritizes the safety of all Tennesseans, including residents and staff. The Council has developed operational protocols to sustain a distanced environment that allows us to continue to meet our mission while prioritizing health and safety for all.

Wanda mentioned that she, along with four other council executive directors, is participating in a national work group on communication about Councils. The goal of this group is to improve messaging about the work of state councils, with less emphasis on numbers and more on the impact and result of the work being done.

Jean-Marie Lawrence, a council member representing the South East Development District, was elected to the National Association of Councils on Developmental Disabilities Board of Directors. The NACDD Board provides policy governance to the national Association, which is a nonprofit representing issues that confront 55 state and territory councils. The TN Council staff will provide research and support on issues as requested by Jean-Marie. The Council congratulated Jean-Marie on this achievement.

Wanda also recognized Lynette Porter, Deputy Director for the Council, who celebrates her 20th year of service to the state of Tennessee. Lynette has provided incredible support to the Council in the area of budget and finance but has worn many hats over the years to ensure the voices and needs of Tennesseans with disabilities are amplified and heard.

Budget/Administrative Report

Lynette gave an update on the federal allotment. To date, the Council has fully obligated its FY19 award. The FY20 award currently has \$353,876 unobligated, which includes an additional \$34,132 from the Puerto Rico re-allotment.

Operationally, Lynette shared that the summer months saw a heavy time for agency required reporting, including the FY20 year end requirements, contract monitoring plan submission, FY22 state plan submission, Title VI plan submission, and the annual state records report submitted to the Secretary of State's office. In addition to reporting, the state saw new supplier requirements for agencies, which required extensive training for staff.

The Council Member Code of Conduct was emailed to Council members in August and is an annual requirement of the Comptroller of the Treasury. All Council members are required to acknowledge the code of conduct in writing and return back to Mildred Sparkman, Administrative Secretary, by September 30.

9:35 a.m. Adjourn to Council Committee Meetings

10:30 a.m. Break

10:45 a.m. Committee Report Outs

Minutes from committees are attached to these minutes.

- Evaluation Committee (Lisa Johnson, Chair)
- Public Policy Committee (Lesley Guilaran, Chair)
- Communications Committee (Tatum Fowler, Chair)

11:00 a.m. State Plan Update

Dr. Alicia Cone, Director of Program Operations, reminded members that Councils are required to submit a state plan every five years. Currently the Tennessee Council is in the process of identifying the needs of Tennesseans. Council members have received and completed the public input survey. In addition, the Council staff is collecting state agency information before beginning the process of developing goals and objectives.

In October, Council staff will analyze and organize results from these surveys and will present this analysis to Council members during the November retreat. Council members will then approve draft goals and objectives.

11:10 a.m. Update: Policy Affecting Tennesseans with Disabilities

Lauren Percy, Director of Public Policy, provided brief updates on priority topics based on issues indicated as important to Council members via surveys conducted over the spring and summer, summarized below.

The top priority policy topic indicated by Council members is special education during COVID-19. To engage on this issue, Council members and staff have participated in several weekly Facebook Live events featuring the TN Department of Education leadership. Council members have directly contributed to the value of these events by submitting questions reflecting issues in their home communities. One Council member helped ensure the events have closed captioning.

On the priority topic of decision-making, the Council announced that the grant project approved by the Council last May creating Tennessee's Center for Decision-Making Supports will launch this Fall. Two Council members serve on the advisory group helping design the center and its website. Council members will receive an invitation to explore the Center's website before it launches.

An unexpected priority topic was announced in August 2020: TennCare and the Dept. of Intellectual and Developmental Disabilities (DIDD) will integrate all long-term services and supports for people with intellectual and developmental disabilities (IDD) under managed care with oversight by DIDD. The Council submitted recommendations about the new proposal, which can be read by [accessing this website](#). In addition to providing comments, the Council staff helped develop a "family friendly" webinar in effort to help explain the proposal to individuals and families. This webinar can be accessed through the [Department of Intellectual and Developmental Disabilities website](#).

After mentioning the priority topics above, the public policy update shifted focus to explaining [new guidance](#) for hospitals providing care during a crisis, including how to prioritize patients during a pandemic and how to approach visitation policies.

11:30 a.m. Wrap Up

Tecia thanked the University of Tennessee Center for Developmental Disabilities for their help in hosting the Council meeting.

Tecia reminded members to complete the online demographic and evaluation form this week.

11:30 a.m. Public Comment

There were no comments made by visitors or members of the public.

11:35 a.m. Adjournment

A motion for adjournment was made by Sarah Cripps and seconded by Roddey Coe. The motion carried and the Council meeting was adjourned at 11:35 a.m. The next Council meeting will take place on November 5-6, 2020. The meeting will take place virtually.

Upcoming Meeting Dates


2020 Council Meetings

- **Virtual** Council Retreat: Thursday & Friday, November 5 & 6, 2020

SAVE THE DATES: 2021 Council Meeting Dates (Location: TBD)

- Council Meeting: February 26, 2021
- Council Meeting: April 30, 2021
- Council Meeting: September 17, 2021
- Council Retreat: November 4-5, 2021

Respectfully submitted by:  Ashley Edwards, Executive Assistant

Approved by:  Wanda Willis, Executive Director



Council Evaluation Committee

Location: Zoom Meeting
Date: Friday, September 18, 2020
Time: 9:35 A.M. CDT

Present: Lisa Johnson, Ryan Durham, Alicia Hall, Brigham Scallion, Bruce Keisling, Mandy Johnson, Robin Wilmoth

Absent: Mark Liverman, Shannon Nehus, Alison Bynum, Jody Cheek, Karen West,

Staff: Alicia Cone, Cathlyn Smith

Guests: Alex Vohs, UTHSC-CDD; and Whitney Waits-Easley, University of Memphis

1) **Call to Order**

After ascertaining there was a quorum (50% of Committee members), the committee meeting was called to order at 9:35 a.m. CDT.

2) **Introductions and Review of the purpose of the Evaluation Committee**

Introductions and a brief review of the purpose of the Evaluation Committee was facilitated.

3) **Consent Agenda: Approve today's Evaluation Committee Agenda**

The agenda for the meeting was shared.

Brigham Scallion moved to approve the agenda. Alicia Hall seconded. Approved.

4) **Discussion of FY20 4th Quarter Score Cards**

Despite the impact of COVID-19 on in-person trainings, most activities under goal 1 objectives were met.

- **Goal 1: Leadership Development**

All projects and staff activities were Met Within 10% of the target outcomes, including expenditures.

- **Goal 2: Impacting Policy and Practice**

All public policy staff activities were Met Within 10% of the target outcomes.

- **Goal 3: Informing and Educating Stakeholders**

All communications staff and grant contract activities are Met Within 10% of the target outcomes.



5) **Findings of the Scholarship Fund Long-term Survey & Council Impact Grant-**

Dr. Bruce Keisling, Director of the University of Tennessee Center for Developmental Disabilities shared a summary of the key findings of the Scholarship Fund survey. The survey reached back to survey people who had used the stipend fund over a 25- year period. Over 433 people received surveys, with 58 returning the surveys. 80% of people reported an increase advocacy, ability to participate in activities that change the way services are provided, ability to find and use more resources in their local communities, and exploration and use of more of their community.

The primary purpose of the work is to perform a comprehensive analysis of the effectiveness and impact of Councils' programs by obtaining, reviewing and synthesizing evaluation data (e.g., outputs and outcomes) over the last four years. This work should inform decisions the Council makes about what to continue, what to adapt, and what to let go moving into the next 5 year state plan.

6) **Motion to Adjourn**

At 10:28 a.m. Brigham Scallion moved for adjournment. Ryan Durham seconded. Approved.

Prepared by: Alicia A. Cone



Public Policy Committee

Location: Zoom Meeting
Date: Friday, September 18, 2020
Time: 9:35 A.M. CDT

Present: Lesley Guilaran, Clancey Hopper, Martez Williams, Brent Wiles, Sarah Cripps, Roddey Coe, Jean-Marie Lawrence, Lisa Primm, Jacqueline Johnson, Kendra Mitchell, Anna Lea Cothron, Elise McMillan

Absent: Rose Naccarato

Staff: Wanda Willis, Lauren Percy

Guests: Dora Easterling, Executive Director of the SILC

1) **Call to Order**

The committee meeting was called to order at 9:30 a.m. CDT. Clancey Hopper moved to begin the meeting; Lisa Primm seconded. Approved.

2) **Introductions facilitated by Chair Lesley Guilaran**

3) **Policy trends**

Since March, the Council has used our member experiences used to make recommendations to Governor's Administration for policy decisions during COVID. Committee members talked about our current experiences, including:

- Helping parents know their rights under IDEA during school closures, reopening
- Two personal stories that the Council can use to improve policy and practice:
 - o Emergency provisions for long-term services and supports: Jean-Marie shared that online CPR certification makes it easier for staff to get and maintain certification, which Jean-Marie has to supplement anyway because **no CPR training includes information about how to implement with a person who has a physical disability**
 - o Roddey shared that his wife received training in her nursing program about Autism that was extremely outdated/inaccurate.

4) **Motion to Adjourn**

At 10:30 a.m. Sarah Cripps moved for adjournment. Martez Williams seconded. Approved.

Prepared by: Lauren Percy



Council Communication Committee

Location: Virtual: Zoom
Date: Friday, September 18, 2020
Time: 10:10 A.M. CDT

Present: Tatum Fowler, Jennifer Coleman, Chrissy Hood, Tecia Puckett Pryor, Sarah Kassas, Alison Gauld, Don Watt

Absent:

Staff: Jolene Sharp, Emma Shouse Garton

Guests:

1) **Call to Order**

After ascertaining there was a quorum, Tatum Fowler, Chair, called the meeting to order at 9:35 a.m.

2) **Consent Agenda: Approve today's Communication Committee Agenda**

Tatum Fowler shared the agenda for the meeting.

3) **Reconnecting with Committee Members**

Committee members shared experiences and examples of helpful information they learned recently and what made that info helpful.

4) **FY20 Overview**

Jolene Sharp, Chief Communications Officer, and Emma Shouse Garton, Public Information Specialist shared an overview of the 4th quarter of FY20, including how things changed as a result of COVID. Important items discussed included:

- Social media growth outpaced all previous quarters. It was also the best quarter for website visitors.
- The cancellation of all in-person events slowed the growth of e-news and Breaking Ground subscribers.
- The percentage of people who open the e-news in their inboxes lagged. Comms believes this is partly due to information overload during COVID, but they plan to make this an areas of focus in FY21.

Staff reminded us of the major goals they focused on as part of the FY20 comms plan: reaching rural areas and simplifying information. We reviewed some of the highlights of the work they've done in those areas in the past year, including the #DisabilityMeans social media campaign, COVID-specific comms, the N&R newspaper inserts and videos, and much more.



5) **FY21 Communications Plan**

Staff shared communications plan for 2021 to garner feedback from council members. They explained that the goals from last year are now fully embedded in the Council's communications, so the new plan allows them to add new focus areas. The two goals for this year are: diversity and equity, and communication related to the new state plan. The plan outlines several specific strategies under those goals, and priorities to work on for each of the Council's communication platforms (like e-news, Breaking Ground, social media, etc.) The plan also highlights shared priorities for the DD Network, which the combined comms teams will be working on together this year.

6) **COVID Communications**

Jolene and Emma reviewed how Council communication has pivoted specific to COVID. Council members are encouraged to continue sharing success stories of what is working well in this season to share stories and ideas with readers.

7) **Adjournment**

At 10:30 a.m., Tatum Fowler adjourned the meeting.

Prepared by: Jolene Sharp

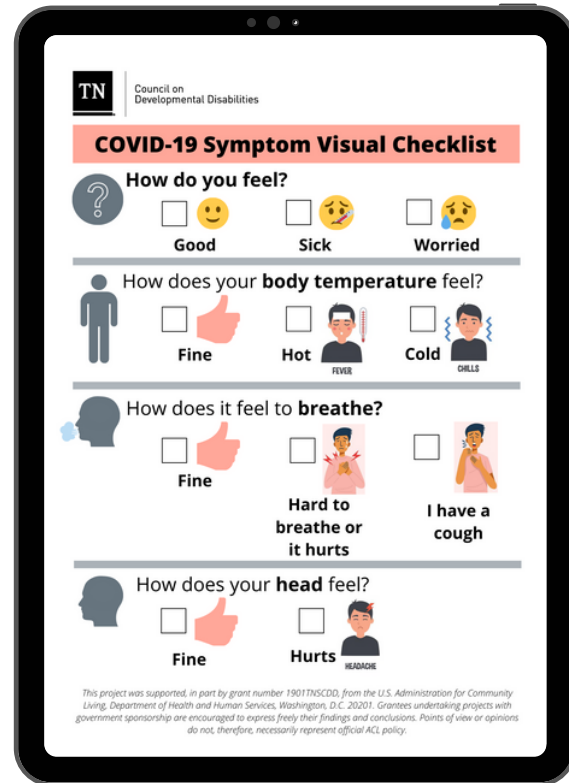
FY 2020 Communications Plan Report

Sept. 2020 Council
Communications Committee meeting



FY20 - Spotlight on 4th Quarter (April-June)

Communications Trends during COVID



- Our growth in social media followers and engagement outperformed other quarters
- Best quarter for # of website visitors
- Slowing/loss of print subscribers to Breaking Ground but fairly steady growth in email subscribers
- Events canceled, which slows the rate of gaining new e-news and BG subscribers
- E-news open rate lagged, which will be a focus area for FY2021 communications

Council COVID FAQ

My child's behavior has gotten more challenging during this situation. Are there parenting tools to help us manage behavior while we're staying home?

TN Council on Developmental Disabilities

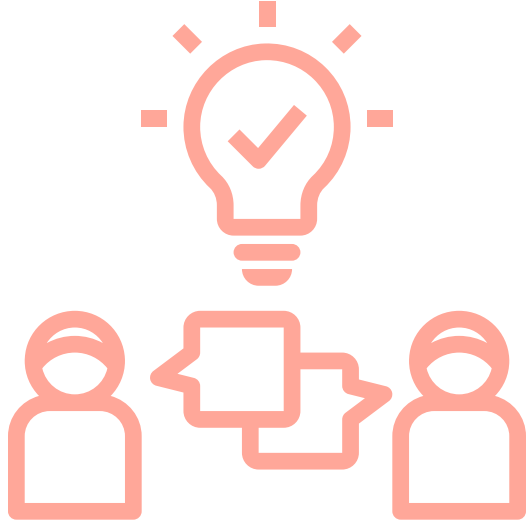
FY20 Communications Plan Recap

OUR GOALS



Reaching rural communities

Simplifying complex information



OUR STRATEGIES



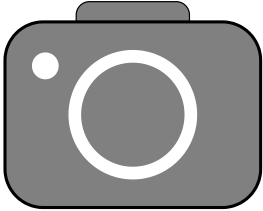
Plain Language



Engagement & Conversation



Personal Stories & Impact



Visual Communication

FY20 Communications Outcome Highlights

- Created Council style guide + many internal processes, guidelines, etc.
- Inclusive Higher Education video
- N&R "Stronger Together" insert & 2 videos
- Refreshed look of e-newsletters
- Smithville Community Conversation
- #DisabilityMeans campaign
- COVID FAQs, coping stories & resource collection



Events sponsored and exhibits hosted, etc.



Mentions of Council work & members in press or other publications



Presentations by Council staff & members

FY20 Communications Outcome Highlights

- Disability Day on the Hill
- Transition TN, Partners in Education conference
- 2019 Council retreat on messaging
- Council Conversation videos
- Launched outreach efforts for State Plan Public Input survey - 600+ responses so far!

By the Numbers: Our Big FY20 Wins

- Facebook followers **increased by 47%** to 3,255, exceeding our goal by ~500
- Twitter followers **increased by 40%** to 956
- Website unique visitors over FY20 was ~17,700 (**32% increase** from last year), exceeding our goal by ~3,000
- Breaking Ground subscribers **increased by 6%** to 5,776



FY2021 Council Communications Plan

DIVERSITY & EQUITY

1. Find & feature stories from diverse voices in TN.
2. Share & create resources that address the needs of under-served groups in the disability community.
3. Build relationships with organizations serving different types of diverse communities in TN.

2020 goals now embedded in our work

Rural Outreach
Plain Language
Personal Storytelling
Visual Communications
Engagement & Conversation

State Plan Goal 3

Informing and Educating Stakeholders

Our Guiding Goals for FY2021

OUR STATE PLAN

1. Engage people in giving feedback about our new plan at every phase.
2. Educate the public about what we learn about TN's service system & people's needs.
3. Tell stories of how we met our last state plan goals.

Common Goals of TN's Developmental Disabilities Network*

Communications, Diversity Employment & Health

**The Council, UT Center for
Developmental Disabilities, Vanderbilt
Kennedy Center & Disability Rights TN*



FY2021 Council Communications Plan

State Plan Goal 3

Informing and Educating Stakeholders

Priorities for 2021

Collaborate on communication & shared priorities with our TN DD Network partners

E-news



Develop process to archive content/issues
Increase email open rate, target disengaged audiences
Create new and engaging regular features

Reorganize and refresh content
Post updates & success stories about new projects
Use for State Plan development feedback, education

Website



Social Media



Continue finding and featuring personal stories
Continue prioritizing visual content & engagement
Improve our use of data to inform content

Develop standard media plan for new projects
Organize & grow our media contact list
Support members with local news coverage efforts



News Media

Breaking Ground & publications



BG: Now quarterly; continue improving plain language & diversity of voices

New: Create annual report celebrating 50 years of the DD Act and DD Councils