

**Central Texas African American Family Support Conference
Planning Committee Meeting**

Date: Wednesday, March 11, 2020

Time: 11:30am -1pm

Location: Large Training Room, 1700 South Lamar, Austin, TX 78704

Note: Location will return to 1430 Collier Street in April

Conference Call #: 877-226-9790

Access Code: 2887183#

Host Password: 1222

All documents to support committee work may be found here: <https://ctaafsc.com/meetings/>

AGENDA

1. Welcome, Introductions & Announcements Willie Williams
2. 2020 Conference Review
 - a. Highlights
 - b. Budget vs. Actuals
 - c. Comments/Feedback
3. Nomination Process for 2021 Committee Chairs
4. 2021 Conference Planning Agreement
5. CTAAFSC 2021: Planning Lady Jane Acquah
6. Other Business All

2020 CTAAFSC Evaluations

The insights below are pulled from the results of two evaluations: the Tuesday General Evaluation and Wednesday General Evaluation. When appropriate, efforts were made to ask similar questions across the various evaluations. All insight averages combine results from similar questions to present overall sentiment.

Click the links below to view full evaluations results interactive summary, including graphs, full comments, and individuals who expressed interest in joining the CTAAFSC Planning Committee:

- [Tuesday General Evaluation](#)
- [Wednesday General Evaluation](#)

Conference Highlights

- Nearly **724** attendees who include:
 - program, presenters, volunteers, staff, on-site registration, AISD, Mt. Zion Baptist church list, Black @ Apple volunteers, committee members, board members, sponsors.
 - **31**: On-site registration
- **402**: Number of first time registered to attend
- **287** first time, new attendees
- **20** interactive workshops
- **9** impactful poster presentation showcase
- **18** generous sponsors
- A legislative conversation with Rep. Garnet F. Coleman

Overall Satisfaction

- The general trend for the majority of the evaluation results points to overall attendee satisfaction with the conference, with respondents selecting *excellent* or *good* for most questions.
- QUESTION: Did Conference meet your expectations? Average rating of *excellent* or *good* was **95%** in both 2019 and 2020. However, excellent only respondents jumped from 65% in 2019 to **72%** in 2020.

Exhibition

- **43**: Total number of exhibitors.
 - **12**: Number of new exhibitors.
- QUESTION: This year we introduced the "Exhibitor Passport" prize drawing. Did the passport activity improve engagement with conference attendees?
 - **71%** Yes
- QUESTION: Next February 2-3rd is the 21st Annual CTAAFSC. Are you planning to exhibit with us next year?
 - **86%** Yes
 - **14%** Maybe
 - **0%** No

- QUESTION: Due to sound overflow between the main stage and Exhibitor Hall, the Exhibitor Hall was closed periodically on Wednesday. Considering the entire conference, how did this impact your overall engagement with attendees?

Communication

- QUESTION: How did you hear about the conference?
 - **19%** Work
 - **12%** Austin ISD
 - **8%** Planning Committee
 - **8%** Email
 - **7%** Parent Support Specialist
 - **6%** Church
 - **5%** Previous Attendee
 - **4%** Integral Care
 - **4%** School Districts
 - **3%** Online
 - **3%** Integral Care Staff
 - **3%** Higher education institution
 - **2%** Social media, including Facebook
 - **1%** Sponsor
 - **2%** Other

Programing

- QUESTION: How well did the first part of the conference meet your expectations?
 - **72%** Excellent
 - **23%** Good
 - **5%** Average
 - **0%** Poor
 - The percentage of *Excellent* responses jumped from **63%** in 2019 to **72%** in 2020. The *Average* rating dropped from **6%** in 2019 to **5%** in 2020. Both metrics point to an increase in favorability over the two years.

Follow up

- **72:** Number of respondents expressed interest in joining the Planning Committee and provided contact information for follow up.

Registration Comparison from 2016-2020

	2020 DATA	2019 DATA	2018 DATA	2017 DATA	2016 DATA
Individuals with lived experience/Family	437	302	328	208	179
Professionals	117	99	107	49	87
Community	87	14	NA	NA	NA
Students & PSS & Parents	51	91	NA	NA	NA
Exhibitors	42	70	38	47	52
Sponsors/ Donors	33	37	9	11	NA
Volunteers/Staff	41	43	22	30	28
Presenters: (Posters & Workshop & Speakers)	48	43	45	47	53
Awardees/Scholarship	10	13	6	12	14
TOTAL REGISTERED	866	712	555	404	413
Breakfast order	400/350	450/300	300/200	225/200	450
Lunch order	650/575	600/450	500/500	350/300	450
Registered	866	635	555	476	505
No Shows	142	160	110	101	112
Sub-total	693	475	445	375	393
On Site Registration	31	10	47	28	20
First time attendees	287				
First time registered to attend	402				
Attendance throughout 2 days	724	485	492	403	413
ATTENDANCE AT WORKSHOPS					
Day 1 Morning Session	402	287	361	260	
Day 1 Afternoon Session I	314	222	270	159	
Day 1 Afternoon Session II	226	106	140	84	
Day 1 Plenary Session (Dr. Davis)	419				
Day 2 Morning Plenary	338	216			
Day 2 Morning Session	361	261	329	130	
Day 2 Afternoon Plenary (Dr. Stewart)	575	252/105	137	192	
Day 2 Late Afternoon Plenary (Le'Andria Johnson)	163				

2020 CTAAFSC EXPENSES/INCOME

	2019 Actual	2020 Estimates Revised	Paid to date
Venue			
Palmer Rental Fee	\$8,550.00	\$8,750.00	\$8,750.00
Palmer Equipment Fee	\$4,281.50	\$5,000.00	\$2,530.00
Unarmed Security	\$525.00	\$550.00	\$660.00
Entertainment	\$500.00	\$500.00	\$800.00
Parking	\$4,480.00	\$2,500.00	\$3,747.00
Golf cars	\$610.00	\$610.00	\$710.00
Water coolers (2 coolers + 2 bottles)	\$0.00	\$250.00	\$0.00
Floral décor for tables	\$1,950.00	\$2,000.00	\$1,950.00
SUBTOTAL VENUE	\$20,896.50	\$20,160.00	\$19,147.00
Food (includes china, food, set up)		3% increase	
Breakfast - Buffet - Tuesday	\$5,100.00	\$5,253.00	\$5,100.00
Breakfast - Buffet - Wednesday	\$3,450.00	\$3,553.50	\$5,100.00
Lunch - Buffet Tuesday	\$19,451.02	\$20,034.55	\$18,350.00
Lunch - Buffet Wednesday	\$17,100.00	\$17,613.00	\$17,450.00
Service fees for all meals (20%)	\$8,410.00	\$9,290.80	\$9,526.00
Food for Exhibitors			\$1,629.00
Additional Food			\$17,020.00
SUBTOTAL FOOD	\$53,511.02	\$55,744.85	\$74,175.00
A/V			
Pipe and drape			
9x12 Projection Screens			
Lavaliere or Wired Microphones			
Wireless Microphones			
4 Channel Mixer			
LCD Projector - Large Conference (6,500 L)			
Stage lights			
Podium			
SUBTOTAL AV	\$17,180.90	\$18,000.00	\$16,863.00
Misc Expenses			
Interpreter Services (AISD & ASL)	\$1,593.00	\$1,593.00	\$1,984.00
CEU license fee	\$250.00	\$250.00	\$0.00
Awards	\$303.00	\$303.00	\$390.00
Cab vouchers	\$0.00	\$0.00	\$0.00
Hotel Rooms			\$1,033.37
SUBTOTAL MISCELLANEOUS	\$2,146.00	\$2,146.00	\$3,407.37
Signage/Printing/Supplies			
Office Supplies	\$974.54	\$975.00	\$505.00
Website & CRM fees	\$15.00	\$853.00	\$853.00
Media/Advertising	\$929.46	\$1,000.00	\$910.00
Printing (nametags, programs & flyers, awards)	\$916.00	\$916.00	\$2,991.80
SUBTOTAL SIGNAGE/PRINTING/SUPPLIES	\$2,835.00	\$3,744.00	\$2,452.00
Speakers & Travel			
Speaker fees	\$10,500.00	\$15,000.00	\$15,000.00
Hotel Rooms	\$2,438.35	\$2,500.00	\$1,680.54
Flights, ground transportation	\$1,045.00	\$1,200.00	\$1,173.26
Mail Fee for Check to Le'Andria			\$25.00
Transportation	\$736.00	\$750.00	\$740.00
SUBTOTAL SPEAKERS & TRAVEL	\$14,719.35	\$19,450.00	\$18,618.80
Planning Committee			
Monthly meetings	\$1,215.54	\$1,200.00	\$1,664.00
Pre-Reception (1/17/200)			
Expenses			\$2,334.00
GRAND EXPENSE TOTAL	\$112,504.31	\$120,444.85	\$129,698.00
Revenue	2019 Actual	2020 Projected	Pledged/Received
Registration	\$13,370.05	\$15,750.00	\$20,387.00
Donations from Registration	\$377.00	\$500.00	\$1,110.00
Exhibitors	\$5,230.00	\$6,000.00	\$7,560.00
TCDD Grant	\$13,900.00	\$13,900.00	\$13,955.00
Sponsorships	\$26,980.00	\$32,000.00	\$41,600.80
Pre-reception			\$7,495.00
Scholarships	\$1,500.00	\$2,000.00	\$1,800.00
SUBTOTAL REVENUE	\$61,357.05	\$70,150.00	\$93,907.80
INTEGRAL CARE CONTRIBUTION	\$51,147.26	\$50,294.85	\$47,391.00

2020 Sessions Evaluations

21 workshops including Dr. King Davis' keynote.

36 presenters from different backgrounds.

1 no show due to medical emergency.

Review summary

Positive reviews: 90%.

Suggestions for improvement:

- microphones in the workshop rooms (able to adjust when speaker was asked to speak up)
- rooms heating up when they became full
- room set-up did not seem to allow for small break-out group activities
- limit the number of people on panels to three

Sample comments from evaluations

Healing with Nature: Eco-therapy for Black Wellbeing, Starla Simmons

I enjoy nature but now I will pay more attention to what I do. I picked the right group to come to. Thank you.

Beautiful pictures! Speaker painted stories with her words. Enjoyed the session.

AMEN: African American Mental Health and Wellness Program, Jacklyn Hecht, Daryl Horton, Ray Hendricks

Bring them back to share their outcome data.

It is great to see programs that address mental health in the African American faith community. This program has the ability and opportunity to educate, inform and empower the African American community.

Black Youth, Mental Health, and the Power of Effective Advocacy, Elliot Niblack

This should be a potential workshop available in schools, churches and the community.

Well-spoken and brave speaker.

**I would like to partner. My name is ... and I work for American Youthworks*

Wonderful speaker and clear, engaging presentation. Handouts on mental health resources were very helpful.

*****It's Okay Not to Be Good, Paul Toviessi***? No show**

Addressing the Impact Adultification Has On African American Children, Jacqueline Miller

This training would be great in schools/ businesses that are predominantly white.

The learning perspective is great for all participants of all ages and backgrounds.

Self-Care: Music, Mental Health and Metaphors, SaulPaul, Bianca Neal, Dr. Raphael Travis, Jr.

Bring SaulPaul back next year, please. I truly loved this session.

This is my first time attending and I've heard nothing but good things for years about the conference. It did not disappoint. The information was very relevant.

Great information and programming.

Pushed to Purpose, Kendale Brown

Very good presentation. The information was practical and relatable. The presenter was easy to engage with and knowledgeable.

The speaker was so real, honest and informational. Her words and messages were truly moving and inspiring, and I hope to take her words into my life moving forward.

Awareness Building: Supporting Black Mothers Experiencing Postpartum Depression, Nakeenya Wilson, Michelle Roundtree, La'Toya Swan, Alexis Henderson

Professionals with lived experience.

Invite them back.

In the Right Seat, Billy Dorsey

Billy Dorsey is a powerhouse with motivation! Bravo! Very engaged workshop.

Extremely excited to come to these sessions to build on our lives.

Fantastic, inspiring speaker! Offered wonderful tips to evaluate our purpose and passion.

Crazy No More: Dispelling the Mental Health Myths That Keeps Us Silent, Karen Ranus

I am going to share with my co-workers an overview of this session. Great session!

Excellent presentation! Thanks for taking us out of the shame cloud.

This presentation really hit home (personal connection) and it made me realize I could have the same impact on other families I serve at the school that I work at.

911: Saving Our Children in Turbulent Times, Barbara Fountain

Great compassionate speaker.

Great information

The presentation and presenter were exceptional.

Living Your Best Sandwich Life, Tracee Black-Fall

Speaker is really knowledgeable about the topic and gave very helpful information.

Ms. Black-Fall, this was a wonderful workshop!! You were such a blessing to me today! I am so thankful for you. Please come back again. Thank you, again.

Candid, genuine presenter. Great job!

Where is my Son? Rosalee Martin

Love, love this conference; very powerful this year.

Unbelievable and timely for my life. I am thankful for the topic.

In my work, I regularly work with adults and children in crisis and it is easy to dehumanize them because of their actions. Dr. Martin has taken me under her wings and really helped me to have a deeper understanding of family and community. This presentation was the exterior of her humanizing outreach.

When Grief Becomes Complicated, Ulysses Moore, Kimberly Holiday

Warm, welcoming space to share.

Much needed information for the African American community.

I really enjoyed all stories that everyone had to share. Would definitely like to attend again.

Provided some deeper insight into grief in the Black community. I will try to always remember how historical racism and lack of community in Austin can complicate the grieving process.

Reentering from Corrections to the Community, William Lawson, Joe Powell, Marilyn Poole, Richard Hopkins

Hearing from the police officers added greatly to the presentation.

Need more up to date information.

Police officers who shared their perspectives made the presentation better.

Addressing the Mental Health Impact of ACEs: Integrating Policy and Advocacy to Achieve Equity, Altha Stewart

Bring her back to talk about Mental health and children in the juvenile system.

Eye-opening for me as I now understand why I have behaved the way I have and how to help others from experiencing the adverse effects of their trauma.

Alternative Perspectives in Mental Health: Using Nutrition, Complementary Medicine, and Detoxification to Heal Our Brains, Deborah Rosales-Elkins, Lizzie Martinez

Great presentation, I liked the suggestions she gave people on a limited income, people living in food deserts, people on Medicaid and people without insurance.

Loved Deborah RE's presentation, hated Lizzie's presentation. The anti-vaccine and some of the other info is harmful. Holistic approaches can be good, but the PANDA fearmongering and vaccines and medication are dangerous.

Building Faith Leader Capacity for Community Prevention and Family Recovery Support Efforts, Drew Brooks, Dr. Monteic Sizer

Excellent, relevant, practical motivating information.

I learned a lot!! Great session.

Both presenters were great! Can you come to our school?

Collaboration is Not a Dirty Word, Sonia Hartman, Monica Reyes, Bertha Rodriguez

Both presenters were great! Can you come to our school? (Winn Elementary)

Really informative, I really enjoyed it.

You Get That Trauma from Yo Momma: Remain Licensed to Live, Jarret Patton

Bring Dr. Jarret back.

Very good speaker indeed.

Historical Solutions to the Problems Minorities Face, Dr. King Davis

Fascinating topic, impressive research, great presenter.

Enjoyed learning the history.

This was an amazing session. I truly enjoyed Dr. Davis' session. This hit home for me as I am trying to find family members that were in the Central State Hospital.

Take away / Suggestions

Presenters

Attendees prefer presenters to be knowledgeable about the topic, have up to date information, and talk from facts and not generalizations/ opinions.

Attendees want more information about resources, PowerPoints, handouts on materials discussed during presentation.

Attendees want more time for Q & A, and more dialogue with the people in the room.

Attendees want more small group activities and dialogues in the workshops so they can interact with other conference attendees.

Topics requested

- Diet and mental health.
- Impact of drugs on mental behavior.
- Information on support groups/resources for families caring for children /parents with mental illness.
- Integral Care's services.
- LGBTQ and mental health.
- Mental health and criminal justice.
- Mental health and identity.
- Mental health and wealth-related topics.
- Mental health and what the agency can do to help.
- Mental health resources in the community.
- More faith-based topics.
- Parents and communication.
- Raising kids with mental health.
- Role of psych meds and alternatives in mental health treatment.
- Students and mental health.
- Topics about domestic violence.



- Women clergy training on mental health and spirituality.

What Ambassadors and Volunteers can do?

Be trained in the operation of the equipment in the rooms so they can help presenters.

Communicate with presenters to speak up.

Control movement in the room and make sure rooms do not overflow.

Empower ambassadors to assist in changing room set-up for small group activities.

CTAAFSC COMMITTEE CHAIR NOMINATION FORM

A person may nominate themselves or be nominated by another person to serve as a committee chair. Any nominee must be willing to serve in a chair role.

CHAIR RESPONSIBILITIES

The overarching role of the Chair is to provide leadership for the committee. Responsibilities include:

- Encourage participation during meetings and helping committee come to decisions that help the group move forward
- Work with Integral Care staff to set regular meeting dates and times (in person and/or conference call)
- Create and distribute agenda in advance of each meeting.
- Make sure minutes, including decisions, are kept of each meeting and that they are distributed to all committee members and to Integral Care staff. Provide committee minutes within week of meeting. Integral Care will post on CTAAFSC website.
- Work with Integral Care staff to maintain up to date contact information for committee members
- Be familiar with the CTAAFSC schedule of deadlines related to your committee and help ensure your committee completes work on time
- Communicate regularly with Integral Care staff about committee needs

Committee	Nominees
Program	
Scholarships & Awards	
Sustainability	
Outreach & Marketing	
Logistics Liaison	

Name of person completing this form: _____

Email or Phone: _____ (in case we need to contact you)

Central Texas African American Family Support Conference
CONFERENCE PLANNING PARTICIPATION AGREEMENT

Name: _____ **Date:** _____

Title: _____

Organization: _____

Email: _____ **Phone:** _____

Introduction

This Conference Planning Participation Agreement (Agreement) serves as an agreement between Integral Care and the Central Texas African American Family Support Conference (CTAAFSC) Planning Committee volunteers for the purpose of guiding the planning process for the annual CTAAFSC. This Agreement is intended to:

- Ensure that the mission of the CTAAFSC is sustained;
- Clarify responsibilities of the Planning Committee volunteers and Integral Care staff;
- Support the successful development and implementation of the CTAAFSC each year;
- Bridge changes in Planning Committee membership and/or Integral Care staff; and
- Support a positive working relationship between the Planning Committee volunteers and Integral Care staff.

Background and History

The CTAAFSC was founded in 2000 to increase awareness of mental health needs in the African American community while providing opportunities to improve health through access to information and resources.

Key conference goal is to empower families and individuals with mental health needs by:

- Creating a safe place for families, consumers and providers to learn from one another.
- Decreasing negative attitudes and stereotypes around mental health in the African American and the broader Central Texas communities.
- Increasing providers' understanding of the importance of considering cultural presentation of behavioral and physical health factors.
- Providing attendees with an increased awareness of available health services and community resources.
- Recognizing individuals who make significant contributions to the community through leadership, advocacy and education.

Founded by Austin Travis County Mental Health and Mental Retardation (now Integral Care), the success of the CTAAFSC is dependent upon a unique planning partnership between Integral Care and a volunteer Planning Committee representing the interests of families, consumers and the broader African American community. Additional support for the conference comes from grants and sponsorships.

Agreement

This Agreement outlines the responsibilities of the Planning Committee Volunteers and Integral Care Staff. Each year prior to planning the next year's conference, this document will be reviewed and agreed to by Integral Care Staff and the Planning Committee members.

Planning Committee Responsibilities:

Planning Committee members are volunteers and represent the interests of consumers, stakeholders, and the community at-large and work together to meet the mission of the conference.

Planning Committee Volunteers serve the mission of CTAAFSC by:

- helping ensure the positive impact and sustainability of the conference;
- working as a member of a team;
- fostering a community of respect;
- attending Committee meetings to share ideas; and
- and encouraging participation of all members

Planning Committee responsibilities are:

1. Provide guidance, input and feedback on the planning of the conference including:
 - a. Selection of committee chairs
 - b. Conference dates and location (when multiple options are available)
 - c. All aspects of the program
 - i. Keynote speakers
 - ii. Workshop Topics and Presenters
 - iii. Mainstage programming
 - iv. Poster Session
 - v. Schedule of Events
 - d. Fundraising strategies and potential donors
 - e. Digital and print materials and overall conference look and feel
 - f. Scholarship and award recipients
 - i. Outreach and recruitment of possible nominees
 - ii. Identification and Selection
 - g. Outreach and marketing to grow the conference
 - i. Participate in media interviews and talk shows
 - ii. Share information within your networks
 - h. Registration fee structure and amounts
 - i. Recommendations for meal selection
 - j. Exhibitor outreach and recruitment
 - k. Recommendations for conference layout
2. Complete committee work within the scope, timeline, and budget established at the beginning of the planning year by Integral Care.
3. Serving as ambassadors and volunteers throughout the conference to welcome participants, support and introduce speakers and provide onsite event and attendee support as needed.
4. Review survey data and contribute ideas to the annual conference review for continued success of the conference.

Integral Care Responsibilities:

Integral Care staff work in partnership with the Planning Committee to plan and execute a successful conference; seek input and guidance on aspects of the conference; and ensure that all Planning Committee volunteers are kept informed as to status of plans and progress. Integral Care supports the mission of the conference by serving as the owner of the conference and its brand manager, providing significant financial support and staffing and managing conference logistics.

Integral Care staff serve the mission of CTAAFSC by:

- helping ensure the positive impact and sustainability of the conference;
- working as a to the planning committee;
- encouraging a community of respect; and
- attending Committee meetings, providing timeline, and budget updates; and
- encouraging progress at all the meetings.

Integral Care responsibilities are:

1. Identifying and presenting options when possible on the location, date and time of the conference; negotiating and contracting with the identified facility
2. Developing and managing the conference budget, making all payments, and maintaining detailed record of related documents
3. Negotiating and finalizing contracts with speakers and vendors
4. Managing relationships with all vendors including location, sound, A/V, catering, and any others
5. Ensuring prompt payment on contracts
6. Coordinating and managing exhibitors at the conference
7. Establishing fundraising goals based on conference budget, identifying possible funders and soliciting donations
8. Ensuring the layout of the facility meets the needs of the conference
9. Coordinating all speakers, presentation needs and equipment
10. Notifying and coordinating with scholarship and award recipients and ordering awards
11. Designing and producing all conference materials including digital and print communications and event signage. Managing the conference website.
12. Supporting outreach and marketing efforts with press releases, media outreach, ad development, scheduling interviews, etc.
13. Preparing breakout session materials for volunteer room monitors and ambassadors
14. Recruiting and managing conference day volunteers
15. Preparing, distributing and collecting all conference surveys
16. Helping prepare written remarks including scripts and talking points
17. Providing logistics support (registration, AV, room monitoring, stage managing, set-up, break-down and troubleshooting) during the conference
18. Providing scheduling support, meeting materials and meeting space for all conference meetings
19. Photographing and/or videoing the conference, deploying photos and videos for the benefit of the conference

20. Compiling and sharing data on the conference

Together, the Planning Committee Volunteers and Integral Care Staff work to create a meaningful and impactful event. By signing below Planning Committee members agree to do their part to make the CTAAFSC a success in keeping with this Agreement.

Planning Committee Volunteer:

Signature _____ Date: _____

Committee preference	Please share skills you bring to the Committee:
<input type="checkbox"/> Program Committee <input type="checkbox"/> Scholarship & Awards <input type="checkbox"/> Sustainability Committee <input type="checkbox"/> Outreach & Marketing Committee <input type="checkbox"/> Logistics Liaison	