

**Minutes of PCN Strategy Team Meeting
November 30, 2006
10-12**

Overview

Lauren O'Brien from Streamline Consulting group provided an overview of PCN and the 4 focus areas of the organization: Community Response, Diversity, Operations and Communications. Three of the four areas were to be discussed more fully in today's strategy team meeting. **What did we want to do to move into action in these areas?**

The 3 focus areas were set up as café's where the strategy team was divided into 3 groups and spent 20 minutes in each focus area. The topic areas each had a specific potential area that PCN could provide feedback on, although the strategy team also had the liberty of choosing another project as well within the focus area.

Specifically, the café's projects were outlined as follows:

Café #1): Operations focus area:

Issue: Sustainability of PCN and its members

Project: Community Fundraising Strategies

Café #2) Community Response focus area

Issue: Health Access to the underserved

Project: Improving/providing transportation to health related services for the underserved

Café #3) Diversity focus area

Issue: Building the membership of PCN and bringing more diverse members to the table

Project: Capacity building/training series

**Café #1: Operations: Sustainability for PCN and Members
Community Fundraising Strategies**

1) What excites you about this project? What are the most relevant topics?	2) What do you see as the key benefits of this project?	3) What concerns you about this project?	4) Do you think this is something PCN should be assisting with?	5) Additional Thoughts
<ul style="list-style-type: none"> - Do ability→ fairly simple - Visibility of PCN to cities: buy in, communication - Bring soc. sensibility & awareness to developers - Partnership <ul style="list-style-type: none"> o Part of community o Fosters > collab. o Loop - Easy buy-in – belonging - Community \$ stay in community - Potential sustainable funding stream <ul style="list-style-type: none"> o Creativity in use o Non-restricted 	<ul style="list-style-type: none"> - Strengthen Suas (?) through leverage - New funding source - \$ \$ → services - Communication (internal btwn. groups) - Marketing - Collab. & buy-in - Focus→ identity for CBOs - Less tapping into HHS 	<ul style="list-style-type: none"> - Prop. 63 already gives to me? - Who will do it? - How to get info out? - PR: packaging programs - Where to go to pitch? - If I help, do I get something? - Where does faith-based fit in? - PCN: marketing who we are & what we do? - Competing w/ ??(town counties)?? - Why would land trust want to share? - How \$ gets dispersed - Hard 	<ul style="list-style-type: none"> - Yes - Potential Members: <ul style="list-style-type: none"> - Jan S. - Cynthia Spears - Frank - Parents - Don - Ann Staines - Cindy Br. - Barbara G. 	<ul style="list-style-type: none"> - Round up program - PR campaign <ul style="list-style-type: none"> o Issues o How to support - Approach them w/ benefits to participants <ul style="list-style-type: none"> o Win/win→ market it - Identify constituents that will look good - Frame it to benefit land purchasers - \$ should go to smaller CBOs→ need it most - Illustrating success stories - Explore other successful models - Wouldn't want to compromise smaller programs - Need to beef up marketing & communications - Larger organization could support



Café #2: Health Access Transportation

1) What excites you about this project? What are the most relevant topics?	2) What do you see as the key benefits of this project?	3) What concerns you about this project?	4) Do you think this is something PCN should be assisting with?	5) Additional Thoughts
<ul style="list-style-type: none"> - Foster Teens to get trans. - Always looking to increase access (esp. primary care) - More tangible data - Addresses referrals - Behavioral changes (PCN @ work) - Funding is realistic (seed \$ & sustainable) - We're trying to make a step → - Health systems @ table to help - Educational & marketing possibilities - Addresses real need & changes perception - Organized system 	<p>Decrease ER use Disease Mngmt. Reaches underserved Success under PCN Give independence to individuals Reduces helplessness Addresses prevention Socialization</p>	<ul style="list-style-type: none"> - User requirements & parameters? (defined) - Educate! - PCN is not health care only - Very little to access - Define underinsured/underfinanced - Not big enough to effect change - Other trans. services exist? - How do we accomplish/fund/execute? - Cost/benefit analysis 	<p>Yes, though others need to be involved:</p> <p>FRC's What would Jesus Do? Gathering Inn Sierra Health Foundation Medical Society Bar association Dental/Pharmacies Wal-mart cars Auto association Thunder Valley</p>	<ul style="list-style-type: none"> - This would go to all facilities - Health care systems need to kick in \$ - We need to quantify data & success - Touches all of our members

Café # 3: Diversity- Training

1) What excites you about this project? What are the most relevant topics?	2) Additional topics? Who else needs to be involved?	4) What concerns you about this project?	5) Do you think this is something PCN should be assisting with?	6) Additional Thoughts
<ul style="list-style-type: none"> - Focusing on individual capacities/strengths - Inclusiveness—all benefit - Large concepts – gives focus to smaller aspects on larger concept - Focus on adapting ourselves to people we serve to their benefit - Focus on personal development, not just skills - Have Jodi Farr come back - Bringing PCN folks together w/ other non-profit segments - Creative partnerships & volunteers that give trainings to Ma/Pa orgs. – organizationally strengthen volunteers 	<p>Emergency Preparedness & Community Recovery (PCF offering how to deal w/ disaster in org.)</p> <ul style="list-style-type: none"> - Cultural competency—welcoming, respectful & understanding various cultures in Placer - Specific technical tracks: ex. special needs, partner disciplines, children, experts, specific populations, etc. - The value of laughter in the workplace & how to foster it as a motivator - Networking - Build skills of PCN partners to bring in new partners for collab. – gifts to benefit group (marketing) - Patrick Bell (marketing) - Poverty training in Auburn/Roseville - Conflict (understanding & positive aspects)—Cynthia Spears - PCF to continue CEO roundtables Running effective mtgs - Strategic planning (maybe w/in eval.) . Evaluation – measurable metrics & benchmarks 	<ul style="list-style-type: none"> - Getting people there <p>Other:</p> <ul style="list-style-type: none"> - Thursday is a good day - It will hit diff. groups depending on their interests 	<ul style="list-style-type: none"> - Yes! 	<p>Topics to help staff deal w/ high stress</p> <p>Nurtured heart might belong in tech track</p>

