

# 2014 MACA Year in Review



## Organize Communities & Develop Advocates to End Poverty



### Engaging State Office Holders

In the past year, MACA staff met with six statewide office holders including the Governor, Secretary of State, State Treasurer, and Lt. Governor. The support of state elected officials increases MACA's presence in the legislative atmosphere, emphasizing our priorities for those who make policy decisions for low-income individuals. This is one way in which we are working to fulfill our mission - advocating for low-income Missourians and strengthening the Community Action Network. MACA also met with staff from both Senator Blunt's and Senator McCaskill's offices.

In the 2014 legislative session, 8 legislators supported positive, passing legislation that related to MACA's 5 pillars: food, health, education, housing and energy, and economic and family security.

### Advocacy Accomplishments

#### Education

- \$3.5 million for early childhood education funding for low-income families

#### Food and Health

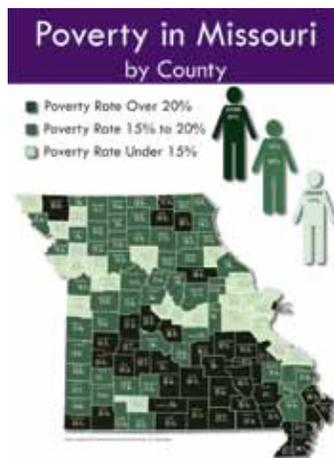
- Money restored to fund dental services for Medicaid recipients
- Supplemental Nutrition Assistance Program (SNAP) Farmers Market Pilot Program
- Lifting the lifetime ban for SNAP benefits for drug felons

#### Housing & Energy

- \$3 million in Utilicare funds (FY 14)
- \$4 million in Utilicare funds (FY 15)

#### Economic & Family Security

- Advocated for a Missouri Earned Income Tax Credit (EITC)
- Restrictions on pay day and title loan merchants



## 50th Commemoration of Community Action

2014 was the 50th anniversary of Community Action. For 50 years, we have provided needed services and opportunities to millions of low-income people. We've helped improve lives and communities through Head Start, individual development accounts, housing programs, job training, community development, health care, energy assistance, and much more.

Community Action has been proactive in telling the success stories and showing the results of people who have overcome poverty. This effort has been even more critical as our agencies grapple with budget cuts, the widening income gap, and rising poverty. In an effort to tell the 50 years of Community Action story, the MACA Board created a plan for our 50th Commemoration activities. Through this effort, MACA had three key outcomes:

- To increase communities awareness about the purpose and mission of Community Action
- To increase communities awareness about the current realities of poverty in Missouri
- To increase the number of individuals engaged in Community Action activities

One of our 50th activities was to conduct Poverty Simulations across the state during the month of May (Community Action Month). These were conducted by Community Action Agencies.

To achieve our outcomes of increasing awareness, MACA created a 50th commemoration toolkit for the network that included a success story template, community action one pager, a sample opinion editorial, talking points, and invitations for local events.

We also received a special proclamation issued by the Governor declaring May community action month with a special emphasis on our 50th year.

On April 29th, the MACA office in partnership with Lincoln University, hosted the statewide showing of the film *American Winter* followed by a panel discussion led by poverty experts. The film was attended by over 50 individuals.

### Outreach & Education Efforts

#### Engaged with numerous statewide organizations including:

- Missouri Medicaid Coalition
- Missouri Health Care for All (became a member)
- Health Advocacy Alliance (became a member)
- Office of Community Engagement
- Missourians to End Poverty

#### MACA has been able to connect and leverage resources through participation in the following national, regional, and state work groups and initiatives:

- Risk Mitigation Steering Committee (Community Action Partnership)
- Governor's State Energy Steering Committee
- Organizational Performance Standards



- Bundled Services to Improve Outcomes (Community Action Partnership)
- Increasing Organizational Capacity (Community Action Partnership)
- National Trends in Poverty (Community Action Partnership)
- ROMA Next Generation Pilot
- Region VII Work Group
- Performance Management Taskforce (Office of Community Services)
- Annual Head Start Event
- National Weatherization Day

## Develop Leaders Committed to Ending Poverty throughout Missouri

### Training Results

- All 19 Missouri Community Action Agencies participated in training opportunities this past year
- MACA provided 100 days of training and professional development
- MACA has offered training on a variety of topics in 2014, including Evidence-Based Decision Making, OMB SuperCircular, ROMA, Case Management, Resource Development, Leadership, & Mental Health
- 11 new nationally Certified ROMA Trainers (NCRT) and 10 still progressing
- 35 new CCAPs and 18 recertified to achieve the goal of over 50 CCAPs for the 50th Anniversary of Community Action
- 33 individuals completed the Building Performance Institute certification
- 10 developing leaders began their journey through the Missouri Academy for Leadership and Community Action
- Over 60 family workers received their Family Development Credential (FDC)
- Through rebuilding efforts in 2014, Missouri FDC is now made up of 10 organizations and 27 certified FDC instructors
- MACA coordinated 30 professional alliance meetings this year in 9 different areas of expertise with approximately 330 in attendance
- MACA has enhanced training communication through the utilization of a YouTube Channel, on which the United in Purpose webinar recordings are available and a new interactive format to the quarterly Training & Technical Assistance Calendar.

### Conferences

#### Annual Conference

The 2014 MACA Annual Conference was held May 20-22 in Jefferson City. Our theme commemorated the 50th Anniversary of Community Action with the theme “Reflecting on the Past, Serving in the Present, and Shaping the Future by Celebrating the Heroes of Community Action”.

- A total of 276 people attended the conference
- The event attracted 17 sponsors and exhibitors
- Keynote speaker, Mark Shriver, spoke about his father, Sargent Shriver, and the importance of his work in Community Action
- Several statewide elected officials spoke, including; Governor Jay Nixon, Secretary of State Jason Kander, and State Treasurer Clint Zweifel
- MACA hosted a screening of the film “Inequality for All” which included a live discussion with author, Robert Reich
- Other key speakers included Lil Dupree and Community Action Partnership President Don Mathis



- 18 different workshops put on by 11 different groups were presented; including Clear Picture Leadership, Missouri Foundation for Health, Wipfli and THRIVE: Trauma Healing & Recovery Institute
- MACA honored Vickie Grinde with the Charles Braithwait Award
- The Association presented 15 Outstanding Community Partner Awards on behalf of the agencies

### **SURF Conference**

MACA held the SURF Conference, with over 100 attendees, 22 breakout sessions, and a closing keynote delivered by Denise Harlow, CEO of the Community Action Partnership. Conference evaluations included 100% rating the overall conference as Good, Better, or Best, and 98% of respondents stated they would recommend their colleagues attend this event if it were held next year.

## **Build a Respected, Strategic, Statewide Organization that is an Effective Leader and Catalyst to End Poverty**

### **Transformational plan Phase 3**

The MACA Board of Directors developed the final phase of the 10 year transformational plan. This plan will guide our strategies over the next three years as we continue to develop advocates, build the capacity of the Community Action Network and the statewide association.

### **Membership**

MACA currently has 1212 individual members from all 19 Community Action Agencies, including agency board and policy council members. In addition, there are 16 associate members and 15 organizational members.

### **New Member Benefits**

The MACA Board of Directors approved several new benefits for Individual MACA Members including the following:

- 10% tuition discount for all classes taken at Columbia College- including both undergraduate and graduate classes, in seat and online
- Discounts on Silver Dollar City season passes, a free souvenir mug and a discount on adult Showboat Branson Belle Cruise tickets
- Discounts on any E-Ticket to Worlds of Fun

### **Poverty Simulations**

- This year MACA sold 118 full Poverty Simulation kits and six enhancement kits
- MACA staff conducted two poverty simulation facilitator trainings in Missouri that trained 70 new facilitators from across the country
- MACA held five poverty simulation facilitator trainings for various agencies across the country
- MACA hosted two simulations, one for the Kaiser Permanente National Diversity Conference in Los Angeles and one for MO Department of Social Services HealthNet Division

### **Agency Visits**

- In 2014, MACA staff members visited 18 of the 19 Community Action Agencies throughout the state
- MACA (with the assistance of CARES) coordinated the development of an online Comprehensive Community Needs Assessment (CCNA) data tool for the state of Pennsylvania

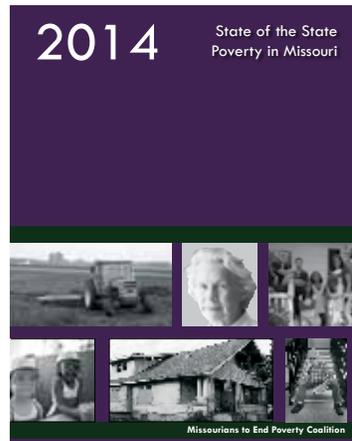
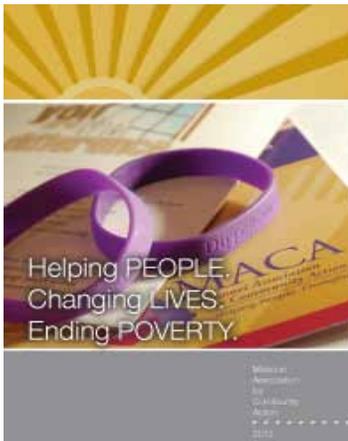


## MACA Staff Development

- Jayna and Courtney received their ROMA certifications
- Kurt, Becky, and Heidi achieved CCAP certification

## Publications

During 2014 MACA developed the 2014 State of the State Poverty in Missouri Report for the Missourians to End Poverty Coalition. MACA also developed a 2013 Annual report that was distributed to all agencies and state legislators. In addition, numerous one-page handouts were developed on topics ranging from the propane crisis in February 2014 to the 50th Anniversary of Community Action in May.



## Resource Development

MACA was re-awarded three grants, including the training and technical assistance grant for CSBG eligible entities, Regional VII grant, and a General Support for Advocacy grant from the Missouri Foundation for Health.

MACA launched the Missouri Community Action Network (CAN) awareness campaign [www.MissouriCAN.org](http://www.MissouriCAN.org). That included a new online donation portal, tool kit, and public service announcements from Jean Carnahan, Coach Brian Smith, Dr. Brian Conley, and Doug Pitt.

MACA launched a Google Plus and LinkedIn page and enhanced our Facebook page. In addition, MACA also developed a social media calendar for agencies to use in local social media efforts. MACA now has over 1,600 followers on Facebook and has reached over 250,000 people via social media.

MACA created a resource development plan template to help agencies get more prepared for resource development efforts and relaunched the Resource Development Professional Alliance (RDPA). Two different trainings on social media marketing were conducted for this group.

We held our first Community Action Day at a major sporting event with the Cardinals that included 600 Community Action employees and their families/friends in August.



MACA joined Daily Good to promote non-profit fundraising for Goodsearch and Goodshop so that internet searches and online purchases can result in cash donations to MACA. <http://www.goodsearch.com/nonprofit/missouri-association-for-community-action-maca.aspx>



## **MIS Outcomes**

MACA's Statewide System Administrators conducted on-site MIS training and technical assistance visits at ten agencies during the year.

MACA hosted 42 weekly training webinars in 2014, with an average of 18 individuals representing 13 agencies at each webinar, and also hosted four separate webinars on specific MIS topics, with over 140 participants.

We rolled out specific portions of version 5.5 of the statewide MIS, hosted by Adsystemtech. The new pages provide easier data entry and smoother navigation, and set the stage for future enhancements in the coming year.

The bridge between the MIS and the state EA system was enhanced, improving the accuracy of data transferred, and reducing the number of failed transactions.

As tech support for the statewide MIS, MACA processed over 500 tech support tickets, and over 800 email and telephone requests. For the year, over 97% of requests were resolved, with the remaining items scheduled as future enhancements.

A group of five from Missouri visited the Ahoka County CAP in Minnesota to learn first-hand how they are using the Adsystemtech software for the entire agency, with a focus on agency-wide data integration and the Head Start module.

The MIS data export process was successfully piloted at EMAA, providing an automatic data dump from the MIS into the agency's Interactive Voice Response (IVR) platform.

MACA also developed a new Admin Team training curriculum and manual, based on the agency admin team surveys and conversations with each team. The new curriculum incorporated many new features and was focused on current needs expressed by many agencies.