

**Date:** December 7, 2016  
**To:** Our Children, Our Families Council Members  
**From:** Dr. Laurie Scolari and Sonali Joshi, Directors, Our Children, Our Families  
**Re:** Our Children, Our Families Council Year 1 Process Evaluation Results

---

## Overview

During the Spring and Summer of 2016, Social Policy Research Associates (SPR) conducted a process evaluation of Our Children Our Families Council (OCOF) implementation. The report highlights the successes and challenges of implementing the Council, and proposes solutions to improve the effort. SPR conducted telephone interviews with 10 Council Members, observed of two Council Meetings and two advisory meetings for the 5-Year Plan, and released a survey to stakeholders from May to June 2016 (50 responses, 47% response rate).



## Findings

Shared vision and buy-in: OCOF was successful in creating a shared high-level vision for the goals of the Council. Respondents valued the participation of city leaders. Nearly half of survey respondents indicated that they were unsure whether *community organizations* are supportive of OCOF.



Communication structure: The most effective communication methods to keep Council and workgroup members up-to-date on progress were *email, one-on-one communication with OCOF staff, meetings and the OCOF website*. Nearly half of all respondents were unaware of the OCOF Newsletter.

Meetings (Council and workgroup meetings): Meetings were viewed as effective and well run but more opportunities for cross-agency exchange, high-level decision-making, and relationship building during meetings is needed. Respondents also requested more opportunities for workgroup members to learn about the activities and goals of other workgroups.

OCOF staffing and support: Council members were impressed by OCOF's high performance and Year 1 accomplishments. Most respondents said OCOF could use additional staffing support going forward.

Participation and representation: Most respondents felt that the "right people are at the table" from the City and SFUSD to move things forward. However, most are uncertain how community members such as youth, African American families, and community-based organizations will be engaged.

OCOF products: Nearly 82% of respondents agreed that the Outcomes Framework was helpful to their work. The 5-Year Plan should be developed further to make it less of a roadmap and more concrete. There was an acknowledgement the service inventory launch in Year 1 was a significant accomplishment, while only being an initial step. The issues raised related to the service inventory include marketing it to families and guidelines for which CBOs will be included.

Challenges and opportunities: Five areas present both real challenges and potential opportunities: (1) 5-Year Plan should have more concrete the goals; (2) balance the need for inclusiveness with the need to get things done; (3) focus on what can reasonably be influenced by the Council; (4) align resources across agencies and being clear on the implications of OCOF for agency budgets; and (5) separate out what is negotiable and what is not.

## **Recommendations and Proposed Solutions**

More director-level input: An advisory body, comprised of Council & Working Group members, meet monthly to provide staff guidance and support. If you would like to participate, please let staff know.

Encourage discussion and exchange among Council members: Moving forward, Council meetings will include interactive activities that promote relationship building among members.

Take advantage of existing organizational and community meetings: Our Family Navigator, Luis Aroche, will develop a strategic outreach plan to leverage existing community meetings.

Develop a "crosswalk" of work done by SFUSD and city agencies: Working groups will advise and support OCOF staff in the development of a toolkit for each goal area that outlines common definitions, shared trainings, coordinated services and aligned resources across the City and SFUSD.

Consider weekly email summaries and create an intranet site: Our newsletter will provide more frequent updates. Though our website is updated weekly, we will consider use of an intranet site.

Engage targeted communities, specifically African Americans: The My Brother and Sister's Keeper Initiative and the African American Achievement and Leadership (AAALI) will be invited to the new OCOF working groups. OCOF staff will also meet with AAALI quarterly to ensure alignment.

Use webinars to provide updates and share information: Webinars are not allowed due to the Brown Act. However, we will consider video summaries and/or other information sharing tools.