

The Coordinating Council of Broward

MISSION POSSIBLE: A HIGHER QUALITY OF LIFE IN “COLLABORATION COUNTY”

A COMMUNITY STATUS REPORT

January, 2004

INTRODUCTION

The Coordinating Council of Broward (CCB) completed its most successful year on June 30, 2003. Since forming as a non-profit corporation in 1995, The CCB has developed and supported new partnerships across Broward. Many of these are specific collaborations between CCB member agencies, led by the CEO's listed on page 4. These major funders also reach out to hundreds of other Broward organizations, sustaining in a cost/effective network of community services. In fact, so many productive partnerships now operate at any one time that Broward is becoming known as “Collaboration County”.

The CCB collaborations alone include integrated information systems, comprehensive planning tools, and numerous multi-agency service initiatives. These products and services have proven valuable in research, planning, resource allocation, grant application/management, contracting and other missions. They have materially contributed to new and expanded partnerships countywide. The following presents a summary history of The CCB, accomplishments to date and a discussion of future possibilities.

COMMUNITY COLLABORATION 1995-2003

A 1995 United Way of Broward County Needs Assessment revealed that a coordinated community effort would be needed to solve persistent problems in the effective delivery of citizen services. These included scarce resources, agency proliferation and multiplying missions contributing to duplication, gapping, and other planning and delivery barriers. Rapid growth and multiculturalization raised further challenges.

These findings convinced system leaders that only a formal, long-term and intensive collaboration such as The CCB could provide significant solutions. The founding CEO's initially organized a series of countywide meetings, focus groups and citizen surveys, designed to define and prioritize Broward residents' Quality of Life concerns. These were synthesized into the following seven categories, which remain our primary focus today.

- ❖ SAFETY
- ❖ FAMILIES/COMMUNITY
- ❖ ECONOMY

- ❖ ENVIRONMENT

- ❖ LEARNING/EDUCATION
- ❖ HEALTH
- ❖ GOVERNMENT



“The CCB: Working Together”

351 North State Road 7, Suite 200 • Plantation, FL 33317 • Phone (954) 357-1656 X 1 • Fax: (954) 357-1683 • e-mail: reneepra@theccb.org

www.theccb.org

Page 1

The development process and subsequent interagency infrastructures have proven quite valuable, especially since the system was built from the ground up, through hundreds of volunteering professionals. The CCB now includes 24 primary Funding Agencies and 5 private sector partners, with a \$504,000 FY '04 budget. We operate through a multifaceted strategy designed to drive targeted, measurable improvements in Broward's Quality of Life. The results have proven to be both comprehensive (encompassing a broad range of subject areas) and pervasive (used by, with and through numerous institutions).

All initiatives are designed *with* community organizations to help everyone operate with greater knowledge and efficiency, while simultaneously promoting new and more cost/effective partnerships. This strategy has resulted in new interagency agreements, collaborative grant writing, imaginative resource sharing and a focus on high-priority community needs. Further, The CCB support systems are *themselves* designed to be integrated and mutually supportive. In fact, The CCB is not a typical community organization with a particular mission. It *is* the community acting collectively. The three major CCB systems described below provide "working together" support.

The Broward Information Network (BIN) – The primary mission of this computer collaboration, developed through State and Broward County Commission funding and CCB support, is to allow integrated client services, concentrating on the many citizens who need help from multiple agencies. It is also a database for *The Broward Benchmarks*, Community Resource Inventory and other information systems, providing details on community needs and trends as well as organizational infrastructure, funding and program details from funders and providers throughout Broward.

The BIN is a "virtual private network", allowing all users to operate as one system, using Oracle overlay software, which avoids the need to replace any existing software or hardware. It can save significant dollars while simultaneously increasing service efficiency. Joint funding, tight user protocols and "best practice" outcomes assist all organizations who wish to join. The growing list of users have developed specific interagency agreements to handle critical multi-agency case management for system customers in a "seamless" service environment. The BIN is the heart of Broward's efforts to create optimum cost/effectiveness and security in client services.

The Broward Benchmarks -- This annual report provides both statistical (quantitative) and community survey (qualitative) information to measure several hundred Quality of Life issues in Broward County, within the seven priorities. It allows all users to see the "big picture", while also targeting areas that are in need of greatest attention. *The Benchmarks* report supports research, budgeting, strategic planning, grant applications, resource allocation, economic development and other purposes. It is broadly distributed to contributing agencies, and also provided free of charge to other interested parties. It is available on-line at www.theccb.org and on the annual Community Resource Inventory CD-ROM noted below.

The Countywide Resource Inventory – The CRI, available on both the CD-ROM and through website access, is a compilation of information on some 1500 programs operated by over 240 Broward agencies, detailing who has what resources, how they use them and for whom. This creates the first encyclopedic picture of countywide "Human Service" capabilities and challenges. Agencies may use the CRI for the same purposes as noted above in *The Broward Benchmarks*. Using both together allows comparison of identifiable **resources** with known **needs** for the greatest return on investment to citizens, taxpayers and the entire system of client services.

Other Support Systems – The Council produces or contributes to a wealth of other community studies, information sets and planning tools. These have included special reports on our Children and Seniors, Substance Abuse/Behavioral Health, Multicultural Communities, specific Health/Disease issues, Education and others. We also support targeted Neighborhood Action in low-income areas throughout The County. In 1999, The Council voted to move from **measuring** to **measurably improving** the Quality of Life in Broward, by creation of the Tier I Priorities, as noted below.

TIER I PRIORITIES

The 1998 work plan identified four critical priority areas for targeted Quality of Life improvements. They include; Education, Healthcare Access, Mobility/Transportation Access and Jobs, Better Pay & Benefits. Also included with these is focused action on **Neighborhood Projects** and three citizen groups; **Children, Seniors and Multicultural Populations**. Working in tandem, these provide increased opportunities not previously available for a broad range of system improvements, including new resources through collaborative grants and contracts, multi-agency service agreements, program development, system integration and other initiatives. Planning and service improvement through such interagency partnerships continue to expand.

The CCB does not implement these improvements. Council Member agencies and other system partners deliver them, Sometimes with and through community-based organizations. Thus, the improvements are valued, institutionalized and integrated into agency missions.

System Support Services – In 1999 The Council began another community service step to better serve Broward agencies and organizations. These Special Development (or “Neutral Broker”) projects thus far include serving as an administrative agent for; state-mandated **Early Childhood Development Reform** and **Foster Care/Community-Based Care Reform**, targeted **Community Development** through the Governor’s “Front Porch Florida” Initiative, grants in **Health, Elderly and Children’s Services, Juvenile Justice** and related areas, leadership of **The 2000 Statewide Conference on Neighborhoods** held in Broward County, **Federal and State of Florida Faith-Based Initiatives** and the State-Funded **Clark Neighborhood Replication Project**.

Broward County has become prime ground for working together. Today, when agencies or initiatives need Collaborative Community efforts, partners step up to the plate. In 2002-2003 alone, this included food security (the Million Meals Program), tax rebates (the Earned Income Tax Credit), help for older children no longer eligible for Foster Care (The Road to Independence), Juvenile Justice (the Juvenile Intervention Facility), immigrant services (the Broward Immigration Coalition) and support of a statewide initiative for increased Federal funding through state/local partnerships (Revenue Maximization).

SUMMARY

The steady progress of The CCB, and the decision to base our philosophy, goals and procedures on advice, support, and leadership from many individuals and institutions, has assured a “best practices” model dedicated to reducing duplication and gapping in services and promoting new interagency partnerships throughout Broward County. Perhaps the most important outcomes thus far are new and expanded levels of trust, which can catalyze, increase and solidify continued service improvements.

The Foundation is in place. The blueprints are clear. The CCB is a solid, secure and increasingly successful collaborative. The Board of Directors listed on the following page welcome all who wish to participate. Anyone may receive further information on this Initiative by accessing The CCB website at www.theccb.org or by contacting Robert “Skip” Johnston, President and CEO at (954) 377-1656 x 3, or skipjohns@theccb.org.

Call us with *your* ideas, and thanks in advance for your interest and support.

The Coordinating Council of Broward



The CCB: Working Together

BOARD OF DIRECTORS 2003-2004

Cindy Arenberg Seltzer, *Member at Large*
President/CEO
Children's Services Council of Broward

Vic Beninate
Director of Corporate & External Affairs
BellSouth Business System

Frank T. Brogan
President
Florida Atlantic University

Roger Desjarlais
County Administrator
Broward County Government

Ray Ferrero, Jr., J.D., *Member at Large*
President
Nova Southeastern University

Bob Gremillion
President/Publisher
Sun-Sentinel

Dr. Will Holcombe
President
Broward Community College

Mason Jackson, *Chair*
President and CEO
WorkForce One

Ken Jenne
Sheriff
Broward Sheriff's Office

Kathy Koch, *Immediate Past Chair*
President
Ambit Marketing

Edith Lederberg, *Treasurer*
Executive Director
Area Agency on Aging

Bob MacConnell
President & CEO
United Way of Broward

Mary Macomber
Chair
CCB Multicultural Board and
CCB Steering Committee

Jack Moss, *Member at Large*
District Administrator
Florida Department of Children & Families
District #10

Margie Garcia
Interim President/COO
Greater Ft. Lauderdale Chamber of Commerce

David Roach, *Vice Chair*
Senior Administrator
Broward Health Department

Dr. Steve Ronik
CEO
Henderson Mental Health Center

Frank Sacco
CEO
Memorial Healthcare System

Tom Shea
Managing Principal
Right Management Consultants

Gary Siepser
President
United Jewish Community
of Broward County

James Tarlton
President/CEO
The Broward Alliance

Dr. Frank Till
Superintendent
Broward County School Board

Wil Trower
President/CEO
North Broward Hospital District

Dr. Richard Turcotte
CEO
Catholic Charities
of the Archdiocese of Miami

Dr. Barbara Weinstein
President and CEO
Family Central

Penny Westberry
Executive Director
Broward School Readiness Coalition

Rosie White
Manager
Department of Juvenile Justice