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Executive Director

August 13, 2003

TO: Progress Board Members

FROM: Jeff Tryens  
Executive Director

Rita Conrad  
Senior Policy Analyst

SUBJECT: Oregon Progress Board July 15, 2003 Meeting Minutes

Present: Neil Bryant, Bobbie Dore Foster, Mike Jordan, Duke Shepard, Ed Whitelaw, Gary Weeks, Brett Wilcox, and Max Williams; and staff Jeff Tryens and Rita Conrad

Brett called the meeting to order at 12:38 p.m.

May minutes were approved.

### **September Retreat – Gary Weeks**

Gary said the difficulty in convincing legislators of the Progress Board's value to Oregonians during the Ways and Means process means it is time for us to take time for some quality thinking about the Board's future. He suggests a day-long retreat to engage in this serious conversation.

### **Reporting Error – Jeff Tryens**

Jeff explained and apologized for an error in the *2003 Benchmark Performance Report* that led *The Oregonian* to publish an editorial misstating Oregon's national rank for violent crime. A correction was printed in *The Oregonian* and posted on the Progress Board's web site.

### **Improving Links between Community Organizations and Benchmarks - Jack McGowan**

SOLV was founded in 1969 by Governor Tom McCall and has three legs: 1) business community, 2) government agencies at all levels, and 3) citizens of Oregon. SOLV looks at Oregon as a total, linking all three legs into a community to preserve Oregon, through volunteerism. SOLV is forbidden to take a stand on any issue that would polarize Oregonians – no political or land use or other polarizing issues. They are fervent in implementing this. SOLV's 25-member staff is based in Hillsboro. Its board is made up of 28 volunteers. SOLV goes through a full audit every year.

SOLV associates with more volunteers than any other non-profit in the northwest - 90,000 volunteer engagements. Jack explained that SOLV has redefined volunteerism to match modern trends.

Jack said that SOLV would like to act in consort with the Progress Board in aligning SOLV programs with various Oregon Benchmarks. Discussion followed on how this could be a model for working with other NGOs.

Jeff explained that OPB could work with interested non-profits on their performance measurement. The Progress Board could pilot a project with SOLV on how to link up to benchmarks, much like we are doing with agencies. This could be another leg on the Progress Board's stool for helping NGOs, local government and grantees/contractors "look up" to benchmarks and could lead to foundation funding. There is no phalanx of NGOs aligning with benchmarks, partly because consistent criteria for how to do it are lacking. Jeff said the Board needs to articulate criteria over a period of time with structure that works. If The Oregon Community Foundation or some other foundation was willing to support the Progress Board in training the trainers, staff could run an annual institute. Funding would allow the Board to hire someone to handle this project. Working with SOLV, a sophisticated NGO, would allow the Board to explore the feasibility of such an approach.

Jack said that SOLV could do the lion's share of this work. Brett suggested that the Progress Board could be "the holders of a good housekeeping seal of approval". OPB issues a certificate when an NGO passes the criteria.

Gary expressed concern that this type of program might lead to situations where the Board would have to give the "seal" in order for organizations to align with the benchmarks. Would we ever "not" align with somebody? Ed Whitelaw and Max Williams expressed similar concerns – that the "seal of approval," although good, might also set the Board up for political risks. Max suggested that Jeff and Jack develop a working model for the Board to discuss at the September retreat.

#### **Oregon's New Local Data Portal – Tom Stave**

Tom said this project started with a call from Project Board staffer Scott Stewart, suggesting that there needs to be a way to access consistent and quality information about local communities. It was eventually funded under the U.S. Library Services and Technology Act (LSTA). The site is still under construction, but temporary web access is at <http://libweb.uoregon.edu/dlc>. Completion is expected by September 2003. Their goal is to link to 600-900 databases. They have about 300 now. It will need continuous monitoring to capture changes and new web sites. Tom stressed that the sustainability plan must be an ORBIS library consortium project, not just the University of Oregon. Tom is fairly confident this can be done with internal resources.

Jeff suggested that having a cadre of regular users in an interactive setting will provide needed feedback to help sustain the network. Perhaps a registration protocol would help administrators know who is using it and create a network of supporters you could call on when you are going for your next grant.

Tom explained the need for all editions/versions of one publication (such as the Board's *County Data Book*) to be on a single html page. Gary said he would encourage all agencies to do so.

#### **Governor's Executive Order on Sustainability – Gary and Jeff**

Governor Kulongoski's Executive Order on sustainability (drafted by Bill Blosser and Jeff) adds agency action specificity to Governor Kitzhaber's original. The Progress Board's executive director is named to be part of the leadership team and will be involved with performance measures for sustainability in state agencies. The Sustainability Board approved a postponed

June 2004 due date for the Progress Board to incorporate sustainability into the benchmarks. Jeff noted that we will build on Adam Zimmerman's paper, which started the sustainability index work last year.

Gary discussed the staff sharing required to staff the Sustainability Board and Leadership Team. Jeff is involved with the leadership team and has been asked to let Zoë coordinate logistics for the meetings.

Max expressed concern that this was "thinning the Progress Board's mission soup" and that the sooner we can right the ship collaboratively the better off we will be. Jeff clarified that, given his knowledge and expertise in sustainability, it would be odd not to include him in this work. Both Gary and Jeff stressed that all state workers are spread thin because of the budget crisis and we all must step up to the plate. Gary said that Progress Board work comes first and that we would keep a close eye on how much time the sustainability work takes.

#### **Executive Director's Report - Jeff**

Jeff: reviewed the 2001-03 Work Plan - June 2003 Progress Report and noted the new summary at the top of the first page, which outlines the number and percent of both projects and performance measures that were completed or met. Board reaction to the summary format was favorable.

In response to the fact that Jeff was not invited to new legislator training, Max said to not take too much offense. "What you are talking about is self-actualization. Legislators were at the level of food and shelter." Max said he invited Jeff to the House Judiciary Committee, which led to great discussion.

#### **Oregon Healthy Teens (OHT) Survey – Gwen Grams and Pam McVay**

Jeff explained that the Board's data sources are at risk in this fiscal crisis, especially in conjunction with SB 555 also known as Partners for Children and Families). Particularly worrisome is the risk faced by OHT because it could become source of data for positive youth measure, which was on the table a year ago and the Board rejected.

Gwen explained that the annual OHT is a combination of the old Youth Risk Behavior Survey (YRBS) and the Oregon Public School Drug Use Survey. Last sample size for OHT was 21,000. Only those counties who refused to participate (Josephine and Salem-Keizer School District, because they had another instrument) did not have a representative sample. Gwen hopes that OHT will become the Oregon survey on K-12 kids. OHT may go to every other year.

OHT provides data about 1) different health behaviors such as alcohol/tobacco/drug use, exercise, eating, sexual activity, access to health care, and some program information; 2) student- risk information for juvenile crime, school dropout, teen pregnancy, and drug use and (coming this year) for mental health indicators such as suicide; and 3) more diagnostic information about the use of illicit substances and alcohol. We are currently revising the survey, going question by question, figuring out exactly what will go in next year, so there is some potential for adding more questions.

OHT is used primarily to produce county by county books that tell planners where counties fall in a number of different measures. Planners use them for planning, for writing grants, outcome information and federal funding. It includes information on benchmarks and how they compare to state. The book incorporates a lot of the SB 555 data. SB 555 has agreed to adopt this.

OHT has always subsisted on federal grants, which dictates funding. It is heavy on tobacco use issues because of CDC's interest in tobacco. There is a need to keep about 40 questions in tact to preserve CDC funding. The state wants to wean itself from federal funding. Estimated total cost is about \$250,000 (\$100,000 is in-kind). An interagency collaborative group (including Juvenile Crime Prevention Advisory Council, Department of Human Services, Department of Education and the Commission on Children and Families) is trying to craft a plan to get some permanency to the survey. Without that, some of the Board's benchmark information could be at risk.

Gwen said there is an opportunity to craft a positive youth measure. There is a strong desire in the community to reflect something positive about our kids. We have been doing the science to figure out how to do this, including using national models to facilitate national rankings. Jeff expressed a desire for the Board to be consulted so whatever comes out of that might turn out to be a benchmark.

The entire questionnaire can be downloaded from:  
<http://www.dhs.state.or.us/publichealth/chs/yrbsdata.cfm>. The site for the DHS County Data Book is <http://www.dhs.state.or.us/addiction/databooks2002.htm>

Jeff passed out Rita's compilation of all the surveys in state government touching the 0-18 population. We were pleasantly surprised at the lack of significant duplication.

Jeff raised the issue that quite a few county reports are coming out of different agencies now. Perhaps the time has come to develop a combined report.

Meeting adjourned 3:07 p.m.