

# ARCH Minutes

January 9, 2008

8:30 - 10:00 a.m., ESC Building

## **Attendees at Meeting:**

P. Littlewood* (TESD)	K. Walker (BUMC)
J. Videlock* (TESD)	J. Hickey (TEMS)
E. Moeller* (co-chair, parent)	A. Meisinger* (CHS)
M. Tannenbaum* (co-chair, parent)	K. Collier (PHY/UMLY)
M. Murphy* (secretary, parent)	G. Mascioli (HES, parent)
L. Leff* (parent)	L. Boyle* (TEMS, parent)
B. Lyon* (parent)	S. Arnold (CHS 9 <sup>th</sup> Gr., parent)
J. Bakken (COAD)	S. Jean (VFES, parent)

\* Denotes active ARCH member

## **Welcome, Introductions**

E. Moeller welcomed everyone and started introductions.

## **Secretary's Report**

M. Murphy briefly reviewed minutes from the previous meeting. All previous minutes are on the ARCH website. ([www.ARCHcares.org](http://www.ARCHcares.org))

## **Treasurer's Report**

E. Moeller reviewed the account activity. There is \$5,771.23 in the ARCH account. There was no change in ARCH accounts from the previous month.

Ellen discussed that all 501C3 groups are required to file a tax return whether or not they are making \$25,000 per year. This is a change we need to be aware of. If we don't submit, our "Not For Profit" status could get dropped. Pat C. will be following up on this.

## **Discussion about funding and sustaining a project like social norms**

**campaign:** Facilitated by E. Moeller with Kathy Collier, Mobilizer, Great Valley Partnership for Healthy Youth

Kathy reviewed:

- The process of CTC (Communities That Care) – basic intro
- Kathy discussed the history of the CTC process. CTC is an international movement of coalitions communities with healthier children versus other communities that do not

have such a coalition and do not have children as healthy. Need to get rid of the risks in communities and get children into safer places. Even the riskiest communities have strengths.

People rally together when something horrific happens. They form groups to combat this tragedy, and then the group tends to wane afterwards.

Governor Ridge brought the CTCs to Pennsylvania. There are 70-75 active coalitions continuing now.

- How CTC works for our neighbors in Great Valley (PHY Partnership for Healthy Youth)
  1. Key Leader Orientation – Talk to the Decision makers, get the buy-in of people who can say “yes”.
  2. Community Assessment Training – Look at Data (concerns – arrest records, birth records, etc.)
  3. Community Resources Assessment Training – If someone else has a neighborhood watch group then replicate it. Look at what is already exists (ex, after-school day care)
  4. Community Planning – Do we have enough people on board? How do we build a plan? The best, glossiest ads won’t change behavior. Don’t throw good money after bad.
  5. Community Plan and Implementation Training – Go out and do it. Need people and money.

The above was a yearlong process to learn. Great Valley focused their plan on Youth Programs, Special Events, and Parent Education. Many T/E parents come to their programs.

The coalition starts it, but then it takes off and then the Community owns it.

At the end of 2008, there will be new funding in some way for the 6 Chester County CTCs. This is the last year of funding from PA. They will have to stand on their own. They will be looking for grant money, but they may be taking funds away from some other group in the same community as we are all in the same pool looking for the same money.

- How ARCH has worked with PHY, how can ARCH position itself to move forward?

It may be possible to collaborate, as Great Valley wants to do a Social Norming Campaign. Use the same resources? Should ARCH become a CTC? Take the best of CTC and bring to ARCH?

### **Update on Social Norms Campaign**

J. Videlock reviewed that she was in touch with Jim from Actuality. ARCH and the T/E School District will share funding.

Phase 1 will fund through June 30, 2008. They identified dates in April (During CHS' "Unity Rocks" Week), April 15-17 and Actuality will come down 2 of those days to learn more about T/E and Conestoga.

Next fall, there will be a survey by Actuality that will look at other students' use of alcohol and other drugs.

January 2009 will be the rollout and they will turn it over to the students.

It was decided to do the High School first. The feeling was the Middle School would have a trickle-down effect, as would the community.

### **Other Community Updates**

- ARCH meeting with PTO Presidents to request donations, 1/14/08, 1:00 p.m. ESC
- ARCH – CAPCO Affiliation Discussion, 1/16/08, 9:00 a.m., ESC, 2<sup>nd</sup> floor
- Thom Stecher, Monday, March 3, 2008, 7:00 – 9:00 p.m., Conestoga High School

### **Additional Upcoming Dates . . .**

- Tuesday, January 15, The Parent Network, 7:00 – 9:00 p.m., Great Valley Middle School
- Monday, February 4, D.A.R.E. Graduation at VFMS, 9:30 – 10:45 a.m.
- Wednesday, February 6, 8:30 – 10:00 a.m., Next Community ARCH meeting, ESC

The meeting concluded at 10:00 a.m.

Respectfully submitted,  
Michele Murphy