

Quarterly Membership Meeting of the NJ Statewide Network for Cultural Competence
January 15, 2014
The Boggs Center on Developmental Disabilities
New Brunswick, New Jersey

Attendance:

Robert Like (Rutgers RWJMS), Zenaida Steinhauer (DOH/Birth Defects and Autism Registry), Nick Montalto (Diversity Dynamics), Dale L. Ofei-Ayisi (COPSA Geriatric Services, Rutgers UBHC), Janet Gwiazda (DDS/Medicaid Waivers), Shellyann Dacres (The Boggs Center), Renee Ayers (American Conference on Diversity), Maritza Williams (Disability Rights NJ), Shakira Linzey (CJFHC/NJ Early Intervention), Sophia Rossovsky (Diversity Experts), Eric Reynolds (MHCCC), Marion McLaurin (FSA/MHCCC), Stephanie Rodriguez (Amerigroup).

Introductions: The meeting started at 1:00 p.m. The members present briefly introduced themselves.

Group Discussion and Vote: (1:00-1:30 p.m.) The group reviewed the four (4) mission statements chosen out of the seven submitted. Two of the statements included advocacy, which is not a role of the NJSNCC. Discussion focused on the effectiveness of the proposed statement, considering the long versus short versions. It was decided that a simple, concise statement would catch the attention of potential members. The ideas expressed in the longer versions could be defined through other avenues, such as the Network's vision, values, and objectives.

After further discussion, the following shorter mission statement was unanimously approved by the members present and will be disseminated to the larger membership:

“To facilitate access to equitable and quality services for individuals, families, and communities through culturally and linguistically appropriate service delivery”.

Presentation and Discussion of Four Working Groups: (1:30-1:45) The purpose, goals, and charges emerging from the PATH Process for the four workgroups were reviewed. A document outlining the details was provided. In brief, the groups are as follows:

Group 1 - Professional Development and Community Education: Plan and carry out programs focused on cultural and linguistic competency for NJSNCC members and other interested parties.

Group 2 – Strategic Communication and Marketing: Plan and implement an effective communication strategy for the NJSNCC using a variety of media modalities.

Group 3 – Recruitment and Social Capital Development: Expand the reach and influence of the NJSNCC through increasing membership and commitment and participation of organization members.

Group 4 – Organizational Development (leadership Group): Oversee all NJSNCC activities and build organizational effectiveness.

Working Groups Meetings: (1:45-2:15 p.m.) Groups 1-3 met to discuss initial charges; six month and two year goals and related activities; group leadership; and membership. Group 4 did not meet in order to allow member involvement in the three other groups.

Working Group Reports: (2:15-3:00 p.m.) The groups reviewed the content and outcome of the meetings.

Group 3 – The group reported that two conference calls took place prior to this meeting. Two goals regarding increased membership were identified. The first goal would increase attendance at each quarterly meeting to 35 members by December 2015. At present there are 360 members on the listserv, including individual and organizational members. Current member organizations will be targeted first in an attempt to increase attendance. The second goal is to increase general membership 50% by December 2015. Emails incorporating the NJSNCC brochure and current activities would go out to the membership, seeking member interest and input to extend membership to other organizations with a wider perspective. Consideration would be given to expand the listserv to out of state organizations.

Group 2 – Each group member has a designated role related to a communication/marketing topic. Utilizing social media, the group will consider establishing a Facebook account with posting privileges determined by the leadership committee. The website will be reviewed and updated, including an update of the current NJSNCC resource directory. The Boggs Center will serve as an alternate host, providing a listing of resources, subject matter experts, and potential trainers. The group is looking at templates for a newsletter. The newsletter would be informational and contain an overview of NJSNCC activities, as well as a comprehensive listing of relevant links and resources. The newsletter would require a disclaimer regarding the nature of the NJSNCC and its relationship with the identified organizations/entities. A suggestion was made that some aspects of the website, such as the agenda and minutes, be restricted to active members versus all listserv members. The suggestion will be discussed at a future meeting.

Group 1 – The group presented the idea of utilizing live and web-based modalities for conference activities. Conferences may be presented as stand-alone by the NJSNCC or combined with other organizations or agencies. The possibility of the Network partnering and co-sponsoring a 2-day conference in mid-June with the Family Service Association of South Jersey's Cultural Competence Mental Health Training Center (<http://mhccc-fsasi.org/>) will be explored. The group will look at potential conference locations that are accessible and cost-effective. Proposed conference and educational topics may be geared toward professionals or community members. Professional populations would be multi-disciplinary, encompassing, health and behavioral health care, social work, education, and other fields. Community groups may include veterans, aging boomers, the LGBTQ community, governmental entities, and various social, religious, and support organizations. Topics may include health care reform, immigration health, the enhanced OMH CLAS standards, mental health issues, and interpreter communication and privacy concerns.

Other Business: (3:00-3:30 p.m.) Discussion centered on the NJSNCC understanding of outreach versus engagement. How will the group identify the community and scope of service to effectively meet community needs? What would engagement look like in actual practice? The NJSNCC might choose to review the American Hospital Association's "Equity of Care website (<http://www/equityofcare.org/>) for

direction toward activities relating to reducing health care disparities and improving population health through community engagement.

The next NJSNCC Meeting will take place on Thursday, March 27, 2014 from 1:00-3:30 p.m. at Quakerbridge Plaza, Hamilton, New Jersey. The exact location and directions will be communicated.