

**Austin/Travis County 2-Gen Coalition meeting**  
**Quarter 1 Meeting**  
**March 10, 2020**

**MEETING GOALS**

1. Identify how you fit in the 2020 2-Gen Priority Action Plan
2. Equip yourself to connect families to quality financial resources
3. Build skills to advocate for a 2-Gen approach
4. Connect with new people in the 2-Gen Coalition Network

**AGENDA**

**Welcome**

**Frame**

We want you to leave this meeting feeling that you got something of value, connected with a new person in the field, and that you feel excited to be engaged in implementing the plan in 2020

- We're trying to work together with this group in a new way
- We've gotten to know each other
- Now we want to roll up our sleeves and get to work really making this plan come alive

**Poll**

- Does your org connect parents via technology to build social capital- Example AVANCE Facebook page)
- Complete paper on your table (your name, your org name, how you do this in one sentence, your email so we can follow up)

**Updates & Accomplishments**

*Strategic Plan Background*

STRATEGIC PRIORITIES	EDUCATIONAL SUCCESS	FINANCIAL SECURITY	SOCIAL CAPITAL	HEALTH & WELL-BEING
FAMILIES HAVE ACCESS TO	Early childhood education, out-of-school time, adult education, and training	Financial education, and income-accessible financial products and services	Parenting/caregiving education, social networks, and professional networks	Physical and mental health resources and services
CHILD OUTCOMES	Improved school readiness and academic outcomes	Improved overall stability	Increased support and connection to parents/caregivers	Improved physical and mental health outcomes
PARENT/CAREGIVER OUTCOMES	Education/employment advancement and a family-sustaining wage	Progress toward financial goals	Improved ability to support child through stronger networks and increased awareness of community resources	Improved physical and mental health outcomes
SYSTEM IMPROVEMENTS	Strategic 2-Gen Partnerships   Holistic Case Management   Parent/Caregiver Leadership Opportunities Immigration Status-Sensitive Services   Focus on Underserved Communities   Family-Centered Policies			

- 5 goals
- 23 strategies
- 90+ action steps for this year
- 17 performance measures
- Our goal is to have more organizations that support families in a holistic way
  - Looking for synergies and colocation
- Vision
  - More parents attain economic stability
  - More organizations are family focused
- 2019 Action Steps
  - Reviewed 90+ action steps (aligned with 2-Gen strategies)
  - Most -complete or on track to be completed by end of year
  - Some- ongoing, will continue into 2020
  - Others- incomplete for various reasons
  - **Lesson Learned:** Less is more; Prioritize what has the greatest impact!
- 2020 Action Steps
  - Reviewed and discussed each proposed 2020 action step
  - Assigned action step as high, medium, or low priority for 2020
  - Financial Security Stakeholder work group
  - Rallied 2-Gen Coalition to prioritize health action steps
  - The 2-Gen Leadership Council prioritized top action steps for 2020
- 10 Priority Action Steps

## Financial Inventory

## Paola's experience at Goodwill

- Supported a single mom who lived in a Salvation Army facility to build her credit starting with a secure credit card. She now has great credit and is in the process of buying her own home.
- These inventories are meant to equip providers with:
  - Basic knowledge of financial products families need to achieve economic stability (level setting)
  - Information you need to be able to connect families to quality financial resources
- There are two inventories:
  - Classes/Trainings/Etc.
    - All the classes and workshops available for free in the community
  - Financial Products
    - We learned there are not many good products out there.
    - This year we will be working to make products accessible for families.
- Participants pair up to review "inventory"
  1. Identify
    - One new thing you learned
      - We learned there are many trainings available in the community.
    - One resource you want to be sure to share with others
      - Those in attendance shared their resources:
        - Financial Fitness Greater Austin. Contact Betty Davis from Frost Bank if you want to be connected to the free Financial Literacy Classes on April (The Financial Literacy month)
        - WorkForce Solutions provides job training and placement. If you know someone let go due to the SXSW cancelation, their income eligibility may have shifted and they may be able to access training and placement services. Please connect them to WFS.
        - Austin Career Institute has grants for individuals for a medical assistant training program. If they qualify, the costs are completely covered.
    - Questions
      - What about EITC?
        - FoundComm provides free tax prep.
        - 70% eligible are receiving a refund, but there are still millions of dollars in refunds not collected in our community.
      - Does the inventory indicate language?
        - Yes.
- Trainings
  -

Don't forget to sign up for the 2-Gen Coalition Newsletter to receive information about trainings. <https://www.unitedwayaustin.org/our-work/2-gen-austin/#contact>

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## 2-Gen Messaging

- [Aspen Institute's Ascend has released a 2-Gen messaging guide.](#)
- The messages found in the guide are based on the results of research and analysis by the FrameWorks Institute. These tips will help you craft memorable, effective messages for the public and policymakers.
- Prepares you to better explain what 2-Gen is, particularly to non specialists.
- New 2-Gen continuum.



- You always fit in the continuum. The goal is to move towards the center.
- Why is this important? People have frameworks and this helps convey information in a way that aligns with or shows the blind spots in their framework.
  - When a framework focuses on parents' behavior, they think the solution is just parent education
  - When the framework focuses on personal choice, they don't recognize the need for policy solutions.
  - When the frame work uses little-picture thinking, they don't recognize the power of collective work
- Reframe the Problem = Constructing Well-Being
  - Just as building a strong house requires certain materials, building well-being requires many different things.
  - Quality education, clear career pathways, and economic assets are essential, as are physical and mental health. Social capital, helpful connections to people, information, and opportunities to both give and receive support – may be intangible, but is still critical for wellbeing.
  - We are not fixing people; we are fixing systems and structures
- Simple Message
  - 2-Gen approaches build family well-being by intentionally and simultaneously working with children and the adults in their lives together.

For example, if parents qualify for a tuition grant to go back to school, then it makes sense to see if a child care program is available to make sure that while they are studying, their children are learning, too.

When health and human service programs are designed to construct well-being with children and families together, the result structure is longer and better for both generations-which makes it better for our state.

- Top 10 Recommendations
  - Ground your case in human development
  - Rely on the theme of human potential
  - Talk about 2Gen as way of “constructing wellbeing”
  - Put Families on the “construction Crew”
  - Talk about top-down as outdated; centering families as updated
  - Contrast policies that undermine well-being with those that strengthen it
  - Lead with easy to understand, easy to like examples (Student parents)
  - Incorporate “brain story” when it makes sense
    - We know about brain development in the first five years. But we are also learning about brain development that occurs when you become a parent.
  - Talk about continues improvement when it makes sense
  - Anticipate, but do not restate the myths
  - We discussed use of the term “low income”
    - Do we use this term? How do we feel about it? What are we using?
    - People-first language.

## **Wrap Up**

### **Announcements**

- ATX Connect; Here’s a link to where they can go to simply claim their program for the time being. <https://www.auntbertha.com/claims>
- Trainings (See Mission Box for details)
- EOYP surveys
  - United Way has a survey out for young parents aged 18-24 to complete. Please encourage your clients to apply if they are in the right age range and have at least one child younger than 6. They will be entered into a weekly gift card drawing.
  - Survey in English:  
<https://www.surveymonkey.com/r/ATXExpandingOpportunities1>
  - Survey in Spanish:  
<https://es.surveymonkey.com/r/ATXepandiendoOportunidades1>

### **Upcoming 2-Gen Stakeholder Network Meeting Dates**

*(all meetings held at United Way ATX from 11:45am-1:30pm)*

- *Q2 2-Gen Coalition June 3rd, 2020*
- *Q3 2-Gen Coalition September 16, 2020*
- *Q4 2-Gen Coalition December 9, 2020*