

BOARD OF TRUSTEES QUARTERLY MEETING

December 1, 2014
 The California Endowment
 1000 North Alameda Street
 Los Angeles, California 90012
 Start: 10:00 AM

IN ATTENDANCE	
Delvecchio Finley Gary Gitnick, MD William C. Hendry Kara Ralston David E. Ryu Scott Sillers	Barbara Yaroslavsky Mary Helen Ybarra Felix Yip, MD Mary Canobbio, RN, MN, FAAN Jimmy Hara, MD, FAAFP

TOPIC	AGENDA ITEM	ACTION ITEM OR DISCUSSION
Call to Order/Roll Call	<ul style="list-style-type: none"> • Roll Call performed. • Quorum was present. 	
Presiding Officer Report, Scott Sillers	<ul style="list-style-type: none"> • Mr. Sillers reported Staff attended a conference in October 2014 in Oakland. • Staff was laying the groundwork for outreach in areas where HPEF has not previously had a physical presence. • LaCandice McCray and Meredith Smith traveled to Northern California spreading the word about HPEF. • Ms. Smith indicated they traveled from Sacramento through northern counties to Del Norte and returned through Humboldt County. They met with stakeholders in Yuba and Sutter Counties. They also met with community members, nonprofit organizations, and community clinics. • Ms. Yaroslavsky inquired about the population Staff attempted to reach. Ms. Smith advised that they met with community leaders who could spread information about HPEF to others in the counties. • Ms. Yaroslavsky asked if outreach would result in additional applications or funding opportunities. Ms. Smith's role was to develop partnerships and connections with each region in the 	<p>Ms. Yaroslavsky asked if the Board would receive a report.</p>

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	<p>state. Ms. Yaroslavsky noted counties had provided funds for HPEF programs in the past.</p> <ul style="list-style-type: none"> • Dr. Gitnick advised that metrics were necessary to determine the worthiness of outreach efforts. Staff should now develop metrics for outreach efforts. • Ms. Torres reported Staff had developed an evaluation tool for each program officer to rate the effectiveness of outreach. That tool would include a column to note the increase in applications because of outreach. • Ms. Canobbio inquired whether Staff expected contacts from outreach to promote health professions. Ms. Smith responded yes; however, Staff was attempting to approach each organization differently. Her focus was to spread information about HPEF throughout the State of California. • Mr. Sillers acknowledged Staff's efforts. 	
<p>Approval of August 28, 2014 Minutes</p>	<ul style="list-style-type: none"> • Mr. Sillers corrected the Minutes to include Dr. Felix Yip's presence at the meeting. • Mr. Finley questioned the third area of practice in the statement "[t]his program currently focuses exclusively on family practice, and will now include pediatrics, OB/GYN and ..." (page 2, Mr. David's report). Ms. Torres corrected the statement. • Ms. Yaroslavsky felt the Minutes did not accurately reflect the important contributions made by Dr. Vismara. 	<p>Minutes approved as amended.</p>
<p>Executive Director Report, Jeanette Torres</p>	<ul style="list-style-type: none"> • Ms. Torres announced 2,974 applications were submitted for the application cycle that closed the day prior. • Once Program Officers had completed screening applications for 	

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	<p>eligibility, Staff would request Board Member assistance with scoring applications.</p> <ul style="list-style-type: none">• Staff created application how-to tutorials and placed them on YouTube. Awardee profiles were also uploaded to YouTube. Staff provided application assistance through Facebook, Twitter, weekend office hours, and workshops throughout the state.• Ms. Ralston inquired about the total number of applications submitted the previous year. Ms. Torres indicated approximately 5,000. The previous year was the first year for applications to be submitted through CalREACH and resulted in many duplicate applications. That problem had been resolved.• Ms. Yaroslavsky requested the number of applicants who would be awarded funds. Ms. Torres would provide that information later in the program.• Mr. Sillers believed the use of social media was important to reach more applicants and younger applicants.• Mr. Hendry suggested Staff fully utilize social media to promote Staff activities across the state.• Ms. Torres indicated social media was helpful for outreach efforts in hard to reach areas of the state.• The organizational restructuring discussed at the August Board meeting was successful.• Program Officers were cross-trained in order to cover all aspects of programs.• Staff was working to migrate data into CalREACH. This would streamline internal processes and assist with tracking metrics.• Ms. Torres worked with UCSF to	
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	<p>create surveys that would measure quantitative and qualitative information for use with stakeholders.</p> <ul style="list-style-type: none"> • Ms. Smith was working to increase HPEF visibility and contact with stakeholders and other State departments, such as the State's Department of Education, where HPEF is featured on its website. HPEF also reached out to CalVet Homes division and visited several homes. Ms. Torres was finalizing the Assembly Report and would provide it to the Board once the Agency approved it. • The financial audit went well. 	
<p>Recognition of Scholarship and Loan Repayment Recipients for Service in Medically Underserved Areas in the State of California</p>	<ul style="list-style-type: none"> • Michele "Miki" Webber was a psychiatric mental health nurse practitioner and Licensed Clinical Social Worker. In her career, she had opened mental health clinics across the state, trained staff, mentored students, and worked with mentally ill patients in person and through telepsychiatry. Psychiatry nurse practitioners are few in California; therefore, she actively recruited nursing students to the field of psychiatry. • When she applied to schools to become a nurse practitioner, she had hoped HPEF programs would be still available. The award changed her life for the better by significantly reducing her student loans. • Ms. Webber was thankful for HPEF programs and provided HPEF information to many people. In addition, she assisted applicants with their HPEF applications and letters. • Mr. Sillers asked about her motivation for becoming a mental 	

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	<p>health nurse practitioner. Ms. Webber's family supported social justice, and she held many volunteer jobs while growing up.</p> <ul style="list-style-type: none">• Dr. Gitnick requested suggestions for obtaining more applicants who wished to receive training similar to Ms. Webber's training. Because there were few psychiatric nurse practitioners, she often was the first psychiatric nurse practitioner with whom physicians worked. In addition, organizations did not know how to work effectively with psychiatric nurse practitioners. She required nursing students to attend sessions with her and often discussed the role of a psychiatric nurse practitioner with students and healthcare workers.• Dr. Gitnick asked Ms. Webber to explain her use of telemedicine. Ms. Webber worked from home one day a week in telepsychiatry. She logged into a portal to reach nurses and patients in order to review charts, prescribe medication, obtain assessments, and schedule follow-up visits. Most patients had no resistance to telemedicine. She often saw 20-25 patients per day. Dr. Gitnick commented that more patients could be seen through telemedicine than through in-person sessions.• Dr. Yip inquired whether any of the applicants she assisted had been awarded through HPEF. Ms. Webber advised that several had been awarded.• Mr. Finley asked how Ms. Webber learned about HPEF programs and how HPEF could generate broader awareness of programs. Ms. Webber learned of HPEF programs while in college and working with the	
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	<p>Los Angeles County Department of Mental Health. Recipients would most likely generate the most awareness of HPEF programs.</p> <ul style="list-style-type: none"> • Ms. Webber shared she found the Hmong community most rewarding, saying “recovery is about hope.” She has a very fulfilling career working in an underserved community. • Dr. Hara reiterated that the federal government does not recognize Asian-Americans as minorities, except for people of Southeast Asian-American descent. Koreans, Japanese, and Chinese are not considered minorities. Suggested separating the Asian-American and the Southeast Asian-Americans. 	<p>Call to Action: designate the two Asian-American categories</p>
<p>Review and Discussion of HPEF 2013-2014 Annual Report Carlos Ruiz</p>	<ul style="list-style-type: none"> • Mr. Ruiz advised that the Annual Report provided to the Board was a working draft. Final information was being collected to replace the placeholder information contained in the draft. • Four awardees agreed to share their stories and photos in the Annual Report. Inclusion of the awardee information made the Annual Report stronger and more representative of HPEF. • Ms. Torres reported the draft was provided for the Board's review and comment. At the next Board meeting, Staff would provide a finalized product for Board review. • Ms. Yaroslavsky suggested income from licensure fees be listed above income from grants on the funding page. Otherwise, people could have the impression that licensure fees were not needed to support programs. Mr. Hendry agreed that grant funds distorted the reality of funding for programs. 	

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	<ul style="list-style-type: none">• Mr. Finley inquired about Staff's rationale for listing grant funds above licensure funds. Mr. Ruiz indicated there was no particular rationale for that.• Dr. Gitnick remarked that the \$2 million grant from the Legislature and the four-year grant from The California Endowment should be noted as one-time funds. The income as stated did not represent HPEF's usual funding.• Mr. Sillers suggested Staff word the income section to reflect the grants as special funding.• Mr. Hendry suggested including a footnote in the audit regarding one-time funds.• Mr. Finley advised that grants provided a tacit endorsement of HPEF and allowed people to see that reputable funding sources donated funds to HPEF. The number of applications viewed against the number of awardees demonstrated the gap between available funds and needed funds.• Dr. Yip asked if Staff sent the Annual Report to legislators and large corporations. Ms. Torres indicated the Annual Report usually was not mailed to anyone. It would be provided on the website. Staff could discuss a mailing list if the Board wished.• Dr. Yip recommended Staff include information regarding the shortage of and need for more healthcare workers and the need for funding to place recipients in underserved communities. He preferred the Annual Report show the underserved communities where recipients were working.• Mr. Hendry hoped Staff would	
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	<p>include a map of California showing the counties where recipients were located. Staff could include a quote from a funding partner to explain why they chose to donate to HPEF. Staff should be cautious in using language regarding endowments because of the connotation that an endowment generated annual income.</p> <ul style="list-style-type: none">• Dr. Gitnick recommended Staff conclude the Annual Report with information regarding the number of people awarded versus the number of eligible people who were not funded through HPEF to demonstrate the need.• Ms. Canobbio suggested the Annual Report include information about recipients' activities and locations.• Mr. Finley commented that the layout of the 2012-2013 and 2013-2014 information was confusing with the bifurcation and color-coding of information.• Mr. Ryu supported Mr. Finley's comment and asked to see the short-time donations from ongoing donations. Mr. Ryu inquired about previous examples.• Ms. Yaroslavsky wanted to see more awardee stories and pictures, although shorter stories. Ms. Canobbio suggested stories include information about where recipients were working and placing longer stories in the online version of the Annual Report. The online version should also contain recipient stories representing all programs. Mr. Hendry suggested the Annual Report contain links to awardee stories. Dr. Yip suggested Staff select stories of two recent awardees from each program and provide partial stories in the print	
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	<p>Annual Report with links to full stories online. Mr. Finley suggested videos of awardee stories be placed online.</p> <ul style="list-style-type: none"> • Dr. Hara suggested Staff replace the amount of funds and number of recipients with icons of the different organizations to demonstrate which organizations had chosen to invest in HPEF. Ms. Torres noted permission was needed to utilize corporate icons. 	
<p>Review and Discussion of HPEF Surveys Developed in Collaboration with UCSF, Jeanette Torres</p>	<ul style="list-style-type: none"> • Ms. Torres indicated that she worked with UCSF to review current questionnaires and surveys to ensure HPEF was asking questions in which funders and the Board was interested. • Survey questions obtained information regarding retention, mentoring, and pipeline programs. • The Quarterly Progress Report attempted to capture community impact. The survey should be short enough that respondents would want to complete it. • The Post Program Survey would be sent to recipients after the service obligation was fulfilled. The survey was designed to solicit awardee stories and photographs. • The longitudinal survey attempted to determine effects over 1, 3, 5, and 10 years and included questions about extra-curricular activities such as volunteer opportunities. • Dr. Hara noted question 7 needed additional room for input of more than one organization. Ms. Torres explained that the text box allowed 100 characters so that respondents could provide more than one organizations. Ms. Yaroslavsky suggested changing the question from "organization" to 	

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	<p>"organization(s)."</p> <ul style="list-style-type: none">• Dr. Yip advised that question 10 could be confusing for respondents who worked with all age groups. Ms. Torres explained that respondents could select more than one age range.• Dr. Yip inquired whether the same applied to gender. Ms. Torres indicated the question inquired about the number of patients seen by the respondent.• Ms. Yaroslavsky inquired about a means of distributing surveys so that HPEF received a high rate of return. Ms. Torres reported the Quarterly Progress Report had to be completed prior to the respondent receiving payment. Ms. Yaroslavsky asked if the recipient was aware that he had to complete the survey prior to receiving funds. Ms. Torres responded yes. The contract stated all actions required of the recipient.• Ms. Yaroslavsky inquired about a survey for recipients' employers to describe the impact of the recipient's work for the employer. Ms. Torres could develop an evaluation form to provide to recipients' supervisors at the end of service obligations.• Ms. Canobbio questioned whether the long-term survey should include societal as well as personal issues that influenced recipients in meeting their service obligations. She wanted to understand the difficulties recipients faced in obtaining jobs in their preferred areas. Ms. Torres was not sure that type of information could be captured in the current survey. Institutions would likely be better suited for providing that type of information.• Ms. Canobbio, Dr. Gitnick and Mr. Ryu discussed the shortage of jobs	
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	<p>for new nursing graduates and LVNs.</p> <ul style="list-style-type: none"> • Ms. Yaroslavsky suggested a survey or survey section obtain information regarding agencies/organizations that hired recipients. 	
<p>Recap of HPEF 2013-2014 Marketing and Outreach Accomplishments Meredith Smith</p>	<ul style="list-style-type: none"> • Ms. Smith reported marketing and outreach was targeted regionally in the just-closed application cycle. • Staff attended eight conferences in 2 1/2 months. • OSHPD Director David sent a letter to all legislators encouraging engagement with HPEF. • Staff worked with Speaker Atkins' office to host an event in San Diego. While there were no attendees for various reasons, Staff did develop a good relationship with the Speaker's office. • Staff continued to utilize social media. • Staff held 13 application workshops over a month's timeframe. • HPEF awarded approximately the same percentage of population in each county. • Staff exchanged information with representatives of CalVet. CalVet's long-term care homes were located in medically underserved areas and were having difficulty retaining workers. • The Department of Education was responsive to providing HPEF information to students in pipeline programs. • Ms. Yaroslavsky recommended Staff partner with other veterans' organizations as well as CalVet. Staff should choose one or two counties where few applications were submitted to HPEF and develop strong relationships with schools, local government leaders 	

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	<p>and community leaders. Mr. Sillers advised that was difficult because of the lack of Staff. Staff had to prioritize the most effective methods of outreach.</p> <ul style="list-style-type: none">• Ms. Canobbio suggested Staff work on partnerships with hospital associations and the CSU system through its financial aid officers. Ms. Smith advised that she had met with financial aid officers at Humboldt State.• Dr. Hara inquired whether Staff had a relationship with the Song-Brown Commission. The Song-Brown Commission determined health profession shortage areas in California by population and by geography. Ms. Smith responded no.• Dr. Gitnick requested Staff develop a map that demonstrated placements and retention by program in each county. Ms. Smith reported Staff was creating that type of map. Dr. Gitnick asked when it would be ready. Ms. Torres indicated it could be ready in January 2015 for data from the 2013-2014 cycle.• Mr. Ryu suggested Staff develop metrics to determine effectiveness of outreach efforts. Ms. Smith advised that Staff considered the number and type of attendees of any conference prior to participating in the conference.• Dr. Yip inquired whether Staff had approached the larger health plan companies as a source of funding. Ms. Torres reported HPEF received a \$250,000, two-year grant from Kaiser Southern California and was awaiting word from Kaiser Northern California. Dr. Hara suggested Staff contact the program office rather	
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<p>Developing New Partnerships and Connecting with Under-Reached Counties: HPEF Marketing and Outreach Strategy for 2014-2014. Meredith Smith</p>	<p>than the two regional offices.</p> <ul style="list-style-type: none"> • Ms. Smith reported Staff would develop partnerships with key strategic people and regions to assist with increasing awareness of HPEF. People often confused HPEF with other state and federal loan repayment programs. HPEF needed to create a strong and recognizable identity within the state. • HPEF could provide tools for recruitment and retention to partner with organizations. • Staff would continue developing the alumni network, leveraging alumni testimony for outreach, and encouraging mentor/mentee relationships. • Staff would continue to partner with government agencies at all levels. • Ms. Yaroslavsky inquired whether outreach would be directed toward increasing awareness of HPEF or raising additional funds. Ms. Smith explained that the groundwork was increasing awareness of HPEF to generate additional qualified applicants. • Ms. Canobbio felt outreach had two tiers: increasing applications and increasing funding. The Board could assist Staff with contact information for potential recruitment partners. Ms. Torres stated Staff was creating a new list of direct contacts for institutions. • Dr. Hara and others discussed the Song-Brown Commission's participation in and representation to the Board. • The calendar year would be divided into different seasons so that Staff could work effectively within each timeframe leading up to the 	
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	<p>application cycle. Award season focused on data reconciliation to inform grant work. Outreach season focused on developing partnerships to create awareness of programs.</p> <ul style="list-style-type: none"> • Ms. Torres reported the California Endowment had just approved the \$9 million grant to fund midlevel practitioners, physicians, and allied health professionals. This was part of the original \$31 million grant. 	
Board President Report, Gary Gitnick, M.D.	<ul style="list-style-type: none"> • Dr. Gitnick noted that more and more funders and legislators wanted to fund organizations that networked with other organizations to build a bigger program. • The Board should be thinking of methods to network with other organizations to build the pipeline. • He needed to know the number of doctors HPEF had funded and the number who remained in their original placements. • He requested Staff develop a marketing program for legislators and provide that on paper. 	
Agenda Items for the Next Board Meeting	<ul style="list-style-type: none"> • Mr. Sillers advised that the next Board meeting would be held in February 2015. • Mr. Hendry requested an agenda item regarding the financial audit. 	
Public Comment	None.	
Adjournment	• Adjourned at 12:39 p.m.	