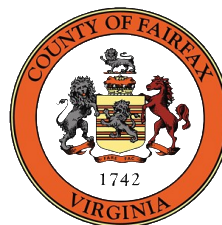




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May 2017

A Fairfax County, Va., publication



Program

"Collective Action for Sustainable Change"

Thursday, May 18, 2017
8:00 a.m.—12:00 p.m.

ICF International
9300 Lee Highway
Fairfax, Virginia 22031

Hosted by The Fairfax County Human Services Council



Dear *Innovation Challenge* Participants:

The "One Fairfax" Resolution, approved last summer by the Board of Supervisors, strives to build an opportunity-rich society for all, in part by providing vital health and human services to residents in need. We know that when everyone in our community has the chance to fulfill his or her potential to the maximum extent possible, everyone among us benefits.

Like many jurisdictions across the country, Fairfax County must find novel and innovative ways of funding and delivering essential services. Demand is outstripping resources and is becoming more complex. The "*Human Services Needs Assessment*," published last year, makes clear we must embrace change in the way we deliver, pay for and evaluate the programs and services that so many people need. To that end, and as a first step, we have begun a five-year program to modernize and streamline our IT program to dramatically reduce paperwork and delays for service recipients, and to better measure program outcomes.

Today's community-driven "Innovation Challenge" led by residents is unprecedented in that it brings together leaders of all the elements of the emerging 21st Century human services community: businesses, established and startup; financiers in social impact investment; social entrepreneurs; philanthropists and foundations; nonprofits; and outstanding thought leaders in academia. Fairfax County's employees are here primarily to *listen*.

While it remains to be seen what may emerge from this initial endeavor, I assure you the Board of Supervisors is open to lending its support to initiatives that enhance collaboration among the private and public sectors and academia, both in terms of funding and service delivery. This is the future of human services, and we are eager to participate.

I know you will have a terrific, informative and instructive event here at the Innovation Challenge, and I look forward to learning how the Board of Supervisors can help facilitate great cross-disciplinary collaborations in the future!

Sincerely,

A handwritten signature in black ink that reads "Sharon Bulova". The signature is fluid and cursive, with the first name being more prominent.

Sharon Bulova
Chairman of the Fairfax County Board of Supervisors

Notes



“Collective Action for Sustainable Change”

Agenda

- I. 8:00 a.m. Registration and Breakfast
- II. 8:30 a.m. Welcome
 - Dr. Patrice Winter, Fairfax County Human Services Council
 - Dr. Barbara Rudin, Executive Vice President, ICF
- III. 8:35 a.m. Building a Strong Community for All Residents
 - Thomas Goodwin, Fairfax County Human Services Council
- IV. 8:45 a.m. Innovative Models and Strategies for Success
 - 1. Successful Partnerships Across Sectors
 - Moderator: Martin Machowsky, Human Services Council
 - JoAnn Barnes, Chief of Children, Youth, and Family Services, Montgomery County Government
 - Sharon Friedman, Project Director, Montgomery Moving Forward: An Initiative of Nonprofit Montgomery
 - Dr. Sallie Keller, Professor of Statistics and Director of the Social and Decision Analytics Laboratory of the Biocomplexity Institute of Virginia Tech
 - 9:40 a.m. Break
 - 9:55 a.m. 2. Progressive Funding Opportunities
 - Moderator: Rev. Alexis Vaughan Kassim, Human Services Council
 - Sari Raskin, Director of Grants and Community Leadership, The Community Foundation of Northern Virginia
 - Joshua Ogburn, Director, University of Virginia Pay for Success Lab
- V. 10:50 a.m. A Strategy for Success: The Reverse Pitch
 - Brian Park, Director, Startup Grind
 - Ryan O’Toole, Director of Market Development, 1776
 - Ryan Ross, Program Director, Halcyon House
- VI. 11:50 a.m. The Next Adventure
 - Dr. Patrice Winter, Fairfax County Human Services Council
 - Thomas Goodwin, Fairfax County Human Services Council
- VII. 12:00 p.m. Networking / End of Day

The Fairfax County Human Services Council

Educating ♦ Supporting ♦ Engaging the Fairfax Community

Chairman Kevin H. Bell (At-Large)
Martin Machowsky (At-Large)

Jeff Dannick (Braddock District)
Dr. Patrice Winter (Braddock District)

Steven Bloom (Dranesville District)
Dr. Fatima Mirza (Dranesville District)

Rev. Alexis Vaughan Kassim (Hunter Mill District)
Dr. Gerald V. Poje (Hunter Mill District)

Robert L. Faherty (Lee District)
Vice-Chair Michele Menapace (Lee District)

Barbara Burgess (Mason District)
Alis Wang (Mason District)

Col. Marion Barnwell (Mt. Vernon District)

Thomas Goodwin (Providence District)
Adrienne Walters (Providence District)

Kimberly Adams (Springfield District)
Bill Kogler (Springfield District)

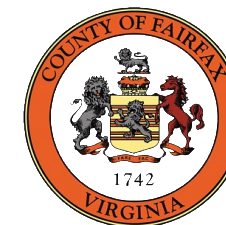
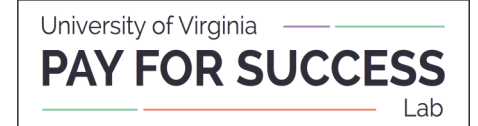
Rev. Dr. Jerrold L. Foltz (Sully District)
Audrey Morton (Sully District)

<http://www.fairfaxcounty.gov/hscouncil/>

Thank you to all of our partners who helped to
promote and support this event!



1776



For more information about innovative opportunities in Fairfax County, please visit:

<http://www.fairfaxcounty.gov/hscouncil/innovation-challenge.htm>

For more information about the Human Services Needs Assessment, please visit:

<http://www.fairfaxcounty.gov/living/healthhuman/needs-assessment/>



Joshua Ogburn is the Director of the University of Virginia Pay for Success Lab. Over the past two years, Mr. Ogburn has worked intensively with the Virginia Department of Health and Virginia Pay for Success Council on a feasibility study on expanding maternal home visiting in the state with Pay for Success. As part of that effort, he is leading an outcome analysis strategy connecting datasets from three state agencies and two home visitation service providers. Prior to this work, he was a staff member for U.S. Senator Mark R. Warner (VA).

Mr. Ogburn has a Master of Public Policy from the University of Virginia and a BA in Public and Urban Affairs from Virginia Tech. <http://seatuva.org/pfslab> | [@uvapfslab](https://twitter.com/uvapfslab)

Biographies: The Reverse Pitch



Brian Park is a startup evangelist, advisor, and angel investor. Currently, he is the Director of Product at Real Time Cases, an edtech startup that connects university classrooms to company boardrooms. Also, he is the Director for Startup Grind DC and was formerly the global COO of Startup Grind, which is one of the largest hi-tech startup communities in the world with over 210,000 startup entrepreneurs in 200 cities.

Prior to Startup Grind, he had over 18 years of professional experience in web, online, and mobile product development. Mr. Park has launched three previous startups – Logistics Information Technology, VA Care, and Securva. Notably VA Care, an IT medical company, had over \$20 million in total revenues. He has a BS in Information Systems/Policy & Management from Carnegie Mellon University. <https://www.startupgrind.com/> | [@brianbpark](https://twitter.com/brianbpark)



Ryan O'Toole is Director of Market Development for 1776, leading business development for the greater D.C. region and the Commonwealth of Virginia. Prior to joining 1776, he served in Governor McAuliffe's administration as Deputy Director of Scheduling and managed the administration's initiatives on entrepreneurship and innovation for higher education and K-12. With a background in state legislative organizing and presidential and gubernatorial campaigns, working for President Obama's reelection and Governor McAuliffe's 2013 campaign, Mr. O'Toole brings a strong political advocacy and organizing background to 1776. www.1776.vc | [@1776dc](https://twitter.com/1776dc)



Ryan Ross is Program Director for the Halcyon Incubator where he supports the development of the fellows' ventures and establishes collaborative relationships and partnerships, contributing to the growth and sustainability of the program. Previously, he was the Director of Business Development for Democracy.com, the first social platform for politics. His past experience includes work at the Aspen Institute's Impact Economy Initiative, Jefferson Government Relations, and Americans Elect, a national startup with a mission of re-imagining the U.S. presidential primary system. He holds a Master's in Public Policy from the Harvard Kennedy School and Bachelor's degrees in Political Science and Economics from the University of Florida.

www.halcyonhouse.org/incubator | [@HalcyonIncubate](https://twitter.com/HalcyonIncubate)

Innovation Challenge

Over time, and for a variety of demographic and economic reasons, gaps and stresses in the region's health and human services programs have become evident and are growing. In 2016, a Human Services Needs Assessment found, among other things, that children, older adults, and individuals with disabilities are particularly challenged in reaching their full potential. Given limited resources and growing needs, it is imperative that community leaders seek creative and innovative approaches for more effective service delivery.

The **Innovation Challenge**, hosted by the Human Services Council, is a series of events to discover socially innovative solutions to address community challenges in Fairfax County. This initial kickoff event has three objectives:

- Exchange information about state-of-the art innovations that can address health and human services challenges.
- Elicit new ideas from public and private partners to enhance services and maximize resources.
- Set the stage for specific recommendations about service enhancements and resources required to present to relevant stakeholders in the future.

The Human Services Council anticipates that participants will:

- Learn about innovative models and strategies that may be useful in our community.
- Network to explore new partnerships.
- Be excited to participate in future events to continue the exploration of social innovation in health and human services in Fairfax County.

"Social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions. The value created accrues primarily to society rather than to private individuals. Social innovation focuses attention on the ideas and solutions that create social value—as well as the processes through which they are generated, not just on individuals and organizations."

Stanford Graduate School of Business, Center for Social Innovation

ICF Welcome



Barbara Rudin, Ph.D., has more than 25 years of experience in designing and conducting research, needs assessments, program evaluation in early childhood development, youth programs, adoption and foster care, and child care. She leads a staff of more than 900 consulting professionals in health, education, housing, international development, child welfare, justice programs, human services, and community development.

Dr. Rudin has extensive experience providing contract oversight for the U.S. Department of Health and Human Services (HHS) and the Administration for Children and Families (ACF). She has supported early childhood and family support projects for military clients. Her skills include survey development, data collection, evaluation research, statistical analysis, training development and delivery, and technical assistance. She holds a Ph.D. and an M.S. in Child and Family Development from the University of Georgia. www.icf.com | @icf

Biographies: Successful Partnerships Across Sectors



Sallie Keller, Ph.D., is professor of statistics and Director of the Social and Decision Analytics Laboratory at the Biocomplexity Institute of Virginia Tech. Dr. Keller's prior positions were Academic Vice President and Provost at University of Waterloo, Director of the IDA Science and Technology Policy Institute, the William and Stephanie Sick Dean of Engineering at Rice University, head of the Statistical Sciences group at Los Alamos National Laboratory, professor of statistics at Kansas State University, and statistics program Director at the National Science Foundation. Dr. Keller has served as a member of the National Academy of Sciences Board on Mathematical Sciences and Their Applications, the Committee on National Statistics, and has chaired the Committee on

Applied and Theoretical Statistics.

Areas of expertise are social and decision informatics, statistical underpinnings of data science, uncertainty quantification, and data access and confidentiality. Dr. Keller is fellow of the American Association for the Advancement of Science, elected member of the International Statistics Institute, fellow and past president of the American Statistical Association, and member of the JASON advisory group. She holds a Ph.D. in statistics from the Iowa State University. www.bi.vt.edu/research/Social-and-Decision-Analytics-Laboratory



JoAnn K. Barnes has served Montgomery County residents through the Department of Health and Human Services (HHS) for almost thirty years. She joined the Department as the Finance Officer. She holds a B.S. degree in Accounting, is a licensed CPA and is a candidate for a Masters of Human Services scheduled to graduate in June 2017. As Finance Officer, Ms. Barnes provided oversight to Montgomery County's transition from Food Stamps to Electronic Benefit Transaction cards and managed the issuance of cash assistance, food stamp and medical assistance benefits. Ms. Barnes moved into HHS' direct services programs as the manager of the Welfare to Work program. Her portfolio grew to include child care subsidies and all public assistance programs. In January 2011, she became the Deputy Chief

of Children, Youth and Family Services and today serves as the Chief of that service area at HHS. In this role, Ms. Barnes oversees Early Childhood Services, Child Welfare Services, Child and Adolescent Services, Eligibility Programs, and Positive Youth Development and manages a team of 540 staff and an \$82 million budget.

During her career at HHS, Ms. Barnes implemented two neighborhood service sites during the recession, partnering with non-profits to bring services into neighborhoods affected most by the economic downturn. She also implemented a customer service pilot that has evolved into staff-led quality improvement teams at each of the HHS regional offices.

www.montgomerycountymd.gov/hhs/

Sharon Einbinder Friedman is the President of Friedman Strategies, LLC. She is presently working as a consultant on special initiatives with Nonprofit Montgomery. Ms. Friedman is currently serving as the Project Director for Montgomery Moving Forward (MMF), an initiative in Montgomery County that has brought together multiple community leaders to solve our communities' greatest challenges. Previously, she was CEO of the Mental Health Association (MHA) in Montgomery County for 18 years.



Ms. Friedman has had strong involvement in various aspects of the community. She was the Founder and President of the Montgomery County Alliance for Educational Excellence, the President of the Montgomery County Council of PTAs and her expertise was tapped for the transition teams of the last two Montgomery County Executives. Ms. Friedman has received many community service awards, including: the National Association of Counties (NACo) Communities Caring Award for the Montgomery County Mental Health Crisis Response Corps of Volunteers, the Community Leader Award from Jewish Women Int'l, and the WETA Hometown Hero award. She has also been recognized by *The Daily Record* as one of Maryland's Top 100 Women. Ms. Friedman received her MSW and her BS in Early Childhood Education from the University of Maryland.

www.nonprofitmoco.org/ | @MoCoMovingFwd

Biographies: Progressive Funding Opportunities

Sari Raskin has been with the Community Foundation for Northern Virginia since June 2012 where she serves as the Director of Grants and Community Leadership, overseeing the Foundation's grant making and scholarship processes. She convenes both nonprofits and funders and represents the Community Foundation through various regional and national initiatives. Sari was instrumental in launching the Business Women's Giving Circle at the Community Foundation as well as the Innovation Fund.



From 2007-11, she was the Director of Engagement and Programs at Dallas Social Venture Partners (DSVP). At DSVP, Ms. Raskin served as a liaison between donors/entrepreneurs and nonprofits to build organizational capacity and facilitated DSVP's annual grant cycles. She serves on the board of Sunflower Bakery and is a recent graduate of the 2015 Leadership Montgomery Core program. She is also the founder of T'micha, a giving circle, and serves as a coach for Amplifier Giving.

Ms. Raskin earned her BSW from the University of Texas at Austin, her MSW from the University of Maryland and holds a Certificate in Nonprofit Management from the Center for Nonprofit Management in Dallas. www.cfnova.org/ | @CFNova