

19TH NATIONAL CONFERENCE ON CHILD ABUSE AND NEGLECT



19TH NATIONAL CONFERENCE ON CHILD ABUSE & NEGLECT
POLICY, RESEARCH & PRACTICE : 40 YEARS OF CAPTA

2014

INITIAL SUMMARY REPORT

This report was prepared by the National Child Abuse and Neglect Training and Publication Project (NCANTP) at Paltech, Inc., under Contract No. HHSP23320095648WC for the Children's Bureau's Office on Child Abuse and Neglect, Administration on Children, Youth, and Families, Administration for Children and Families, U.S. Department of Health and Human Services.

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I. INTRODUCTION

The 19th National Conference on Child Abuse and Neglect (19th NCCAN) convened April 30—May 2, 2014 in New Orleans, Louisiana. Attracting more than 2,000 participants, the event was widely praised for its content, organization, and overall support to the field.



Sponsored by the Children's Bureau's Office on Child Abuse and Neglect (CB/OCAN), the National Conference on Child Abuse and Neglect is unique for its scope and the deep diversity of its participants. The conference brings together professionals, researchers, policy makers, parents, and volunteers from a wide variety of disciplines who share a commitment to ensuring the well-being of children. It provides a crossroads where those who are committed to achieving better outcomes for children, youth and families can come together to learn from and support each other, take in new knowledge, build new understanding, and reenergize for the always changing and challenging work ahead.

The conference program offered an exciting mix of prevention and intervention, policy and practice, research and innovation.

Learning clusters addressed protective factors, trauma, resiliency, partnerships, engagement, workforce development, collective impact and systems change. Many sessions bridged these topics, with leaders offering perspectives reflective of the complexity characteristic of the field. The diversity in conference offerings reflected the belief that there is no single, right or narrow path in preventing or intervening in child maltreatment and promoting universal child well-being.

This year's reflection on 40 years of CAPTA, the Child Abuse Prevention and Treatment Act, offered a yardstick to measure some of the results in the child maltreatment arena achieved so far, and the conference theme, *Making Meaningful Connections*, underlined what is needed for continued progress going forward.

The following provides a brief summary of the planning and implementation of the 19th NCCAN, along with demographic information on onsite and virtual participants and evaluation results. More detailed information is available upon request.

II. PROJECT MANAGEMENT

Leadership & Staffing

Federal leadership in planning the 19th NCCAN was provided by Catherine M. Nolan, OCAN Director, and Melissa Lim Brodowski, Federal Project Officer (FPO). At Paltech, planning for the event was initially overseen by Dorothy V. Harris, Project Director, until her retirement in December 2012, and Kristin Zagar, Project Manager, until her departure in April 2012. Joan Sharp was hired as Project Manager in May 2012.



Production of a conference as large as the NCCAN requires a team of skilled professionals. Those fulfilling those roles for the 19th NCCAN in the 12 months before the event included Conference Coordinator Angella Brown; Logistics Coordinator Tara Goushas (replacing Gretchen Gunning); Writer/Editor Jean Swift, and New Media & Virtual Events Specialist Joyce Power (a part time position added six months before the conference dates). In addition to their duties specific to the 19th NCCAN, each of these staff members additionally supported

other tasks that were part of the National Child Abuse and Neglect Training and Publications (NCANTP) Project, of which the 19th NCCAN is the centerpiece.

Budget

The budget for the 19th National Conference underwent a number of revisions to accommodate new federal regulations and to reduce its overall scope and size. The final conference budget was approved on February 26, 2013. Of particular note as it relates to planning for and implementation of the 19th NCCAN was the budget revision negotiation process that occurred in the final months of 2012 through the early months of 2013. These negotiations resulted in a final conference budget of just under \$900,000, a significant reduction from earlier budget projections. As a

result, and responsive to new federal policies (including those as articulated in the “HHS Policy on Use of Appropriated Funds for Conference and Meeting Space” relevant at the time the conference approval was granted), a number of activities implemented at prior NCCANs were eliminated from the 19th bi-annual event. However, even with the reduced budget, the 19th NCCAN was successfully planned and implemented within the scope of the approved budget. At the time of this report, the total cost of the 19th NCCAN was just \$603,541, a figure that includes approximately \$50,000 in bills not yet received or paid; the final cost may be somewhat higher, but certainly a significant cost saving from the \$897,260 budget cap



established. While attribution of costs to other NCANTP activities such as the 2014 Network for Action meeting and the Grantee Meetings held in conjunction with the 19th NCCAN certainly account for some the difference, close cost control on conference expenses also was a major factor.

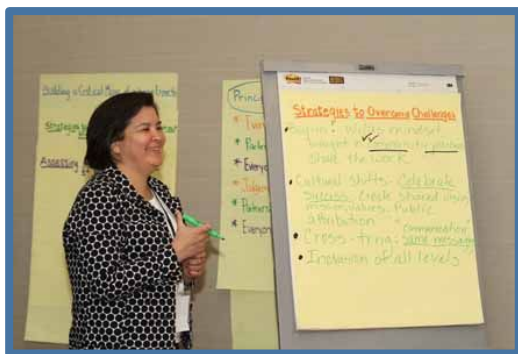
Project Review Meetings

Monthly project review meetings were held between the FPO and Paltech's Project Manager. As the conference drew near, meetings were held more frequently and included OCAN Director Catherine Nolan and additional Paltech staff. These planning meetings ensured that all requirements regarding the schedule of deliverables were met in a timely manner, and that the 19th National Conference was designed and implemented in the most effective way possible to achieve CB/OCAN's goals.

In addition to the formal Project Review Meetings, ongoing close communication between the Project Manager and the FPO via phone and email also helped ensure that the 19th NCCAN, as well as the other activities of the NCANTP project, were implemented efficiently and effectively consistent with CB/OCAN's expectations.

Louisiana Host Committee

Planning for the 19th NCCAN was impacted by the new federal policies and the related budget reductions. Previously, a major part of conference planning evolved from the convening of and input from a National Planning Committee which met face-to-face with CB/OCAN in the year preceding the conference. For more on how conference planning benefited from national input even without this face-to-face meeting, see the 'National Planning Webinars' section below.



As it has in the past (although not for the 18th NCCAN), the conference benefitted from the leadership and support of a Local Host Committee. Operating without financial support from the conference, the Louisiana Host Committee (LHC) nonetheless played an instrumental role in supporting the 19th National Conference—most notably in recruiting volunteers and providing onsite volunteer coordination. By spring 2013, in conjunction with CB/OCAN, Paltech had compiled a list of 29 prospective LHC members. Invitations were drafted, approved, and on May 17 sent over the signatures of Catherine Nolan and Melissa Brodowski. An initial convening was held by webinar on June 20, with approximately 15 individuals actively participating. Paltech adapted the PowerPoint used in previous planning meetings (see below) to meet the unique needs of the initial meeting with LHC meeting. Paltech also provided registration links to invitees and registered them; hosted the webinar using the Adobe Connect platform and provided support in using its interactive features; assisted with delivery of the webinar content; and prepared notes from the session to inform Conference planning.

In addition to the suggestions provided by participants regarding possible plenary speakers, workshop topics, and events that might be especially pertinent to the field in the area, issues raised in the meeting

II. Project Management

included the LHC's role, responsibilities, working structure, composition and communication protocols, as well as CEUs. Moving forward, Paltech's Jean Swift served as the primary point of contact for the LHC, providing guidance, support, and ensuring a seamless planning process.



Outreach to ensure broad, inclusive participation in LHC continued for several months, while a core group of individuals began to identify a working structure and implementation plan consistent with its role and responsibilities. The LHC's first meeting was convened on in August, and meetings continued largely monthly through April 2014.

Subsequent to the first LHC meeting, Paltech and the FPO made plans to conduct a site visit to New Orleans.

(See 'Conference Hotel & Site Visits' section below for more information.) During the site visit, the FPO and Project Manager were able to attend an LHC meeting.

An early activity undertaken to support the LHC was Paltech's production of a conference brochure promoting available 19th NCCAN volunteer opportunities. The LHC subsequently distributed some 2000 copies at events throughout the region, resulting in a robust turnout of volunteers on site. (More information about volunteers at the 19th NCCAN is provided below.) A later activity in which the LHC provided active support for the 19th NCCAN related to identifying prospective site visit locations for Acting Assistant Secretary Mark Greenberg and Children's Bureau Associate Commissioner JooYeun Chang. During the months in which it met, the LHC explored other learning opportunities, site visits, and possible fund raising strategies. Ultimately, it was decided that the opportunities afforded by New Orleans itself, especially during the Jazz and Heritage Festival, were sufficient.

At the 19th NCCAN, the LHC organized and staffed an exhibit booth with local information, maps, coupon books, and other resources for conference participants. Conference participants were invited to participate in *Trees for Life*, a tradition of distributing trees to memorialize each Louisiana child who died the prior year as a result of abuse. The ceremony, which was scheduled to coincide with the opening day of the 19th National Conference, honors the children and promotes prevention strategies to strengthen families and prevent future harm to children. In addition, tours of the New Orleans Children's Advocacy Center's satellite location were offered before and after the event. Finally, the Chief Justice of the Louisiana Supreme Court hosted a reception for conference VIPs and participants who had state or national-level responsibilities in law enforcement and the courts.

The LHC had a significant impact on conference planning around the recruitment, scheduling, and supervision of volunteers. This is discussed in greater detail in the Volunteers section of this report.

III. MARKETING & OUTREACH

19th NCCAN Website

The website Paltech created for the 19th NCCAN provided the foundation for branding and promoting the many and varied activities related to delivering the event. After undertaking a strategic review of the information needs, website design and function, Paltech redesigned the site to improve clarity and usability. This ‘new and improved’ website launched in June 2013. As planning continued and decisions finalized, the website was continually updated with new tabs and information.

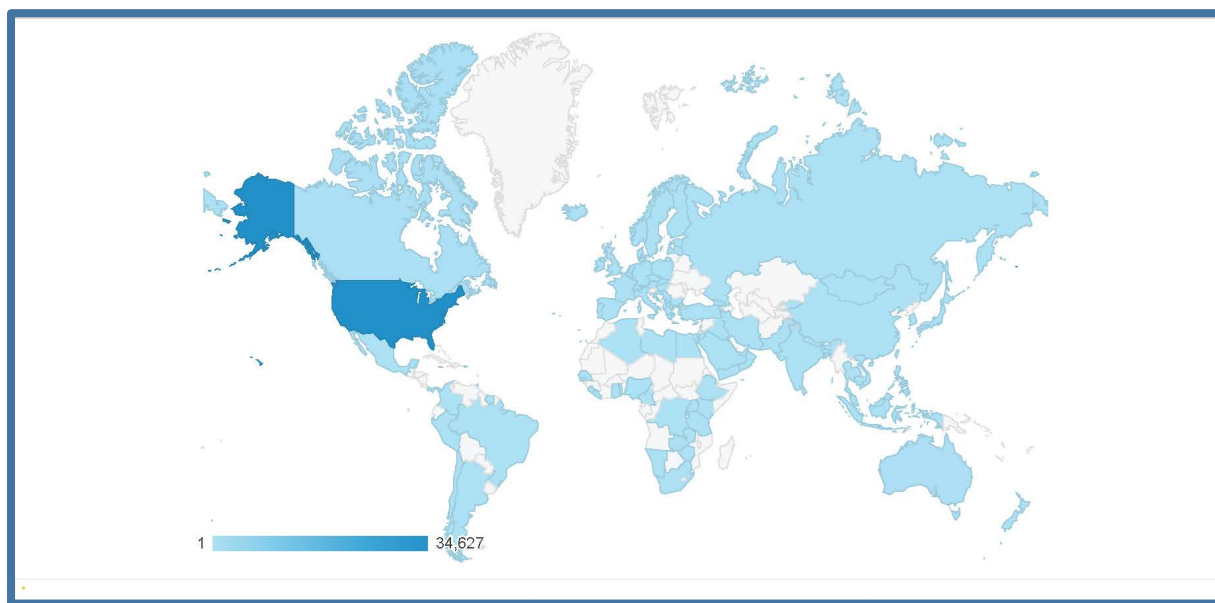


The 19th NCCAN website served as an information hub for the conference, offering Conference participants all of the information needed to plan for their participation. In addition to information about how to register and obtain CEUs; where to stay and what to do while in New Orleans, once identified, the site provided an easily accessible inventory of all 19th NCCAN session descriptions. Content was organized to make the program content searchable by date, primary presenter, and/or session type. The website was also used to manage presentations and speaker

handouts; once posted to the website, these materials then became directly available on the conference app, along with other curated content from the site.

The website also provided other benefits and linkages. Promotional copy created for website pages on the 19th NCCAN plenary and mini-plenary sessions served double-duty for marketing messages. The site also provided a platform for information about and accessing 19th NCCAN virtual participation sessions and evaluation forms. In addition, for the first time the site included information about the Commissioner's Award program and, once announced on April 30, short bios and photos of the 2014 award recipients.

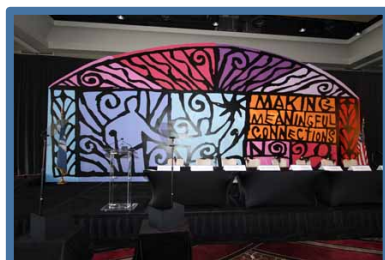
The site was heavily visited during the entire 19th NCCAN planning period. During the Conference week alone (i.e. from April 27 – May 3, 2014) over 2,300 people accessed it. In all, between June 1 2013 and the end of May 2014, the website received 36,552 ‘hits,’ 51% from return visitors, and 49% from new visitors. There were 18,940 unique visitors to the site. Visitors to the 19th NCCAN website came to the site from all over the world, as illustrated by the graphic below. (Blue indicates access, and shades of blue indicate intensity of access).



19th NCCAN Website Access by Country

Logo

Paltech commissioned the design of a logo to reflect the conference theme, “Making Meaningful Connections,” and the host city of New Orleans. Several designs were offered for consideration, with the final design receiving approval by CB/OCAN in June 2013. Images and a style guide were finalized in July.



Subsequent discussions took place with the designer and members of the Child Welfare Information Gateway (“Gateway”) team to discuss adapting the logo for the 2014 Prevention Resource Guide and various technical issues related to reproduction of logo in multiple formats. Unlike in prior years, the actual conference date and theme were integrated into the 19th NCCAN logo, requiring a redesign to accommodate its adaptation for use in the Prevention Resource Guide. The logo as adapted for use in the guide was provided to the Gateway in August, 2013.

Dynamic, brightly colored, and complex, the logo design became a well-utilized and warmly received part of the 19th NCCAN, including serving as the centerpiece of the plenary stage, and as floor art to draw conference participants into the registration area.

Marketing Plan

In a change from past practice, based on the significant increase in the availability and broad utilization of electronic platforms over the last several years, no pre-conference print materials were developed for broad

III. Marketing & Outreach

distribution by mail for the 19th NCCAN. Instead, Paltech developed and implemented a marketing plan that relied almost exclusively on email and social media. The marketing plan addressed the specific messages to be “pushed out” through the different media in advance of the conference and a timetable for their distribution.



Once updated to reflect the 19th NCCAN brand, the social media platforms Twitter, Facebook and LinkedIn were used consistently to increase engagement in the 19th NCCAN, as well as to promote specific activities such as the Call for Abstracts and the opening of registration. Beginning in July 2013, reports on key social media metrics were incorporated into monthly FPO reports. In addition to pre-conference use of social media, a comprehensive, integrated social media plan was also developed for us on-site at the 19th NCCAN, which included Twitter Chats following the plenary and mini-plenary sessions, as well as roles for volunteers, staff, and presenters.

Email messaging was another critical component of the 19th NCCAN marketing plan. In June 2013, Paltech acquired an enhanced Mail Chimp subscription to support implementation of the 19th NCCAN on line email marketing campaign. Mail Chimp represented an improvement over the prior practice of in-house message delivery by increasing the efficiency of message distribution and facilitating increased access to analytics. Beginning in June 2013, Mail Chimp messages were sent monthly to a general distribution list of approximately 7000 interested individuals. Once registration had been opened, a separate list was maintained and utilized for sharing information with registrants.

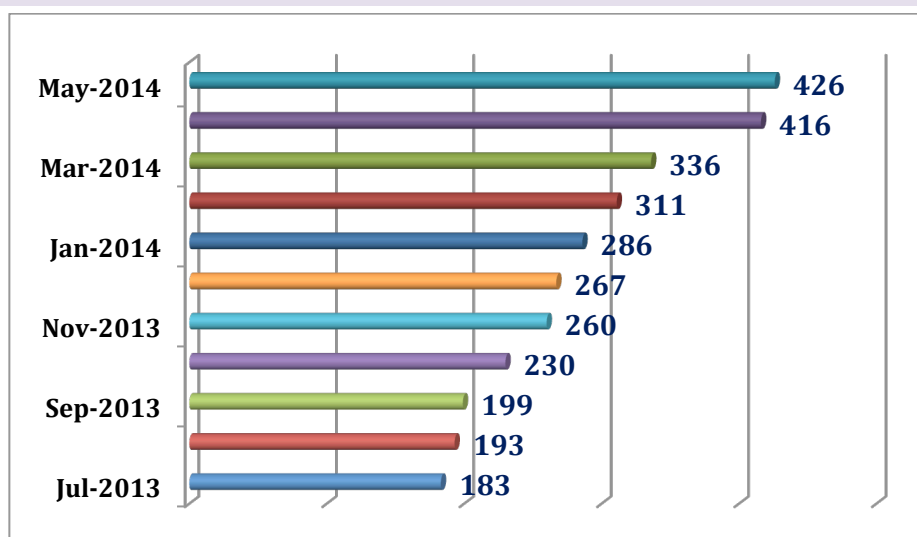
Paltech also worked with CB/OCAN in preparing an ACF media rollout plan for the 19th NCCAN. This plan included text for blog postings and press releases related to the publication of the CAPTA history and the 2014 ACF Commissioner’s Awards program.

During the months before the 19th NCCAN, interactive opportunities, such as Twitter Town Halls and Google Hangouts, were also explored. Ultimately, CB/OCAN opted to convene a Twitter Chat with plenary and mini-plenary speakers following their presentations. Paltech developed a ‘Twitter Playbook’ that provided a response structure for engagement at the 19th NCCAN, including guidance on suggested tweets, timing of tweets, and staff/volunteer assignments. An overall Playbook was created to include conference offerings for awards and workshops, while specific Playbooks were developed for each Twitter Chat following plenary sessions.

III. Marketing & Outreach

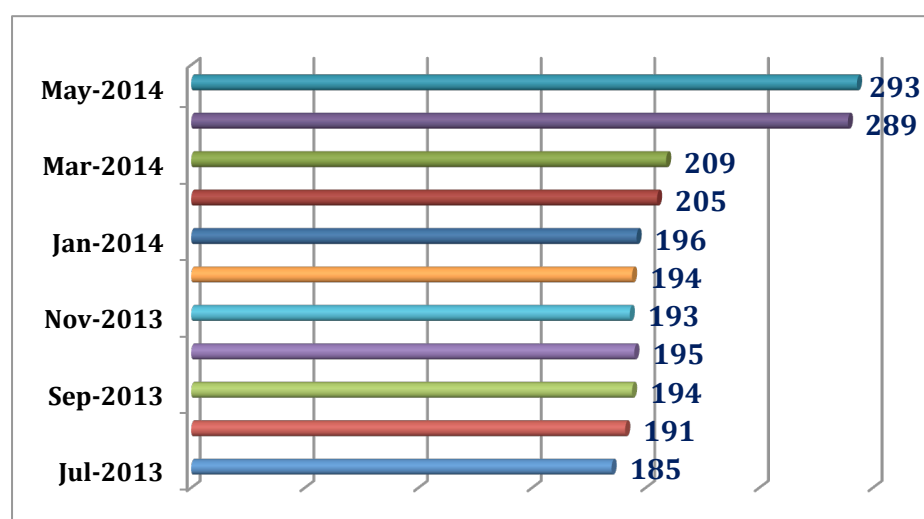
Below are a variety of charts displaying data on the various social media platforms utilized to build the 19th NCCAN brand and promote participation.

Facebook - Number of "Likes"
July 2013 - May 2014



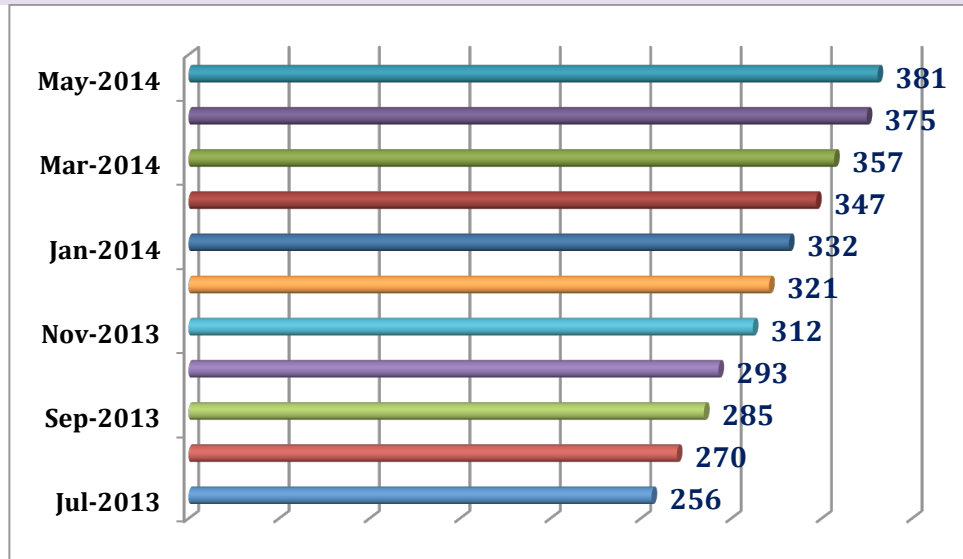
The numbers indicate a steady month-to-month increase of Facebook "likes" from July 2013 through May 2014. This suggests the development of loyal fans over time. The content educates "fans" about any events or current information that is of significance to this fan base.

Number of Twitter Followers
July 2013 - May 2014



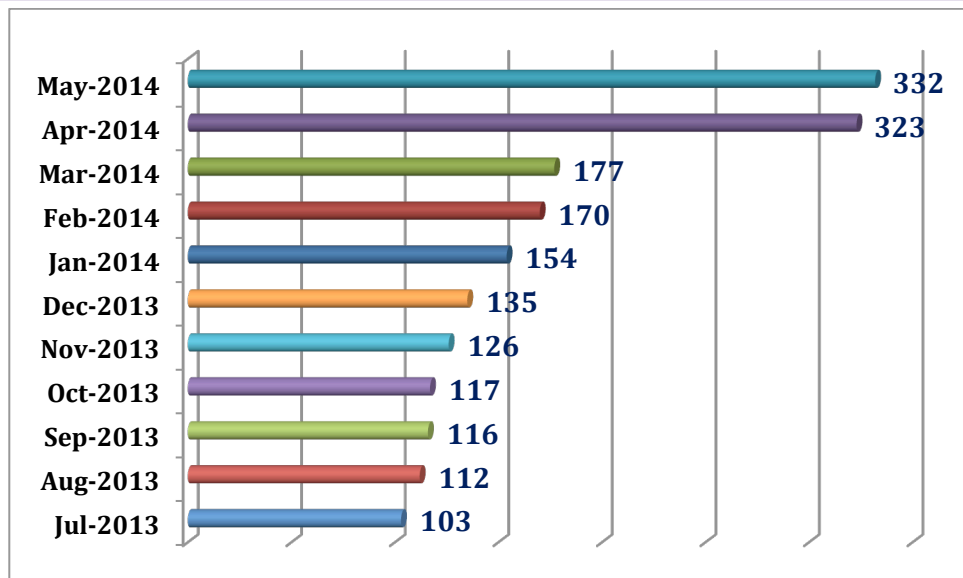
People following the 19th NCCAN Twitter feed increased to almost 300. From February to May 2014, some 100 new followers were added suggesting that more colleagues are accessing Twitter to receive information.

**Number of LinkedIn Connections
July 2013 – May 2014**



LinkedIn connections have increased to over 380 connections. This extended professional network offers opportunities to reach out to people and to learn about what is happening in the field.

**Total Monthly Twitter Tweets
July 2013 – May 2014**



The total number of monthly tweets we offered increased substantially in April and May to provide information about the 19th NCCAN. These tweets also account for the Twitter Chats hosted at the conclusion of each plenary session during the conference.

Email Communications

Paltech acquired a new email distribution system, Mail Chimp, to facilitate greater efficiency in distributing messages to large numbers of people and to gather metrics (e.g., detailed reports on the number of recipients who open, forward, and click through messages sent) to track the success of e-mail marketing and communication efforts.

Using the metrics available through Mail Chimp we have been able to track the average open rate for emails verses the industry average. Paltech emails have consistently been above the industry average for mass emails of 14.2%. Due to the creative and colorful content, most emails have an open rate of 18% - 21%. We have also been able to clean old and unused emails for a more efficient list.

14.2%

**Industry average of
email 'opens'**

18-21%

**19th NCCAN email
opens**

Starting in June 2013 Paltech was able to send 2-4 monthly emails with important reminders and marketing for the 19th NCCAN and related activities.

It should be noted that MailChimp tracking does not capture messages viewed in a Preview pane—only those messages that were clicked and opened—and thus under-reports the number of people who viewed the message.

In January 2014, Paltech developed an email distribution list of current registrants for the 19th National Conference, to which all subsequent registrants were added. Its purpose was to share information of specific interest to attendees, as opposed to the list of 7000+ who received marketing messages encouraging them to register. Recipients were able to unsubscribe if they were not interested in receiving future updates via email.

Infographic

Paltech created an infographic to promote the 19th NCCAN, which was posted to the website and social media on January 10 and later delivered in print form to the FPO for distribution to federal staff. As electronic version of a poster promoting the conference was also created for sharing with listserves; this was provided to FRIENDS for its newsletter on January 17.



Mobile App

For the 19th NCCAN, Paltech updated the mobile app developed for the 18th NCCAN, which included reprogramming to accommodate changes in mobile technologies over the past two years. The mobile app hosted the entire conference program and featured a full conference schedule, map of the hotel and meeting rooms, list of exhibitors, information about the surrounding area, and easy access to conference social networking sites. The mobile app also offered the option of creating a personal calendar of events where participants could choose the sessions they would like to attend and refer to the calendar for dates, times, and locations. Most importantly, the mobile app provided descriptions of the conference sessions, speaker information, handouts, and evaluation forms.

Drawing from the conference website, the session information available on the app was arranged so that participants could search for session by date and time, by the last name of the primary presenter, by learning cluster, and by session types (e.g., workshops, think tank, policy forum). Once a session was selected, the app provided: presenter names; the date, time and location of the session; the learning cluster; a summary description; the learning objectives; and access to the online evaluation form. Any handouts could be downloaded at the click of a button.

The mobile app was available for iPhone, iPad, and Android devices. Instructions on how to easily download the free app to mobile devices were available on the conference Website and in the conference program. The app was downloaded a total of 525 times, primarily to an iPhone.

Only Android platform metrics are available for comparison to the total number of 18th NCCAN app downloads (i.e. iPhone data is unavailable). There were 124 downloads of the Android-based 18th NCCAN app; downloads of the 19th NCCAN app on the Android platform totaled 158.

IV. CONTENT DEVELOPMENT

National Planning Webinars

In light of technological advances and new federal regulations regarding meetings, Paltech worked with CB/OCAN to conduct national planning meetings via interactive webinar. This approach also opened the planning process to anyone interested in participating.

Personal invitations to participate were extended to individuals and national organizations traditionally represented on the National Planning Committee, which included an overview of the new approach. General invitations were then extended via listserv to those in Paltech's National Conferences database, which includes mailing lists from ACF, national organization partners, and contact information from people who attended previous National Conferences.

The first NPC Webinar was conducted on May 21, 2013. Prior to the meeting, Paltech ensured the availability of enhanced Webinar technology (Adobe Connect) and worked with OCAN to: prepare of list of agencies to be invited; develop a meeting agenda that included background information about prior conferences and offered opportunities for participant input regarding the proposed theme, structure, potential keynoters, and current child abuse and neglect issues as they relate to possible topics for Conference learning opportunities; draft a script for the webinar; and prepare a PowerPoint presentation. Additionally, Paltech created a webinar registration database; broadly distributed via eblast the invitation to participate, information about meeting logistics, and a meeting reminder; provided technical support to implementation of the virtual meeting; and prepared a summary report for CB/OCAN.



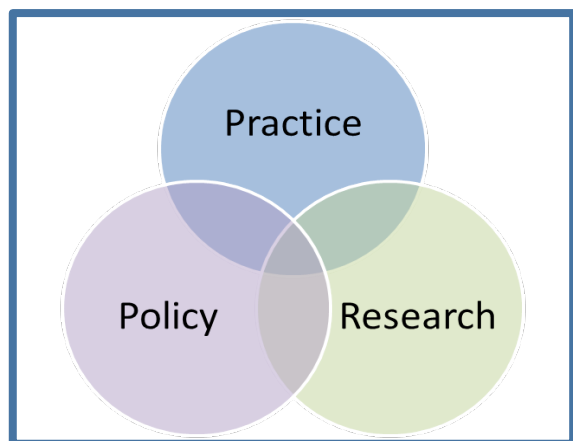
A total of 72 individuals participated in the NPC Virtual Planning Meeting, for which OCAN Director Catherine Nolan served as host. The technology provided meeting attendees with opportunities to participate not only verbally but also by responding to polls on various topics that were incorporated into the event and by typing in comments in response to the questions posed by meeting facilitators Melissa Brodowski and Project Manager Joan Sharp. In all, nearly 300 written comments were offered during the webinar, in addition to the verbal responses. A number of additional comments were received by email following the webinar. All comments were captured for further consideration in refining conference plans. Comments included expressions of enthusiasm for the format (technology) used for the meeting, including the written remark, "This is the most interactive Webinar I have ever seen."

A second webinar aimed at obtaining input useful to planning for the 19th NCCAN was held for Children's Bureau staff on May 30 at the Portals Building. Approximately 25 individuals including Deputy Associate Commissioner Joe Bock and Director Catherine Nolan participated in person and by phone. Again, input

was captured for use in refining conference plans. As referenced above, a third planning session was held with the members of the LHC.

Conference Theme

The theme of the 19th National Conference, *Making Meaningful Connections*, focused on the connections between research, practice and policy in a wide variety of subject areas. The approach to the conference



content and structure recognized that effective practice, research, and policy in child maltreatment must be informed by all three dimensions and recognize that all involved are working within an interactive multi-level system with stakeholders that include policymakers, funders, technical assistance providers, implementing agencies (including public and private agency staff from all levels), researchers, community partners, and the families receiving services and supports. Sessions proposed for the conference were to emphasize how the content addresses the intersections and implications for practice, research, and policy in child maltreatment at multiple levels of the system.

Learning Clusters

The FPO and Project Manager worked collaboratively to develop the core themes for the 19th NCCAN, using input from the planning sessions and evaluations from the 18th NCCAN overlaid against CB/OCAN priorities. The core themes for the 19th Conference were ultimately expressed by the following six Learning Clusters:

- Promoting Protective Factors and Preventing Child Maltreatment
- Building a Research Agenda to Inform and Improve Policy and Practice
- Trauma, Resiliency and Partnering to Protect Children, Youth and Families
- Engaging Parents, Youth and Their Families
- Developing and Supporting the Workforce
- Advancing Collective Impact and Systems Change

Given the 40th Anniversary of CAPTA, proposals were encouraged to include information regarding the history and evolution of the topic over time.

Session Formats

Particular attention was paid to articulating the expected structure and outcomes of different session formats.

IV. Content Development

- **Plenaries** brought together all conference participants for comments by high-profile speakers on the connections between research, practice and policy in subject areas related to our theme of Making Meaningful Connections and 40 years of CAPTA, the Child Abuse Prevention and Treatment Act. These 90-minute sessions were webcast.
- **Mini-plenaries** were offered at the same time as other learning opportunities and provide additional opportunities to hear high-profile speakers on topics related to the Conference theme. Mini-plenaries were webcast.
- **Workshops** were designed to increase knowledge and understanding and provide practical applications for a broad range of research, policy, and programmatic issues. Up to four presenters provided information on a single topic. Workshops were 90 minutes in length.
- **Skills Seminars** provided an opportunity for participants to engage in more intensive training or technical assistance designed to enhance proficiency and learn new skills and strategies. Skills Seminars were 3 hours in length and attendance was limited to no more than 30 people.
- **Policy Forum Institutes** included opportunities for participants to learn about and provide input on new policies being drafted or currently being implemented to address changing needs. To allow time for full exploration of policy implementation challenges and opportunities, Policy Forum Institutes were offered as half-day (3 hour) or longer (4.5 or 6 hour) sessions.
- **Research Panels** highlighted cutting-edge research, sometimes in shorter presentations by several presenters addressing the same or complementary topics that collectively serve to advance the subject matter knowledge of participants. Sessions were 90 minutes.
- **Poster Presentations** provided opportunities for participants to view graphic representations of the results of innovative programs, methods, and/or research. Posters were on display on Thursday and Friday, May 1 and 2, and a session with presenters was held on Thursday, May 1, from 12:30 – 2 p.m.



Each of these formats provided opportunities for participants to engage in interactive education sessions with presentations by knowledgeable speakers that represented various disciplines. The Conference also provided opportunities for participants to meet and interact informally.

One of these opportunities was provided by the Exhibits.

Call for Abstracts

Paltech drafted a Call for Abstracts in conjunction with the FPO. The Call for Abstracts was posted online and distributed via MailChimp and ACF listserv on June 10. A reminder was sent via MailChimp on June 28 to almost 9000 individuals. The Call for Abstracts closed on August 5, 2013.

Call for Reviewers

For the first time, and consistent with CB/OCAN's broad invitation to participate in planning the 19th National Conference, an invitation was posted on the website and extended to everyone in the database to serve as an abstract reviewer. Paltech developed an online application for prospective reviewers that included information about their background and qualifications. Paltech also developed instructions and guidance on the abstract review process, including a short video that walked reviewers through the on-line process; these resources were posted to the 19th NCCAN website. Paltech aggressively promoted the call for abstract reviewers via email and social media. . A total of 167 reviewers were recruited. Of the reviewers that registered, 23 were unable to complete any evaluations and their assignments were passed on to other available reviewers.

Abstract Review Process

In preparation for the online abstract review process, several improvements and efficiencies were made to the website, including: creating the opportunity for reviewers to indicate their preferences in regards to which of the Learning Clusters they have the greatest interest in reviewing; automating the process of assigning abstracts to reviewers; and instituting a process whereby Children's Bureau decision-makers could identify abstract proposals of greatest interest preliminary to the formal review process.

“Thanks for a remarkably well organized and well-run conference. I’ve been to many during my years. And from the perspective of a presenter, at least, I can recall few which were better planned and ran more smoothly run than this...Thank you again for making everything so easy for us. I know how challenging and stressful the logistics of these things are.”

Plenary presenter

The Call for Abstracts closed on August 9 with 445 completed abstracts submitted.

Between the closing of the call for abstracts on August 9 and the beginning of the review process on August 16, Paltech utilized the computer program it developed to assign abstracts to reviewers based on the subject matter preferences reviewers had identified. All abstract submissions were scored by at least three professionals in the field of child abuse and neglect according to the following criteria:

IV. Content Development

- Responsiveness and relevance of the abstract to the emphasis on the intersections of practice, research and policy.
- Responsiveness and relevance to one of the Learning Clusters.
- Degree of innovation and/or contribution to the field represented by the abstract.
- Extent to which the proposed session creates or generates new knowledge, skills, awareness, and approaches to practice.
- Likelihood that the session will advance specific participant's knowledge, skills and abilities.
- Empirical basis for the findings or initiative represented in the abstract.
- Clarity of writing in the abstract, especially the ability to express ideas in a clear and concise manner.
- Relevance of session objectives and expected results of the presentation.
- Use of creative and innovative presentation formats.
- Clarity and relevance of stated learning objectives.

The abstract review process concluded on September 20, 2013, at which time Paltech reviewed all scores to determine a cutoff score demarcating those proposals that would be sent to CB/OCAN in detail for review. These high-scoring proposals were then sorted using multiple organizing schemes (e.g., by presenter, by Learning Cluster, by session type, etc.) and provided electronically and in hard copy to the FPO and OCAN Director by Sept. 27 in advance of the planned Oct. 1 review meeting. Materials provided also included abstracts pre-selected by CB/OCAN for presentation. Additional materials, including a complete list of all abstracts received, and materials sorted differently, were subsequently provided in response to a request from the FPO.

“I got an email from a grantee today saying that: ‘I think this will prove to be the most useful conference I've ever attended.’”

CB/OCAN staff member

The planned Oct. 1 review meeting was rescheduled for Oct. 23 due to the federal government shutdown. Paltech developed a visual graphing process to support decision-making. The session in which the FPO participated, held at Paltech, resulted in a set of recommendations and the final decision to accept all the proposed poster sessions. Following the Oct. 23 session, Paltech staff developed and provided summary documentation of these recommendations as well as summary information on all the abstracts submitted for CB/OCAN's further review and consideration. A follow-up session to arrive at final decisions regarding which abstracts would be accepted for presentation at the 19th NCCAN was held on Oct. 31.

In November, Paltech provided detailed summaries of the decisions made regarding abstracts accepted for presentation at the 19th NCCAN and sent personalized communications to all those who submitted abstracts advising them of the outcome of the abstract review process (i.e. acceptance, rejection or proposed changes). Dec. 2 was set as the date by which responses (i.e. acceptances or declines) were to be received. By the end of November, responses had been received from approximately two-thirds of those whose abstract proposals had been accepted.

IV. Content Development

Of the 167 (see explanation of this number below in **Snapshot of Selected Sessions section**) 19th NCCAN sessions accepted, more than one in ten required special handling. In these cases, the Project Manager contacted the principals directly and offered follow up phone calls with the FPO. Three of the combined groups accepted this invitation; planning calls were set up for each. The first of these was held on Nov. 26; additional planning calls were set for Dec. 3 and 18. Email conversations resolved the balance of any concerns. To ensure it accurately captured all changes required as workshop presenters respond to their invitations to present, Paltech updated the 19th NCCAN program database on an ongoing basis.

“The conference was wonderful. I was especially pleased with the flash drive and social media aspect of this conference.”

Participant

By the end of January, all presenters except those making poster presentations had received confirmations of their presentation dates and times. Poster session details were sent to presenters in February. Calls with Policy Forum presenters to discuss potential products were held on Jan. 6, 8, 13 and 21, which also involved follow up with each to secure revised session descriptions and learning objectives as necessary.

Paltech provided logistics and support to all speakers, including coordinating release forms, helping to upload handouts and presentations to the conference website, and troubleshooting. Uploaded materials were available to participants before, during, and after the conference. They

were also pre-loaded onto the presentation laptops for speaker use during the sessions.

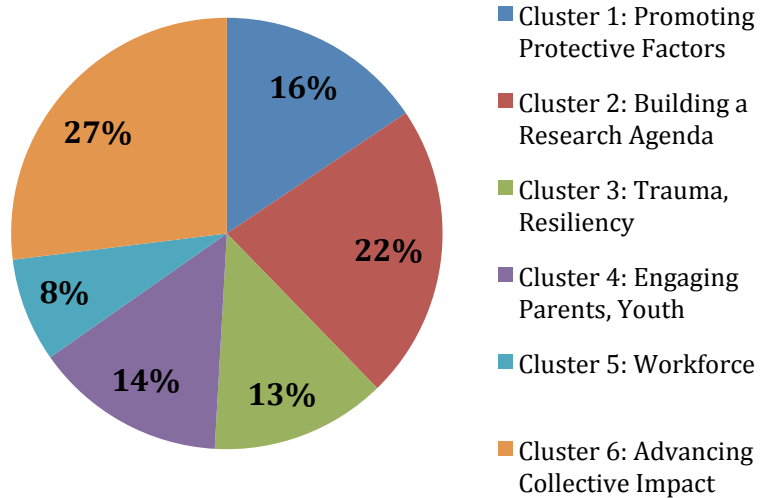
Paltech also provided options for virtual participation in 19th NCCAN sessions for federal staff not permitted to travel, and responded to all requests for information or support received from presenters. Adjustments to the session schedule and content were made in response to requests from the FPO.

Snapshot of Selected Sessions

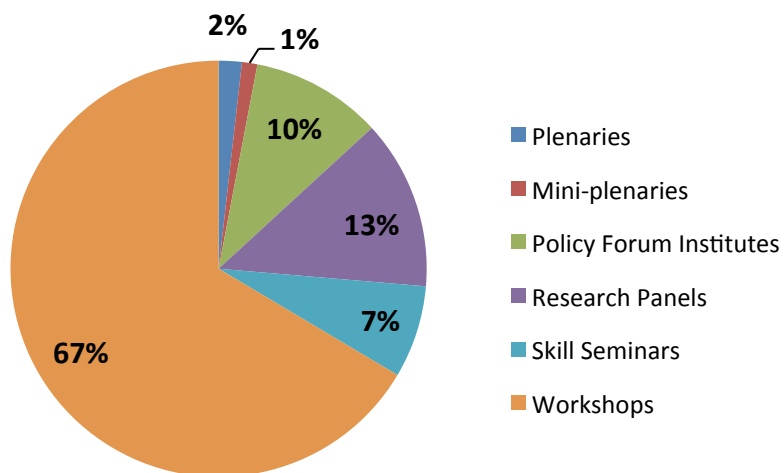
There were approximately 167 sessions offered at the 19th National Conference, featuring more than 450 speakers and presenters. (The total number is approximate, due to varying ways the sessions can be counted; for example, a three-part session can be counted as one session or as three sessions. Including or not including the poster sessions as separate sessions also impacts the count. The total of 167 represents those sessions that were captured in the evaluation process.)

Below are a variety of charts illustrating various aspects of the sessions offered.

Sessions by Learning Cluster



Sessions by Presentation Format



Plenary & Mini-Plenary Presentations

IV. Content Development

Paltech worked with CB/OCAN to develop a list of prospective plenary presenters for the 19th Conference, including biographical research and selective outreach to determine prospective interest, availability and fee requirements. Paltech then worked with CB/OCAN to design a series of three plenary and two mini-plenary sessions of broad interest to the field, with a focus on identifying those that best reflected the conference theme and would contribute most greatly to achieving CB/OCAN goals for the conference.



Once the plan was approved, Paltech sent formal letters of invitation to each of the prospective plenary presenters that detailed expectations of each presenter and the amount of the honorarium to be paid. Over the course of nine months, Paltech arranged for and participated in a series of phone meetings that included the FPO and keynote speakers/panelists to plan their plenary presentations. Other content and logistical support provided to plenary presenters, included

(typically) the provision of assistance with making hotel and travel arrangements, information regarding the payment of honoraria, and the receipt and finalizing of speaker bios, session descriptions and learning objectives, photographs, and signed release forms. Beginning in September 2013, Paltech also began working with presenters of the mini-plenaries, from whom the same information was needed. Additional support offered by Paltech included the editing and formatting of video clips and other content to be used. In the weeks immediately preceding the conference, plenary and mini-plenary presenters were also provided with ‘speaker ready’ information, including instructions related to their participation in webcasts and the planned Twitter Chats.

Paltech also worked with CB/OCAN and the Louisiana Host Committee to identify and extend invitations to federal, state, and local dignitaries to offer brief remarks during the plenary sessions. These included Acting Assistant Secretary Mark Greenberg, Commissioner JooYeun Chang, Louisiana Chief Justice Bernette Johnson, New Orleans Mayor Mitch Landrieu, and others.

To ensure coordination among speakers, hotel staff, conference staff, and particularly AV and webcast staff, Paltech developed a detailed “Show Flow” for each plenary and mini-plenary session. Paltech also developed a ‘Who’s Who at the 19th NCCAN’ and ‘Plenary, Mini-Plenary Presenter Info’ for inclusion in personalized packets for VIPs, speakers, and AV/vendor staff.

Film Forum & Voices for Action Video

IV. Content Development

Paltech worked with CB staff responsible for the Child Welfare Evaluation Virtual Summit Series to arrange for and implement a Film Forum at the 19th NCCAN. Information was gathered to promote the series and Film Forum via social media, and to incorporate reference to them into the website and printed program. Paltech downloaded eight separate Virtual Evaluation Summit Series video shorts and created a continuous video loop that was displayed at the Film Form, which was presented in two parts during lunch breaks on April 30 and May 1.

In addition, Paltech worked with CB/OCAN and others to identify and secure additional video to be shown on closed-circuit television at the Hyatt Regency New Orleans. Paltech prepared a DVD used for the Hotel Channel 54 that included California Newsreel's *Wounded Places: Confronting Childhood PTDS in America's Shell-Shocked Cities*; *Who's Looking Out for Me? Understanding the Court System*, produced by Louisiana State Bar Association; and *Boss of My Body*, created by the Western Australia Aboriginal community.

Paltech also contracted with an editor to produce three short videos from the Voices for Action videos taken at the 2013 Network for Action meeting. These 4-5 minute segments were shown immediately in advance of each 19th NCCAN plenary session.

"A special thank you for making the actual conference so visually appealing! I loved the logo – it was so colorful and dynamic! In our field I often notice the omission of beauty – when it can be a saving grace for healing. Thank you for not omitting and including beauty."

Participant

V. LOGISTICS

Conference Hotel & Site Visits

The Hyatt Regency New Orleans served as the primary venue for the 19th NCCAN. Before the contract with the Hyatt Regency was signed in August 2011, key staff participated in a site visit to view the hotel meeting space and the city of New Orleans. At the time of the initial site visit the hotel was still under construction, so maps and visuals of the finished hotel were used to envision the space. The site visit also afforded participants the opportunity to tour local child maltreatment agencies that might offer conference the participants learning opportunities.

A second pre-planning site visit to New Orleans occurred on September 26-27 2013 by the Project Manager, FPO, and Paltech Logistics Coordinator included meetings with hotel staff, a tour of the Hyatt Regency to identify how space could be best used, and discussion of technical aspects of hosting the conference. Early conference planning was driven by an estimate of 1500 participants, a number that reflected the lower than expected participation in the 18th NCCAN; frequent adjustment in space plans from the original conception were subsequently necessitated by increasing registration numbers and changes in the conference program to accommodate presenter requests and added features.

New federal policies related to meetings and conferences and the lower attendance estimate precipitated an early 2013 decision to revisit the contractual obligations between Paltech and the hotel. Of specific concern were ensuring that CB/OCAN would receive none of the concessions typically offered, and re-calibrating the number of room nights that the conference would be contractually obligated to fill. After a several months process, the contract was successfully renegotiated to address these concerns and the addendum signed on August 23 2013.

The contract with the Hyatt Regency New Orleans called for all conference sessions, registration activities, and exhibits to be held on Level 2 of the hotel. To accommodate the anticipated 1,500 conference participants and staff needs, planning for utilization of this space involved allocating utilization of: the ballroom for plenaries and mini-plenaries; 21 breakout rooms; public space in foyers for registration and exhibitors; an attached foyer for the Cyber Café and charging stations, and separate office and storage space for conference and federal staff. The contract and planning also addressed utilization of these same spaces for delivery of the 2014 Network for Action Leadership Institute and Grantees Meetings for the two days prior to the start of the conference.

The conference website included basic information about hotel accommodations at the Hyatt Regency. A total of 3,462 room nights were blocked at the Hyatt Regency based on the number of contracted rooms historically utilized. The room block was monitored weekly.

By the end of January, 100 percent of the Hyatt Regency room block had been reserved. In anticipation, Paltech contracted for an overflow room block with the Holiday Inn SuperDome just two blocks from the conference site. A total of 336 room nights were booked at the Holiday Inn. Paltech subsequently contracted with two additional overflow hotels, the Hampton Inn and Suites Downtown/French

Quarter, and the Hilton New Orleans Riverside; in all, 236 room nights were ultimately reserved at the Hampton Inn and 66 room nights at the Hilton.

Additional hotel-related support provided by Paltech included:

- Coordinating with groups planning events during or after Conference hours (e.g., CWIG, CSSP, the National Alliance of Children's Trust & Prevention Funds and QIC-EC Fellows), including answering logistical questions, making meeting room assignments, and facilitating linkage to the hotel's catering service.
- Assisting with last-minute hotel room requests for VIPs & others.
- Accommodating last-minute requests for additional & changes to meeting rooms.
- Ensuring all meeting rooms were stocked with assorted presenter supplies, in addition to the document 'Presenter Tips & Housekeeping Notes.'
- Determining signage needs, designs/edits, placement throughout venue; produced signs for the Poster Session titles in-house.
- Coordinating with hotel in-house staff re: space utilization
- Maintaining ongoing communication with venue staff in advance to problem-solve emergent issues.
- Responding to special requests from attendees related to venue, in advance and on site.
- Inspecting facilities on site to ensure cleanliness, proper room set up, AV, etc.

Wi-Fi was made available to all conference participants in all of the conference meeting space. Participants were encouraged to bring their mobile devices to access the conference website, mobile app, and session handouts and evaluations.

Decorator Services



Freeman Exposition Services was hired to provide decorating services. Paltech worked with Freeman to produce professionally branded registration counters, bright and attractive conference signage including schedule at a glance billboards, production of the 19th NCCAN banner, and display boards for poster sessions.

In addition, Paltech hired Superior Print & Exhibit to produce a large floor decal of the conference logo for the entry area that provided a focal point for the foyer in which the 29 Commissioner's Award recipient posters were displayed. Paltech worked with the decorators and hotel staff to install banners from all of the nineteen years of National Conferences in the ballroom.

Exhibits

The 19th National Conference hosted 30 exhibitors on site, comprised almost entirely of private organizations, non-profits, federal agencies, and national resource centers. Agency representatives answered questions from their tables and displayed a range of reference materials, products and services. In addition, 8 organizations sent materials for the Resource Table.

Paltech prepared an exhibitor packet of information that was posted on the website and emailed upon request. A list of prospective exhibitors was sent to the FPO for review and approval. All were approved, and registration and logistical information was sent to each.

"I was an exhibitor and didn't attend any of the seminars. I LOVED being an exhibitor at your conference and hope to get information about the next one, as it was a very successful couple days for me! Thank you so much!"



Paltech also developed an exhibit to promote the release of *The Child Abuse Prevention and Treatment Act: 40 Years of Safeguarding America's Children*. A sign comprised of the publication cover was accompanied by a 3-D video timeline introduction and take-away bookmarks that included the website address to access the online publication.

Audiovisual Services

MCRI was hired to provide comprehensive audiovisual (A/V) services. Paltech developed detailed plans for all aspects of AV services, including support of the plenary and mini-plenary sessions and webcasting, the Cyber Café and charging stations, and complete AV set-up for each breakout room, the staff office, the Federal Staff office, and Film Forum. Paltech staff provided MCRI with all session videos and presentations, and helped to troubleshoot with presenters as needed.

Continuing Education

Paltech contracted with the Institute for Continuing Education (ICE) to issue Continuing Education (CE) Certificates for the following disciplines: social work, counseling, nursing, drug and alcohol, psychology, legal and marriage-family. ICE did not require use of the bar coding system employed for the 18th National Conference, which was a cost-savings for the conference. Rather, participants wanting CEs were required to sign in and out at Registration at the beginning and end of each day. CE packets provided by ICE were given to conference participants at the outset, and collected by Paltech upon completion. Paltech then submitted the completed forms and checks to ICE for processing.

Working cooperatively with ICE, Paltech finalized the CEU/CLE application form. Information about CEUs/CLEs was added to 19th NCCAN website and posted to social media on Jan. 30. During the month, Paltech began making arrangements to be able to take on-line credit/debit card payments for the \$35 processing fee, which will relieve registration staff of having to handle cash on site at the 19th NCCAN.

Assistance in securing approval to offer Continuing Legal Education (CLE) credits was provided by the Louisiana Host Committee. Twenty-seven people signed up for CLE credits during the 19th NCCAN.

Conference Materials

In addition to the mobile app, Paltech developed the following resources for the 19th National Conference:

- The *Conference Program* book, which was handed out at



Registration and made available electronically on jump drives and on the conference website. At 94 pages, the program book was notably streamlined from previous years in an effort to reduce costs and reflect the conference commitment to “Going Green.”

- The *Commissioner’s Award booklet* included a picture and brief biographical sketch of each award recipient. Produced in a limited quantity, the booklets distributed to ACF leadership, honorees, and the governors of each of the states and territories.
- *Jump drives* were provided to all participants at the Registration. The jump drives were preloaded with the Conference Program (PDF), handouts and PowerPoint presentations (as available) for each session, and other information such as the Children’s Bureau’s Centennial flyers.

16

Number of
hours of
credit
available

281

Number of
people who
signed up for
CEUs at the
19th NCCAN

79% %age
of these who
were social
workers

147

Number of
people who
signed up for
CEUs at the
18th NCCAN

91% %age
increase in
the number of
CEU
registrants
2014 to 2013

Paltech also developed resources to promote the CAPTA historical publication at the 19th NCCAN. These included an exhibit featuring a looping video of selected CAPTA publication content and a bookmark giveaway with the web address where the publication could be downloaded.

Additional Support Services

- **Photography** was provided by a local company, Riverview Photography, which was contracted for four hours each day of the conference. In addition to images taken during the plenary sessions and throughout the conference venue, the photographer took photos of each of the 2014 Commissioner's Awards recipients with Acting Assistant Secretary Mark Greenberg and Commissioner JooYeun Chang.

2,255
Number
registered
for onsite
participation

1,531
Number
registered
for virtual
participation

644
Number of
actual
virtual
participants

13
Number of
countries &
territories
represented
in virtual
participation
registration
count

- **Security** was provided by the local firm Alamo Services, LLC, which arranged for overnight surveillance of exhibit and registration areas. In addition, Hyatt Regency staff performed their normal security operations throughout the hotel. There were no incidents reported, beyond typical lost and found articles.

- **Sign Language Interpretation** was provided during the plenary sessions by Realtime Captioning and Interpreting Services.

Registration

The conference registration website was updated, along with the registration confirmation email. On-line registration opened on October 16, 2013, six weeks earlier than had been planned; in response to the LHC's concern about availability of space and travel during the Jazz and Heritage Festival. By the end of February, two months before the conference convened, registration was approaching 1,900. By mid-April, there were nearly 2,200 people had registered to attend.

It should be noted that a number of international registrants (approximately 50) requested special letters to assist them in securing visas for the United States. (The letters provided by Paltech were purposefully non-committal, saying only that the Conference is open to all.) In response to highlighting this issue, Paltech was asked to provide CB/OCAN with a copy of both the letter and a detailed list of international registrants. After careful review, the letter was ultimately Ok'd for sending to international registrants.



V. Logistics

For the first time, in keeping with new federal regulations, there was no registration fee to attend the conference. This resulted in both higher registration numbers and a higher number of “no shows” than in previous conferences, as evidenced in the Participation section of this report.

Registration for the Virtual Participation Webinars opened on April 7, 2014.



VI. VOLUNTEERS

Paltech coordinated with the Louisiana Host Committee in recruiting, training, scheduling, and supervising volunteers to provide onsite support for the 19th National Conference.

To recruit volunteers, Paltech created the following resources and materials:

- A trifold brochure providing an overview of the 19th National Conference and Web addresses for additional information and volunteers sign-up
- A chart of volunteer positions and the number of persons needed for each
- A brief description of volunteer responsibilities by position
- A handout on use of social media during the conference, and
- A worksheet for session monitors to use during the conference.

Paltech worked with the Louisiana Host Committee on appropriate text for its website and the SignUp Genius page for volunteers. As part of its volunteer training, Paltech developed a 10-page Volunteer Toolkit which included information on.

- Parking information
- Dress/attire
- Comportment
- Background information for volunteers on the different roles they will accept
- Information on when and where to check in
- Smart phone application information
- Social media tags and links
- Map of the hotel and workshop rooms
- Schedule of events.

Paltech scripted, recorded, and posted to the Volunteer page on the 19th NCCAN website a three-minute orientation video to welcome volunteers and highlight key information such as how to dress, where to park, when to arrive, where to report, and where to get more detailed information. Paltech drafted an informational memo for volunteers, sent by the LHC, which provided information and instructed volunteers to view the orientation video and Volunteer Toolkit. This was sent two weeks before the conference, along with a request to confirm continued availability for the conference shifts for which they had signed up.

As part of its 19th NCCAN staffing grid, Paltech prepared a template for assigning volunteers to specific assignments and timeslots. The LHC used this template, the SignUp Genius list, and special requests made by volunteers to create the schedule and follow up with volunteers. More than 150 volunteers signed up to staff some 255 positions during the 19th NCCAN, essentially meeting 100% of the conference needs. The LHC did an outstanding job of recruiting and supporting the volunteers. Approximately 35 volunteers did not show up for their shifts, for an attrition rate of about 26%. Some

VI. Volunteers

attrition had been expected and, while some of the breakout room counts were missed, the effective implementation of the conference was not jeopardized.

On site, the LHC set up a Volunteer room with a sign-in board and volunteer resources. An onsite coordinator from the LHC staffed the room throughout the conference. Volunteers served as greeters and guides, assisted at registration, staffed the LHC hospitality table in the Region & Information Center, supported the social media plan, and served as room monitors. The LHC prepared and distributed “thank you” gift bags to each conference volunteer.

VII. COMMISSIONER'S AWARDS

In June 2013, Paltech developed and submitted to CB/OCAN a proposal addressing how the Commissioner's Awards might be implemented during the 19th Conference consistent with new federal policies and in lieu of the traditional dinner and awards ceremony. The proposal included recognizing honorees as a group during one of the plenary sessions, preparing posters with photos and bios for each honoree to be displayed in the conference venue, and posting photos and bios to the conference website. Paltech also began compiling up-to-date listings of contact information for all the State and Territorial Governors to be contacted regarding the opportunity to identify an awardee, along with contact information for all State Liaison Officers, Prevent Child Abuse America state chapter directors, and CBCAP and Children's Trust Fund state leads with whom information about this opportunity would also be shared.

On July 23, Paltech received verbal notification from the FPO that the proposal had been reviewed and accepted by the Acting Associate Commissioner of the Children's Bureau. Letters to the Governors and an announcement of the program for issuance by the ACF Commissioner were approved and sent in mid-September 2013 to the governors and other state contacts. The deadline for submitting nominees was December 1, 2013.



Paltech send reminders and placed follow-up phone calls as the deadline for submitting the Commissioner's Awards drew close and passed. In the end, 29 Commissioner's Award nominations were received. Letters for Acting Assistant Secretary Greenberg's signature were provided to his office on Jan. 15; advising the recipients of the awards and providing them with logistical information was on hold at the end of the month pending receipt of the signed letters. The timeline for announcing the awards (i.e. via social media, posting to the 19th NCCAN website, etc.) was moved forward when, at the January Project Meeting, it was decided that the public announcement should not occur until after they had been announced at the 19th NCCAN. January also saw beginning preparations for production of the 2014 Commissioner's Awards booklet.

In mid-February, letters personally signed by Acting Commissioner Greenberg were received and mailed to the 29 Commissioner's Awardees. This was followed up a week later by personalized emails to each awardee, cc'd to the identified State Liaison Officer, regarding logistics. The email requested materials needed for production of the Commissioner's Award book, posters and webpage (i.e. a photo and signed media release form), and also requested an RSVP regarding their attendance at the 19th NCCAN and April 30 photo opportunity. A deadline of Mar. 7 was communicated to the awardees for receipt of these materials.

In addition, Paltech undertook the following in support of the Commissioner's Award honorees:

- Provided personalized invitations to all to attend 19th NCCAN.

VII. Commissioner's Awards

- Secured RSVPs and photos from and verified information on all 29 awardees.
- Provided logistical information to all awardees attending the 19th NCCAN
- Reviewed, revised & proofed awardee information for posting to the website & inclusion in the Commissioner's Award book.
- Designed & developed certificates to be mounted & provided to awardees; procured materials.
- Prepared & delivered two versions of award press releases, one for 'reveal' date of 4/1 & one for reveal on 4/30.
- Revised materials based on instructions from OPA.
- Designed, reviewed, revised & sent Commissioner's Awards book to printer.
- Emailed awardees with logistical details with plans for on-site recognition (23 attended).
- Provided personalized follow-up for all awardees re: information previously communicated re: attendance at 19th NCCAN, and how/when materials would be provided to those not attending.
- Produced 29 Awardee posters for display
- Contracted with a professional photographer and planned execution of photos with the commissioner (for on-site awardees); implemented photo op on 4/30 & determined daily photo shot requirement list.
- Communicated/coordinated with OPA & the Child Welfare Information Gateway re: press release, including addressing issues re: 508 compliance.
- Made arrangements for shipping materials (poster, booklets) to awardees on final day of conference, and shipping photos post-conference.

It was decided that the Commissioner's Award recipients 'reveal' date – which involves preparation and distribution of a press release – would occur on the opening day of the conference, April 30, 2014.

Additional Awards

Additional awards were presented during the plenary session of the 19th National Conference. Paltech coordinated with Parents Anonymous®, the Kempe Center, and The National Alliance of Children's Trust & Prevention Funds regarding the awards they present. Photos and bios of award recipients were edited for posting on the conference website and inclusion in the conference program book.



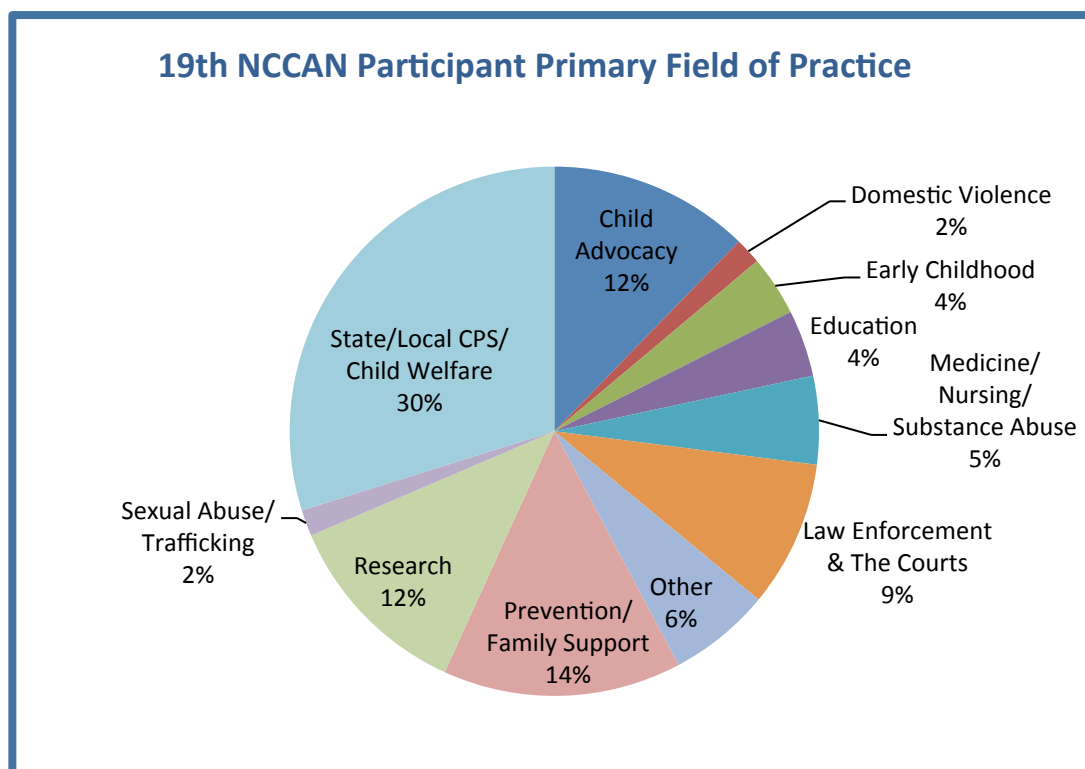
VIII. CONFERENCE PARTICIPATION

Overview of On-Site and Virtual Conference Participation

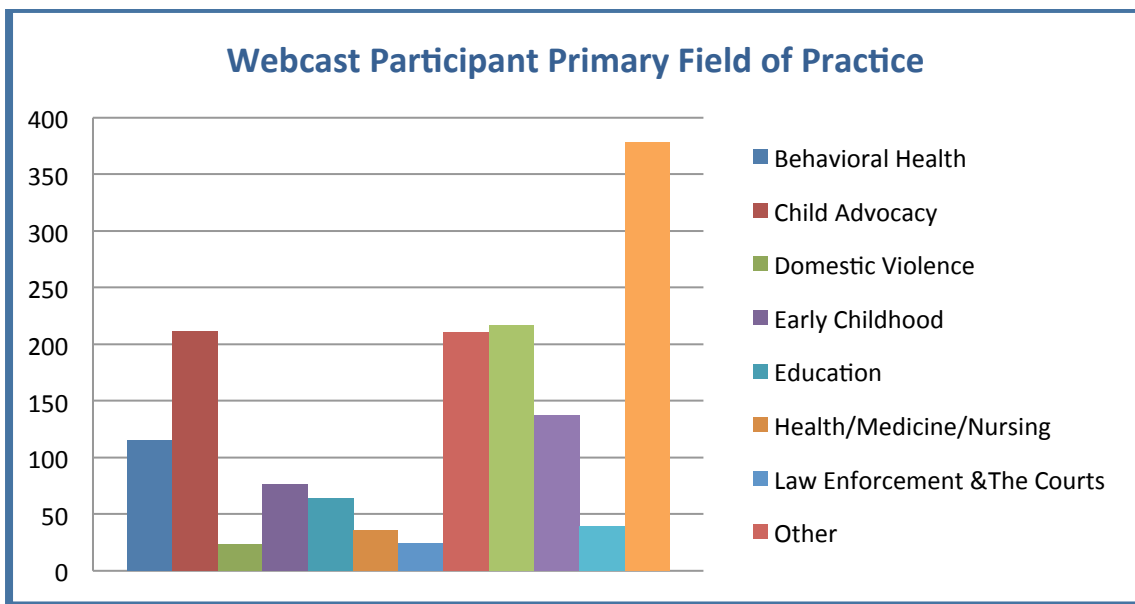
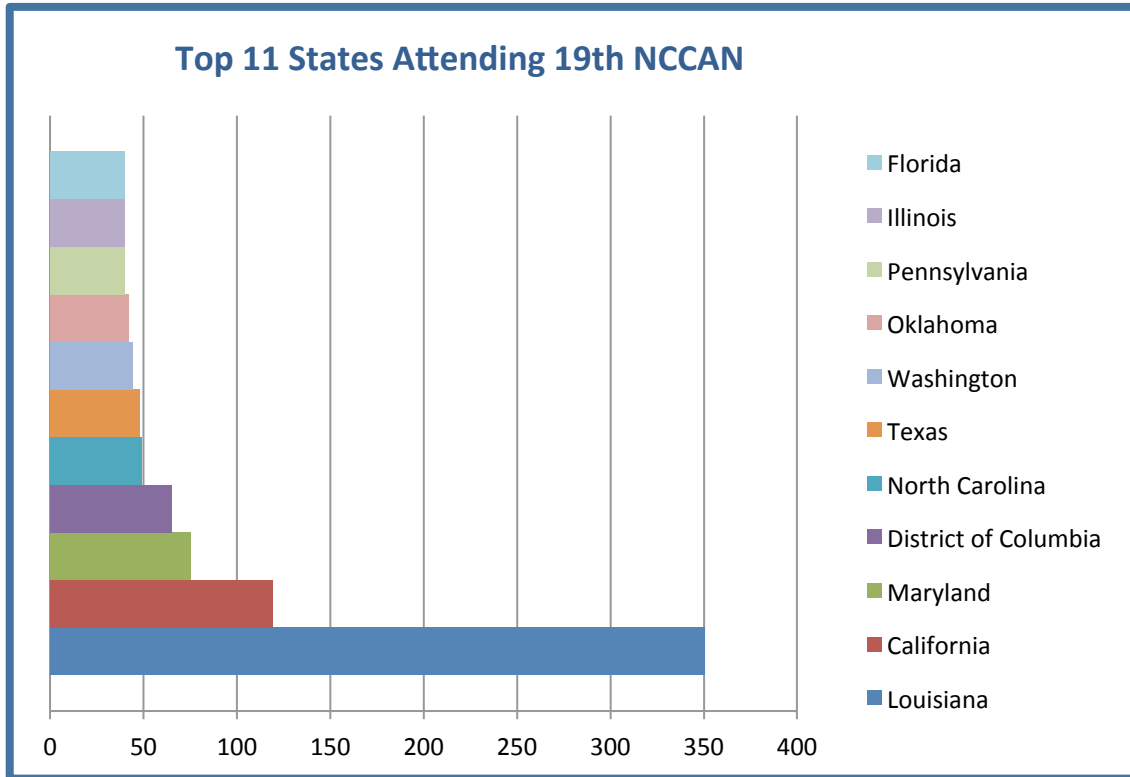
A total of 1,834 individuals participated in the 19th NCCAN. This figure is calculated from the following data:

	Pre-Registered & Attended	On-site Registration	Total Attended	No Show
19 th NCCAN Only	1,118	90	1,208	454
NFA Only	521	15	536	27
Totals	1,639	105	1,744	481
Exhibitors	--	--	30	--
Volunteers	--	--	60	--
Grand Total	--	--	1,834	--

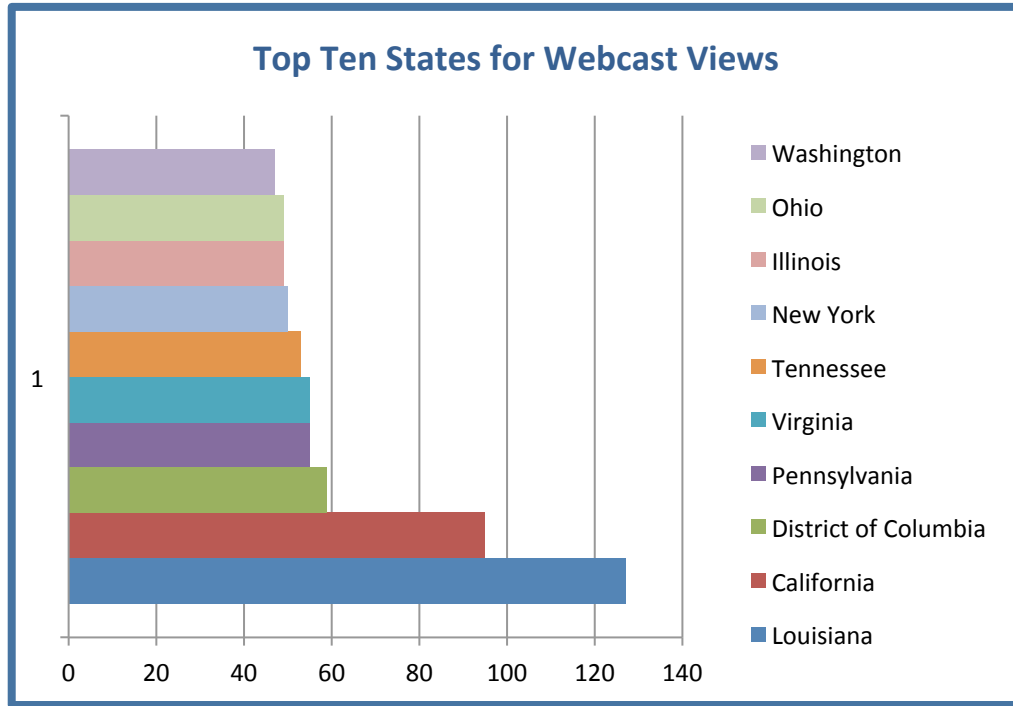
The charts below display data related to participation.



VIII. Conference Participation



VIII. Conference Participation



IX. EVALUATION RESULTS



Overall, participants rated the 19th NCCAN highly. Almost 80% of the responses to the conference evaluation were provided primarily by those identifying as ‘General Participants; 20% of the respondents identified as Speakers. Thirty percent of the respondents identified State/Local CPS/Child Welfare as their primary field of practice, twice the percent identifying their primary affiliation as Prevention/Family Support or Research/Evaluation (15% each).

Of the plenary and mini-plenaries, the Day 2 Opening Plenary received the most positive response: 50% strongly agreed with the statement that “The presentation was of high quality and the information was useful.” The second highest rated plenary or mini-plenary session was the Day 2 mini-plenary.

The overall conference evaluation also produced very positive responses to the general question about the value of the workshop sessions. Over 38% strongly agreed and over 52% agreed with the statement that the workshop sessions were “of high quality and the information was useful.”

The overall conference evaluation response rate of 11% was slightly lower than the 14% response rate for the 18th NCCAN.

The 19th NCCAN evaluation asked questions about many facets of the event, including about the website, app, social media, poster sessions, jump drive, on-site support, and exhibits, etc. In addition, the evaluation asked respondents to weigh in on their preferences related to a future conference; in response, over 88% responded that they preferred the current conference format, and slightly more than 11% stated a preference for a smaller, more targeted conference.

A complete report on the Conference evaluation, including comments and suggestions, is included in the appendix.

Session evaluations were once again made available to participants electronically via the conference website and the mobile app. Session evaluations were posted with the specific session description so participants could easily access and complete the evaluation that corresponded with the session attended. Following the conference, an overall evaluation was sent via e-blast to all participants. To evaluate each conference session, respondents were asked to rate 21 questions on a five-point scale. In addition, the evaluation form gathered respondents’ comments on and recommended changes to various Conference components,

88%

%age of evaluation
respondents who prefer
the current conference
format

11%

%age of evaluation
respondents who would
prefer a smaller, more
targeted conference

IX. Evaluation Results

such as topical content, length of sessions, and number of sessions offered.

In all, 82%, or 138 of the 166 separate sessions, received at least one evaluation. The average score received for all sessions was 3.67 (out of 5). It is difficult to draw conclusions from the data, as the results are skewed by the number of evaluations each session received. For example, a number of sessions received a perfect score of 5 – but only one evaluation. Of the sessions that were evaluated by 4 or more people, the highest ranking sessions included:

Session Title	# Evals Received	Average Score
Emerging Trends in Online Child Sexual Exploitation: Leaning the Technology to Protect Our Children	19	4.00
Health Equity & Well Being from the Start: Building Evidence & Support for an Equal Opportunity Childhood	4	4.60
The Differential Response Implementation Resource Kit	4	4.57
Citizenship and Immigration Status Among Latinos in the Child Welfare System	5	4.00
Multi-Systems Approach to Juvenile Trafficking in Louisiana	19	3.95
Ethical Considerations in Child Maltreatment Cases	14	3.95
Inspire Learners to Think Critically, Problem Solve & Apply Knowledge with Team-Based (TBL) Instructional Design	6	3.95
When Things Go Boom: Supporting At Risk Families Before, During and After Emergencies & Disasters	12	3.90
Common Ground in Trauma-Informed Systems: Building Connections among Bridge Resource Families, Birth Families, Child Welfare Services & the Community	9	3.86
Clinical Profile of Sexually Exploited Minors: Implications for Practice	8	3.86
Using the Raising of America to Change the Conversation about Early Child Health %& Development	7	3.86

Positive comments from the session evaluations included:

IX. Evaluation Results

- “This workshop sparked my interest in what my own state is doing about the issue.”
- “Excellent session; presenters were knowledgeable and engaging. The information was fresh and applicable. I’m excited to integrate into my practice.”
- “The data presented added context to the work needed and the direction child welfare communities must move to effectively support families and prevent child fatalities.”
- “I learned a lot of useful information that I can implement and utilize where I work. Thank you!”
- “The rooms where sessions were held were very comfortable. A/V equipment was an enhancement to presentation and added to overall appreciation of the information provided by presenters.”

The primary critique sessions received related (unsurprisingly) to the room temperature – perceived variously as either too hot or too cold.

The second most frequent critique had to do with various aspects of the speaker’s presentation style (i.e. “Presentation was choppy;” “The presenters were dry”) or the session format (“It was more like a lecture, no interaction, questions or feedback allowed;” “Too many presenters for the allotted time.”).

A frequently repeated criticism was that presenters remained seated while presenting.

Criticisms also addressed the content (“Would have liked to hear about final results;” “Would have helped to broaden the discussion”) or the amount of time given to the topic (“Too short;” “Could have been a full day workshop!” “Info could have been given in 30 minutes, not 90.”).

X. RECOMMENDATIONS

The planning and implementation of the 19th NCCAN was highly effective in producing a national training event that met the needs of CB/OCAN and the child maltreatment field. However, there is always room for improvement. In Paltech's own CQI process immediately following the event, these were some of the major issues that surfaced, along with some possible solutions.

Topic	Solutions/Recommendations
Registration	<ul style="list-style-type: none">• Promote prior night registration• Longer open hours prior night• More registration stations• Use electronic registration platform
Continuing Education	<ul style="list-style-type: none">• Use credit card scanner• Add more payment kiosks• Use electronic scanning system
Attendance Counts	<ul style="list-style-type: none">• Better monitoring of volunteers by paid staff
Internet Cafes & Wi-Fi	<ul style="list-style-type: none">• Major shift in how conference participants access the internet since the 18th NCCAN – many more users of mobile devices:<ul style="list-style-type: none">• reduce internet stations• reduce purchased Wi-Fi access
Evaluation	<ul style="list-style-type: none">• Use paper evaluations in sessions• Use simpler evaluation tool, i.e. fewer question• Emphasize to presenters their responsibilities for collecting session evaluations (or incentivize)
Plenary & Mini-Plenary Sessions	<ul style="list-style-type: none">• Select presenters for stage presence as well as content• Fewer presenters• Present all awards in one session• Incorporate energizing elements ('at bat' music, display Twitter etc. comments)
Sign Language Interpretation	<ul style="list-style-type: none">• Do not offer if need is not indicated on registration

These 'practice' issues represent just an immediate and initial attempt to identify key quality improvement opportunities. During the next several months, Paltech will research, reflect on and prepare a report summarizing opportunities to continue to improve the national conference experience for participants, and to ensure that it meets CB/OCAN's goals for it. We anticipate delivery of this report by August 1, 2014.

XI. CONCLUSION

The 19th NCCAN provided a milestone in CB/OCAN's efforts to raise awareness about new research, evidence-based and evidence-informed practices, and policies at the federal, state, and local levels to support the prevention, intervention, and treatment of child abuse and neglect. The National Conference once again provided a unique setting in which policymakers, practitioners, and researchers could exchange ideas and contribute to the national discussion from their unique perspectives. As such, the 19th NCCAN was an unqualified success.