A clear CBC identity with room for local differences

Explain community responsibility, public accountability, and the difference families experience.

Morning discussion | Jennifer Justice

The morning group explored how a shared national explanation could strengthen local work without obscuring local identity. Participants described confusion about whether a CBC organization is the state or an additional administrative layer. They wanted language that explains local responsibility, partnership, and the experience of children and families. Data, stories, and repeated use of a common explanation were discussed together. Suggested tools included adaptable materials, a provider-facing one-pager, and a national branding workgroup; the discussion did not establish that workgroup.

Afternoon discussion | Phil Scarpelli

The afternoon conversation emphasized accountability as well as community participation. Participants considered how to explain the problem, the CBC role, who remains responsible, and how outcomes will be judged. Different audiences need different invitations: neighbors, donors, policymakers, providers, and media. Strengths-oriented stories and family perspectives can convey purpose without casting agencies as rescuers. The group also examined how to describe a national movement honestly when structures and experience differ across states.

Put the learning to work

- Draft a short explanation of the state, CBC organization, provider network, and community roles.
- Pair one supportable result with a respectful story and a clear invitation suited to a particular audience.
- Test the explanation with someone outside the field. Ask what they understood about responsibility and how they could help.

Questions for your team

Does the message explain accountability as clearly as purpose? Which statement is shared across the network, and which needs local context?

Proposed CY2027 connection

August LX; CDO/Business Development and Communications Q1-Q3 message development and testing.

Source and coverage: Morning and afternoon automatic transcripts.