



George Halvorson, Chair
Joyce Iseri, Vice Chair
Conway Collis
Muntu Davis
Kathryn Icenhower
Erin Pak

AGENDA

Ex Officio Member:
Jim Suennen,
Designee of Secretary,
Health and Human Services
Agency

Camille Maben,
Executive Director

**Marriott Courtyard Burbank Airport Hotel
2100 West Empire Avenue
Burbank, CA 91504**

**October 22, 2015
10:00 a.m. to 3:00 p.m. or until adjourned**

<u>Item</u>	<u>Description</u>	<u>Presenter(s)</u>
1	<u>Call to Order, Roll Call, and Welcome</u>	G. Halvorson, Chair
Public Comment <i>Members of the public may speak for up to three minutes on any matter concerning the State Commission, with the exception of items appearing elsewhere on this agenda or items related to pending judicial, administrative litigation, or personnel matters. No action by the State Commission may be taken.</i>		
Standing Reports <i>Agenda Items 2 through 4 are standing items that include comments from the First 5 California Executive Director, the First 5 Association Executive Director, and Commissioners. No action will be taken by the State Commission on these items.</i>		
2	<u>Executive Director's Report</u>	C. Maben Executive Director
3	<u>First 5 Association of California Report</u>	M. Kenney, Executive Director First 5 Association of California
4	<u>Advisory Committee Reports</u> <i>The Commission members of the Advisory Committees formed under the bylaws may provide updates on any matters under their purview or meetings convened since the last Commission meeting.</i>	Commissioners

Action Items

Protocol for action items includes staff presentations, questions from the State Commission, public input, deliberation, and voting by the State Commission. There will be a three-minute per person time limit during public comment.

California Children and Families Commission

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| 5 | <u>State Budget and Legislative Update</u>
<i>Staff will update the Commission on legislative and budget activity.</i> | E. Gabel, Deputy Director
External and Governmental
Affairs |
| 6 | <u>Election of Advisory Committee Assignments</u>
<i>Approval of new and continuing assignments of Commissioners to advisory committees.</i> | D. Levin
Chief Deputy Director |

Consent Calendar

Items on the consent calendar will be taken up and voted on as a group. Any Commissioner may request that any individual item(s) be removed from the group and discussed and voted upon separately following the group vote.

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| 7 | <u>Consent Calendar</u> | K. Westley, Director
Contracts and Procurement |
| 7a | <i>Approval of July 23, 2015, Commission Meeting Minutes</i> | |
| 7b | <u>Agreement Ratifications</u>
<i>Ratifications of agreements executed by the Executive Director under existing statutory or Commission authorization, as attached here.</i> | |

Lunch Break

Open session will adjourn for a lunch break.

Information Items

First 5 California staff will present Information Items. These are non-action items, and no action will be taken by the Commission.

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| 8 | <u>CARES Plus Evaluation Findings Update</u>
<i>Staff will summarize findings from recent participant surveys and analyses of Classroom Assessment Scoring System® (CLASS®) observation data for 2012–13 and 2013–14.</i> | D. Dodds
Deputy Director
Evaluation |
| 9 | <u>Media Campaign Update</u>
<i>Staff and Renee Fraser will provide an update on First 5 California’s current media campaign.</i> | D. Levin, Chief Deputy
Director; and Renee Fraser,
CEO, Fraser Communications |
| 10 | <u>Trusted Messengers: Talk.Read.Sing.® Campaign Proposal</u>
<i>Staff will provide an overview of a public relations proposal to deliver the Talk.Read.Sing.® message to parents and caregivers through trusted messengers.</i> | E. Gabel
Deputy Director
External and Governmental
Affairs |
| 11 | <u>Town Hall Toolkit Proposal</u>
<i>Staff will provide an overview of a public relations proposal intended to build public will and influence public policy for children ages 0 to 5.</i> | E. Gabel
Deputy Director
External and Governmental
Affairs |
| 12 | <u>Financial Update</u>
<i>Staff will provide an update on the Commission’s financial status.</i> | M. Fuller, Interim Director
Fiscal Services |
| 13 | <u>Adjournment</u> | G. Halvorson, Chair |

The Commission may announce a recess for lunch during the meeting, depending on the length of the discussions. The order in which agenda items are considered may be subject to change. Depending on the time available and the orderly management of proceedings, the Commission may order adjournment (recess or postponement) of any noticed meeting, to be continued to the next day, another specific date or time, or to the next business meeting, as appropriate. Any such adjournment will be noticed at the time the order of adjournment is made (Government Code §§11128.5, 11129).

Public comment is taken on each agenda item. If an individual wishes to speak, that person must place his/her name on the sign-in list. Prior to making comments, the individual will state his/her name for the record and identify any group or organization represented. Depending on the number of individuals wishing to address the Commission, the Chair may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Commissioners and would like First 5 California to distribute them to the Commissioners and to the public in attendance at the meeting, electronic copies should be provided to Diane Heffington at least seven (7) days prior to the scheduled meeting.

Supplemental materials for this meeting are posted on First 5 California's website at www.cffc.ca.gov no later than the Monday preceding the meeting. Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven (7) days prior to the meeting date to:

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