



AGENDA ITEM: 7
DATE OF MEETING: January 18, 2012
ACTION: X
INFORMATION: _____

CONSENT CALENDAR

A. SUMMARY OF REQUEST:

Approve the following consent agenda items:

1. Approve the October 19, 2011, Commission Meeting Minutes
2. Agreement Ratifications

B. ATTACHMENTS:

Attachment 7A: Draft of October 19, 2011, Commission Meeting Minutes
Attachment 7B: Agreement Ratifications

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

October 19, 2011

**Los Angeles Marriott Burbank Airport Hotel
2500 Hollywood Way
Hollywood/Burbank Meeting Room
Burbank, CA 91505**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Jennifer Kent called the meeting to order.

Commissioners Present: Jennifer Kent, Chair
Conway Collis
Patrick Duterte
Kathryn Icenhower, Ph.D.
Joyce Iseri
Casey McKeever
Maria Minon, M.D.

Ex Officio Member Absent: Diana Dooley

Jennifer Kent, Commission Chair, welcomed members of the State Commission in attendance and introduced newly appointed Commissioner Kathryn Icenhower. Commissioner Icenhower was appointed by Assembly Speaker John Pérez to replace Molly Munger whose term expired.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 2 – Executive Director’s Report

Kris Perry, Executive Director, provided an update on the status of California’s application for federal Race to the Top Early Learning Challenge funding and announced the completion of all components and goals outlined in First 5 California’s Strategic Plan.

Race to the Top

- Governor Brown approved the application, under which California is eligible to receive \$100 million over four years for one-time system enhancement.
- The application was submitted to Washington, D.C., prior to the final filing deadline.
- The guidelines of the Race to the Top call on states to:

- Increase the number and percentage of low-income and disadvantaged children in high-quality early learning programs;
- Design and implement an integrated system of high-quality early learning programs and services; and
- Ensure that assessments conform to national recommendations.
- These guidelines describe work that First 5 California and many others in early childhood education are already doing. Funding would boost efforts already underway.
- First 5 California has both an administrative and programmatic role in this important early learning opportunity for the state's youngest children.
- First 5 California signed the application stating it will be one of the eight state agencies responsible for implementing the Early Learning Challenge programs in California.
- In addition to being one of the state administrative agencies, several of First 5 California programs and investments will have a role in supporting the success of the Early Learning Challenge plan. These programs include:
 - Power of Preschool (PoP) – a high-quality, free, voluntary, part-day preschool for children 0 to 5 years of age, across eight California counties. PoP actively reduces the achievement gap and improves school readiness among disadvantaged and underserved communities.
 - CARES Plus – a state-of-the art professional development program for early educators. It is designed to enhance the quality and effectiveness of early educators across the state.
 - Educare – a renowned national model for early education and a research-based program that prepares young, at-risk children for school. The first Educare site in California is planned for Silicon Valley, with Los Angeles to follow at a later date.
 - Kit for New Parents – an award-winning resource providing advice, information, and tips for first-time parents, grandparents and caregivers throughout California. Three million *Kits* have been distributed through local hospitals, physicians, and community groups over the last decade.
- Early childhood education has worked for a long time to come together on an integrated, high-quality early learning system.
- First 5 California is now more aligned than ever in its commitment to ensure that children thrive in their early learning settings and succeed in kindergarten and beyond.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Sherry Novick, Executive Director of the First 5 Association, provided an update on Association activities as follows:

- Of the 16 local consortia named in the Race to the Top application, 12 are led by county commissions, 8 of which are implementing the PoP initiative.
- The consolidated challenge to AB 99 was heard in Fresno Superior Court. The Superior Court judge expects to issue a written opinion by the end of November, at which time either side will have 60 days to appeal. In the meantime, county commissions are showing these funds that they owe as a liability. Funds cannot be

spent on anything until AB 99 is either found unconstitutional or repealed by the Legislature.

- The Department of Public Health announced the county jurisdictions that will receive federal funds to support 13 new home visiting programs and the expansion of 8 existing programs. In most of those locations, First 5 county commissions have provided the primary support for home visiting and will continue to be involved.
- County commissions are supporting developmental screenings in many settings. The Association is currently focusing on supporting screenings in pediatric offices in accordance with the American Academy of Pediatrics (AAP) standards, a pending requirement under the Affordable Care Act. County commissions are working with the AAP to help pediatric offices incorporate screenings into their practice and link families to needed services when issues are identified.
- The Association is reaching out to water systems in the state to join partners from the health and human services, and education worlds to promote consumption of tap water in lieu of sugar-sweetened beverages.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 4 – Legislative and Budget Report

Marsha Jones, Chief Deputy Director, provided a brief update on the state budget and final outcomes of key legislation in the regular legislative session.

The members of the Legislature ended the first year of the 2011-12 Regular Session in September. The fiscal climate of the state was reflected in many bills that remain in the Appropriations Committee due to the lack of a funding stream to support proposed policy changes. This year's final budget bill did not mention Proposition 10 funds. However, AB 99 (Chapter 4, Statutes of 2011), which was enacted earlier this year, redirects \$1 billion (\$50 million, upon State Commission approval, and \$950 million from county commissions) to fund state health and human services programs for children from birth through age 5. At this time, First 5 California's spending plan reflects the redirection of the \$50 million as this is an ongoing liability.

The Governor signed the Race to the Top application, which is an important effort to bring early learning grant funds from the federal government to California. First 5 California will continue to work with the Brown Administration and other state agencies and advocacy groups and looks forward to a determination from the U.S. Department of Education on the level of participation.

DISCUSSION: With regard to the Race to the Top funding, Commissioner McKeever asked if any of the federal funds could be used to offset First 5 California spending obligations. Ms. Perry said no, it is intended for one-time infrastructure development and will go primarily to the local consortia named in the application.

PUBLIC COMMENT: None.

Agenda Item 5 – Financial Update

Terry Miller, Chief of Administrative Services, provided the State Commission a financial update on First 5 California's revenue projections for fiscal year (FY) 2010-11 through FY 2013-14.

Funding Structure

The FY 2010-11 Proposition 10 revenue, which is the total revenue collected prior to any adjustments, totaled \$504.5 million. Between FY 2009-10 and FY 2010-11, Proposition 10 revenue decreased 1.56%.

Board of Equalization Adjustments

Two primary adjustments to the California Children and Families Trust Fund (Trust Fund) before revenue is transferred to First 5 California accounts include:

1. Adjustments for the Board of Equalization's operation costs for tax collection, enforcement activities, and administration totaled \$14.2 million, an increase of 21.37% from prior year.
2. The backfill amounts are formula driven based on existing policy. In November of each year, Board of Equalization (BOE) staff recommends to their Board the amount of backfill for the current year. The backfill amount is typically deducted in the second quarter. The last few years the backfill was transferred from the Trust Fund to Proposition 99 and Breast Cancer accounts in December.

The FY 2010-11 backfill totaled \$20.2 million, a decrease of 7.34% from the prior year. Collectively these adjustments totaled \$34.4 million.

The share of the Proposition 10 revenue available to transfer to the seven state and county accounts (post adjustments) totaled \$470.3 million and represented a 1.85% decrease from prior year revenue. This rate of decrease was less than the projected 3 - 4% per annum decrease.

The Proposition 10 revenue transferred in FY 2010-11 to the State Commission's six accounts totaled \$94.05 million.

Surplus Money Investment Fund

In addition to Proposition 10 revenue, First 5 California receives interest revenue through the Surplus Money Investment Fund (SMIF).

Interest from the SMIF decreased by 49% from the previous year and 93% from FY 07-08. This significant decline is the result of lower interest rates and lower First 5 California fund balances.

The current interest yield rate .480, less than one half of one percent.

First 5 California Trust Fund History

The BOE provides trust fund revenue data each month. There is a significant amount of variability in revenue amounts and it is difficult to predict revenue from one month to the next. This supports the need to have sufficient cash balances to meet First 5 California monthly obligations.

Fund Condition

The total ending fund balance for all First 5 California accounts was \$127 million, which represents a 49.5% decrease from the prior year balance. However, spending commitments in FY 11-12 are \$130.4 million, which will require the State Commission, for the first time ever, to be dependent on current year revenue to fund current year obligations.

Fund Balance Reporting

FY 2010-11 is the first year that implementation of the Governmental Accounting Standards Board Statement 54 is required. Statement 54 redefined the fund balance reporting classifications. At the January 2012 State Commission meeting, First 5 California staff will report the outcome of the FY 2010-11 audit and discuss the representation of Statement 54 fund balance classifications in the audit.

First California contracts with the Department of Finance (DOF) to perform the annual financial audit. First 5 California is currently in the audit process and anticipates the audit will be available in December 2011.

Financial Plan

First 5 California revenue is transferred into six distinct accounts: Mass Media, Education, Child Care, Research, Unallocated, and Administration. Each account is independent, per statute. The financial plan provides information on carryover, expenditures, revenue, and year-end balances, by account, for the prior year, the current year, and three budget years.

The financial plan begins with an accounting of actual FY 2010-11 revenue and expenditures and the year-end cash balance available for carryover into FY 2011-12. The remaining financial information is based on projected revenues and expenditures.

Projected revenues are based on DOF projected revenues received in May 2011. The next DOF adjustments to projected revenues will occur in January after the release of the Governor's 2012 budget and then again with the 2012 May Revise. First 5 California updates revenue projections upon receipt of May Revise projections.

Ms. Miller noted that until the AB 99 challenge is resolved, the State Commission will continue to set aside \$50 million, which is its obligation under the legislation.

Ms. Miller highlighted the following insights and key expenditure activities. In FY 2010-11, First 5 California:

- Experienced slightly higher revenue than projected
- Contributed \$131.4 million in state budget solutions

- Projected the School Readiness/Cycle 2 Program expenditures at \$44.5 million; the actual expenditures totaled \$41.9 million (a \$2.7 million difference)

The School Readiness Cycle 2 Program began in FY 2006-07 and originally included 57 participating counties and 187 programs. The total authorization was \$206.5 million. For the last two years, School Readiness programs have been ending. In FY 2010-11, 33 counties ended 99 programs.

This is the final program operation year under the School Readiness Cycle 2 funding authority. In this current year, 11 counties operating 24 programs will complete the final year of this multi-year program at an estimated \$6 million.

First 5 California also:

- Began its Teacher Signature Program, CARES Plus, starting with the expenditure of funds for the program infrastructure building and Phase I Planning and Development activities. In FY 2010-11, First 5 California expended \$3.1 million, an amount lower than projected. The unexpended FY 2010-11 funds were carried over into subsequent fiscal years within the authorized performance period. This allowed First 5 California to amend local area agreements to authorize an extension of Phase I Planning and Development activities into FY 2011-12.
- Projected the PoP program expenditures at \$18.6 million; actual expenditures totaled \$18.3 million.
- Maintained the Parent Signature Program including the *Kit for New Parents*, 1-800 line, and statewide Public Education and Outreach activities.
- Made significant progress toward building First 5 California's data collection system.
- Reported on the Child Health Interview Survey 2009.
- Maintained its ongoing commitment to smoking cessation by maintaining the Smoker's Helpline and promoting smoking cessation through distribution of materials and messages.
- Met many statutory reporting requirements including DOF audits, annual report, expanded audits for counties, and completion of multiple financial and procurement related reports.
- Received the SARA Award for its commitment to the selection of small businesses to procure goods and services that support the State Commission's mission.

In addition to First 5 California's FY 2010-11 audit nearing completion, First 5 California is also in the process of completing the required bi-annual Financial Integrity and State Manager's Accountability Report (FISMA). The FISMA process requires management to identify, assess, and institute any internal controls necessary to mitigate risk to the agency. This report is due to the DOF in December 2011. For that reason, First 5 California deferred recommendations on new fiscal policy until 2012.

Ms. Miller assured the State Commission that First 5 California has sufficient funds to move forward with planned operations and expenditures.

DISCUSSION: Commissioner Duterte noted that tax revenues in August seemed to be exceptionally low and asked if there is a contingency plan should that continue. Ms. Miller responded that tobacco sales have historically varied month to month. While staff will watch closely, they do not expect this to represent a trend.

Several commissioners expressed reservations over the BOE's 21% increase in collection and enforcement charges. Commissioner Collis noted that he previously served as chair of the BOE and expressed concern that operational costs are being shifted to First 5 California in order to reduce them in the state budget.

Ms. Miller said a major factor in the increase was the one-time purchase of new tax stamp technology, a fixed cost that will stabilize in future years. She also noted that BOE had a funding stream that no longer exists, which subsidized collection and enforcement for several years.

Ms. Perry described a meeting with high level BOE officials at which the complex collection and enforcement system was explained to the satisfaction of First 5 California, First 5 Association and county commission staff and said she was convinced the charges are justified. She also pointed out that increased enforcement activity has resulted in tobacco tax revenue declining at a slower rate than projected since enactment of Proposition 10.

Commissioner Icenhower asked if the commission could review the BOE budget prior to being billed and Commissioner Collis said he wants the State Commission to review BOE charges and approve payment in the same manner that it approves other expenditures.

Ms. Perry said staff will bring the complete explanation from BOE to a future commission meeting.

PUBLIC COMMENT: Jennie Tasheff (First 5 Sonoma) said that county commissions have been concerned about the rising BOE enforcement charges and have not necessarily seen evidence that high collection rates have offset the cost.

Agenda Item 6 – Child Signature Program: Power of Preschool Program Continuation, Increased Access, and Quality Enhancement

Kris Perry, Executive Director, requested the State Commission approve funding for the Child Signature Program for three years at up to \$45 million per year to continue the Power of Preschool program.

Race to the Top Application

As discussed in Ms. Perry's Executive Director's Report, California submitted an application for \$100 million in federal funding from Race to the Top.

In that application, which was approved by the Governor and the Early Learning Advisory Council, the state had to highlight programs, such as First 5 California's PoP program and

CARES Plus, to make the case that the state is already implementing early learning programs that can serve as a base for creating and operating Quality Rating and Improvement Systems.

It is the inclusion of First 5 California programs that will help make California more qualified to receive federal funds.

First 5 California has worked very hard to develop a Child Signature Program proposal for the State Commission that not only builds on the PoP program, but enhances it in significant ways, both in terms of access and quality.

California Statistics

- More than half a million babies are born in California each year, many of them in poverty.
- California ranks among the highest states in the country in terms of poverty.
- According to the Public Policy Institute of California, the overall poverty rate in California is just under 13%, well above the levels of the 1960s and 1970s.
- The poverty rates are higher for children under age 18 (17.1%) than for adults ages 18 - 64 (11.1%).
- 43% of children living in single-mother households are poor.
- Quality early care and education programs are lacking in California, especially for children from low-income, disadvantaged homes.

Children at Risk

Children considered at-risk who do not receive quality early care and education face many disadvantages. They are:

- 50% more likely to be placed in special education classes
- 25% more likely to drop out of school
- 70% more likely to be arrested for a violent crime, and
- 40% more likely to become a teen parent

However, when those same at-risk children receive high-quality early care and education, they benefit greatly. They even can exceed national averages on measures of school readiness.

Kindergarteners who spend their early years in high-quality early care and education programs arrive at elementary school ready to learn and on par with middle-income peers.

Unfortunately, despite the fact that quality programs can help prevent more costly interventions later on, comprehensive early learning programs for children from lower-income families remain scarce. First 5 California can help address a growing need.

How First 5 California has Served in the Past

Ms. Perry highlighted what the State Commission has invested in thus far with regard to programs.

Through investments in programs such as PoP, First 5 California has helped make quality programs accessible to children and families of greatest need.

Since FY 2007-08, First 5 California has administered at least four programs that have focused on child outcomes:

- Special Needs Project
- School Readiness Program
- Migrant Education / Even Start program
- Power of Preschool

However, in the context of today's fiscal climate, with reduced revenues and First 5 California's recent contributions to state budget solutions, the number of programs First 5 California supports that provide direct services to young children has been reduced from four down to just one. The remaining program is the Power of Preschool.

The Child Signature Program builds on the current PoP program, and in doing so, First 5 California will be able to sustain existing services and numbers served. However, First 5 California wants to do even more:

- First 5 California wants to grow the PoP program, making it accessible to more than the eight counties currently participating in the program
- All counties could potentially participate
- First 5 California wants to enhance the quality of the services provided in the PoP program

Power Of Preschool

Ms. Perry provided the State Commission with a copy of the 2009 Power of Preschool Evaluation report, which highlights the impact that high-quality preschool has on children, and how these young kids benefit greatly from the unique characteristics of the program.

The PoP program has been around since 2005. It began as a Demonstration Program in nine counties, and currently there are eight county commissions operating the program in center-based facilities. However, the program will expire at the end of June in 2012.

The PoP has been the landmark program for making high-quality preschool available to the neediest populations, providing access to low-performing school districts and underserved communities. In order to continue existing services and grow the program to include additional services for these target populations, First 5 California proposed to fund the PoP program for three additional years.

Ms. Perry provided information on input First 5 California sought and received to help in the creation of this design.

First 5 California convened a meeting and asked for advice from an expert group of early childhood education researchers, educators, and advocates from around the state and

across the country. The purpose of the meeting was to explore the scalability of the research-based, programmatic components of the Educare model and apply them to the Child Signature Program. The meeting resulted in the following recommendations:

- Build on existing First 5 California programs and successes to establish a floor for program features
- Focus on quality by building in Educare core features
- Use a tiered (or multi-leveled) implementation model
- Establish research-based design, practice, and evaluation
- Build strategies for dual language learners into the design
- Leverage partnerships

First 5 California also assured the State Commission at the July meeting that it would seek input from First 5 county commissions as the program concept was developed. In collaboration with the First 5 Association, a survey was administered to all 58 county Executive Directors.

In September 2011, First 5 California held a meeting with a representative sample of approximately 15 county Executive Directors to discuss the Child Signature Program proposal and go over the survey results. First 5 California has received national-level support in the development of this proposal from both the Ounce of Prevention Fund and the Kellogg Foundation, both of which see the merit of this program for taking a national, researched-based model and growing it in California to serve more of the neediest populations.

The ideas included in First 5 California's proposal have been widely vetted and largely embraced. First 5 California has received a variety of solid recommendations for the program and will solicit additional feedback regarding the implementation of this program as program criteria and other specifics are developed, subsequent to State Commission approval.

Program Concept

The concept for the Child Signature Program embraces the recommendations of the expert group.

- It will build on the PoP program to provide continuity of these local preschool programs for the children and families currently being served
- It will draw from Educare with focus on the implementation of many of the core features of the Educare model
- The program will be accessible to more than just the eight counties currently implementing the PoP program
- Through a multi-leveled approach to implementation, designed to meet county programs where they are, counties can apply to participate based on the criteria that we will establish for each level

Expansion of Power of Preschool

First 5 California's concept will support county commissions not yet participating in the PoP to enter the program through a transition process. This transition would include needs assessments, technical assistance, training, and other features to provide local data to help determine readiness levels.

First 5 California would expand potential access to all 58 counties through an application process. Key features incorporated into the foundation of the proposed Child Signature Program are as follows:

- It builds upon and enhances access to the PoP program
- It includes a focus on core program features backed by years of research and evidence (drawn from the Educare model) designed to enhance quality
- The program will be implemented through a multi-leveled approach (to meet county programs where they are)
- There will be an emphasis on program improvement, that will be informed by data collection and feedback
- First 5 California will use evaluation results to determine future State Commission investments in the program

MOTION/ACTION: In acknowledgement of previous early learning programs supported by First 5 California, Commissioner Duterte moved to approve consolidation of the best practices and funding from these programs into the Child Signature Program. This shall result in the continuation, increased access, and quality enhancement of the Power of Preschool Program over three fiscal years beginning on July 1, 2012, with funding up to \$45 million per fiscal year and allow unspent funds to carry over into subsequent fiscal years. The motion was seconded by Commissioner Minon.

DISCUSSION: Commissioner Iseri asked how many counties will be able to participate. Ms. Perry said the current PoP program is funded at \$19 million. At \$45 million, the number of children and teachers could double. Counties will apply based on the readiness and the number of centers that can participate.

Commissioner Icenhower said she works with substance abuse treatment programs that operate license-exempt early childhood education programs for children of their clients. Because these are some of the highest need children, Commissioner Icenhower asked if these programs could participate. Ms. Perry said that, generally, licensing is a bottom-line requirement for public programs, but during the transition year, work can be done on what qualifies as a center.

Commissioner McKeever said, as a member of the State Commission's Program Committee, he was impressed with the proposal. The PoP demonstration produced good results, so it makes sense to build upon and extend it.

Commissioner Collis asked what is being done to reach out to Latino families.

Ms. Perry said the PoP programs expanded to serve infants and toddlers, which has resulted in more Latino families participating, and are also working with experts on enhancing parent involvement. Reaching Latino families will be a major focus of the new program.

Chair Kent asked if it is known who is ready at the county level and how a cap will be kept on expenditures. Ms. Perry said implementation details are still in development. The majority of counties are interested but with a fixed amount of money, First 5 California staff is considering various models of allocating the funds. Statewideness and an equitable distribution of funds are priorities.

Chair Kent asked how the Commissioners will be involved in decision-making regarding implementation details. Ms. Perry said First 5 California staff will work with the Program Committee and any ad hoc committees that might be needed to grapple with particular issues.

PUBLIC COMMENT: First 5 San Francisco Commissioner Betty Robinson-Harris and representatives of LAUP, the Yolo County PoP program, the David and Lucile Packard Foundation, the Buffet Early Childhood Fund, Preschool California, the California Community Foundation, the Advancement Project, and Children Now, along with several parents and individuals, all spoke in support of the proposal.

Sandy Escobedo, California Community Foundation, spoke as a voter, taxpayer, and a graduate of a preschool program. Ms. Escobedo strongly urged the State Commission to approve funding to expand and continue PoP programs. Investing in the early years and in the PoP programs is restoring and reigniting the American dream. Ms. Escobedo was the first in her family to graduate from college. Her parents were not born in the United States and had every reason not to be involved in her education because of poverty and other limitations. However, it was through a preschool program that her parents became involved in her education and learned not only to become her first teacher, but her first advocate. Ms. Escobedo expressed the importance of continuing that tradition in the great State of California, showing the nation that California is a leader as it has been in other areas pertaining to education.

Camille Maben, Director of Child Development at the California Department of Education, said First 5 California and the county commissions are central to the Early Learning Challenge Grant application and presented a letter from Superintendent Torlakson in support of the proposal.

Lisa Watson (First 5 Kings), representing a small, primarily rural county, said she fears her county may not qualify as ready to participate due to the lack of resources available and hopes the program will accommodate this challenge.

Francine Rodd (First 5 Monterey), chair of the Association program committee, thanked First 5 California staff and said she was heartened that the State

Commission wants the program to be statewide. She urged use of a program design process that remains open as long as possible for on-going input from county commissions.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 7 – Approve Option to Extend Parent Education and Outreach Contract

Marsha Jones, Chief Deputy Director, requested State Commission approval to extend the Parent Education and Outreach contract for an additional three years, with a 10% reduction in the contract amount.

The current Public Education and Outreach Contract expires on December 31, 2011. The important work under this contract is known as First 5 California's Parent Signature Program.

This year, First 5 California is projecting that the Parent Signature Program will reach nearly 96% of the estimated 5 million parents of young children in California using combined online and traditional parent education and outreach efforts.

Through this traditional, online, and social networking outreach, First 5 California stretches its dollars to educate Californians with key messages. The digital component of the program includes extensive use of social media. First 5 California's Facebook and Twitter pages rank in the top 10 California agency feeds, with each post averaging over 100,000 users. Based on the current visitor rate to the Parent Education website, the cost per person will be approximately .30 cents. With First 5 California's Hands-On-Health Express Exhibit, the cost is only .06 cents per person exposed to First 5 California messaging.

First 5 California staff estimate that 96% of parents and caregivers of children 5 years of age and under have been reached through outreach activities. Messaging and outreach have been designed based on focus groups that targets hard-to-reach and low income families. Feedback received from focus groups revealed that parents considered First 5 California a trusted government source of information.

MOTION/ACTION: Commissioner Collis moved to approve the option to extend the Parent Education and Outreach contract for an additional three years and authorized First 5 California staff to work with the Department of General Services and the contractor to implement, beginning on January 1, 2012, a 10% reduction in the three year contract amount in a reasonable manner that reflects a net savings for First 5 California while maintaining core levels of service. The motion was seconded by Commissioner Duterte.

DISCUSSION: Commissioner Duterte, a member of the Public Education and Outreach Committee, said he felt Fraser Communications has done a remarkable job of reaching the target populations.

Commissioner Iseri, the other member of the Public Education and Outreach Committee, thanked First 5 California staff for their work and said she is interested in seeing outcomes with an evaluation that measures more than the number of people reached.

Ms. Jones said the State Commission has tools now to evaluate the impact of on-line messaging and is currently evaluating the impact of the *Kit for New Parents*, another component of the Parent Signature Program.

Chair Kent said she was uncomfortable approving such a large contract without reviewing the actual contract and without a new bid process. She said that being able to review the actual contract would be helpful in seeing exactly where funds are being allocated. She also asked if First 5 California is coordinating with other state entities that have outreach programs.

Ms. Perry explained a new bid process is unnecessary as the current Fraser Communications contract has a three-year extension option that the State Commission originally approved. She also said, while First 5 California does coordinate with other departments, none has a specific focus on parents of children 5 and under.

Commissioner McKeever said he feels no need to read the contract and views that as staff's responsibility. He concluded the messages are important and staff is confident in Fraser after working with the contractor for three years.

Commissioner Iseri said she had similar concerns about the size of the contract but was reassured by receiving further information about the strategies being used and sees the extension as building on the expertise Fraser Communications has developed over the past three years.

Commissioner Duterte said that while the committee was comfortable with the work of Fraser Communications, they felt it was appropriate to reduce the size of the contract in light of the economy and reductions in revenues.

PUBLIC COMMENT: None.

VOTE: Chair Kent abstained from voting and the motion was approved by a unanimous vote of the remaining members present.

Agenda Item 8 – Approve Continuation of Contracts for Signature Program Data Collection and Storage

Terry Miller, Chief of Administrative Services, requested that the State Commission approve the continuation of contracts for data collection design, development, and implementation; continuation of the data storage and maintenance agreement; and authority to enter into a three-year contract for data collection system user support.

By statute, First 5 California is required to support the research and development of best practices and standards for all programs and services relating to early childhood development established pursuant to the Act, and for the assessment and quality evaluation of those program and services.

In December 2010, the First 5 California Information Technology project for the design, development, and implementation of the signature program data collection system was executed, along with necessary agreement that supports successful project outcomes. The data collection system will provide information to make informed decisions and show results in First 5 California's signature program investments.

There has been a significant amount of county involvement and support for this project. The counties have collaborated and invested time in the testing and enhancement of the system.

First 5 California has reached out through regional and statewide meetings to develop a system that could also meet county data collection needs. This effort is instrumental, particularly at a time when local commissions are experiencing financial cut backs.

Ms. Miller also noted that some county commissions plan to use First 5 California's data collection system to achieve county case and program management and to also support informed decision making and show results at the local level.

MOTION/ACTION 1: Commissioner McKeever moved that the Commission approve the continuation of the Data Collection System Development contract through December 31, 2012. The motion was seconded by Commissioner Collis.

MOTION/ACTION 2: Commissioner McKeever moved that the Commission approve the extension of the contract for Independent Verification and Validation and Project Oversight through December 31, 2012, with an augmentation of \$100,000 in additional funding. The motion was seconded by Commissioner Icenhower.

MOTION/ACTION 3: Commissioner McKeever moved that the Commission authorize staff to enter into a new agreement for up to \$265,000 through December 31, 2012, for Testing and Business Analysis Support for the Data Collection System. The motion was seconded by Chair Kent.

MOTION/ACTION 4: Commissioner McKeever moved that the Commission approve to continue the Data Collection Storage and Maintenance contract through September 30, 2014. The motion was seconded by Commissioner Duterte.

MOTION/ACTION 5: Commissioner McKeever moved that the Commission approve up to \$250,000 in funds through September 30, 2014, to provide end user support and training for First 5 California's data collection system. The motion was seconded by Commissioner Iseri.

DISCUSSION: Ms. Miller explained the contracts are largely to support county commissions in data collection for State Commission Signature Programs. Some commissions will also use the system for local evaluation efforts.

Commissioner Duterte noted that measuring outcomes on a statewide basis and locally is critical, but can be cumbersome and asked if county commissions had been involved in development of the system.

Commissioner Icenhower asked if the data system will talk to other state data systems.

Ms. Perry said development of the systems had been driven by the First 5 California staff. County commission staff have been involved in user testing, and state staff have responded to issues they have raised. Interacting with other state systems is much more complicated. First 5 data can be exported and staff hope at a future time to be able to work with the California Department of Education to follow children into the K-12 system to measure longer term outcomes. However, currently no uniform identifier exists, which makes it difficult to interact with client level data from any other department.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present. Commissioner Minon was not present for the vote on this item.

Agenda Item 9 – Commission Business

9a – Election of Vice Chair

Marsha Jones, Chief Deputy Director, requested the State Commission elect a Commissioner to serve as Vice Chair.

Commissioner Collis recommended that the Vice Chair position be filled by the Commissioner who served the longest tenure on the State Commission.

MOTION/ACTION: Commissioner Collis moved that the Commission appoint Commissioner Minon to serve as Vice Chair for the First 5 California Children and Families Commission through 2012. The motion was seconded by Commissioner Duterte.

DISCUSSION: None.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

9b – Advisory Committee Assignments

Marsha Jones, Chief Deputy Director, requested the State Commission fill vacant memberships to the First 5 California Commission advisory committees.

MOTION/ACTION: Commissioner McKeever moved that the Commission approve the following advisory committees and their members:

- Executive Committee – Commissioner Minon
- Program – Commissioner Icenhower

The motion was seconded by Commissioner Collis.

DISCUSSION: Commissioner McKeever recommended continuing the existing membership, with the exception of filling the Program Committee vacancy.

Chair Kent noted that with the appointment of Commissioner Minon as Vice Chair, which automatically places her on the Executive Committee, she might want her load lightened as she also serves on two other committees as well.

Ms. Perry said that First 5 California staff could bring this item back in January if Vice Chair Minon felt the need to make adjustments to her committee appointments as a result of added responsibilities of being appointed as Vice Chair.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present. Commissioner Minon was not present for the vote on this item.

Agenda Item 10 – Consent Calendar

The Commission considered approval of the consent agenda items:

- July 20, 2011, Commission Meeting Minutes
- Agreement Ratifications: [October 19, 2011 Agreement Ratifications](#)

MOTION/ACTION: Commissioner Collis moved that the Commission approve the consent calendar. The motion was seconded by Commissioner McKeever.

DISCUSSION: Chair Kent inquired why First 5 California was funding a project manager for Educare (First 5 Santa Clara).

Ms. Miller said that it was a three-year agreement up to \$100,000 per year to oversee the planning of the Educare project.

Ms. Perry said that, historically, the State Commission has always funded a staff person at the county level to coordinate that program. That same model is used with Educare as well so that the implementation of the state's requirements is met and the reporting is done. She explained that it is something that enhances the county's

ability to work and partner with First 5 California over time. It creates a network of experts in counties who own the project.

Chair Kent asked if the project manager goes outside of Santa Clara to help other locals or is strictly for Santa Clara. Ms. Perry said the project manager would work very closely with First 5 California and First 5 Los Angeles where the other Educare site is located. There are significant project management tasks necessary for an Educare to be implemented. They also do a lot of presentations, technical assistance, and support outside of their county to teach others about their work.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present. Commissioner Minon was not present for the vote on this item.

Agenda Item 11 – Adjournment

Commissioner Collis moved for adjournment of the commission meeting. The motion was seconded by Chair Kent and was approved by a unanimous vote of the members present.

The next scheduled Commission Meeting is January 18, 2012, in Sacramento, California.

**FIRST 5 CALIFORNIA COMMISSION MEETING
 AGREEMENT RATIFICATIONS**

Purchase Order No.	Vendor Name	Service/Product	Contract Amount	Executed
Information Technology				
CFF-4735 A1	Capital Network Solutions	Zero dollar amendment to add one-year time extension to complete the design and implementation of server consolidation efforts	No Cost Time Ext.	5/12/2011
CFF-4776	Infiniti Consulting Group, Inc.	Expert IT consultation services for project management oversight for the First 5 California Signature Program Data Collection System	\$150,000.00	11/21/2011
CFF-4777	Capital Datacorp	Purchase of 35 Adobe Acrobat upgrade software licenses to align and support Windows software upgrade	\$6,108.73	11/14/2011
CFF-4783	Shooting Star Solutions, LLC	Independent Verification and Validation and Independent Project Oversight Consulting Services in support of the First 5 California Signature Program Data Collection System	\$120,000.00	12/29/2011
Research				
CFF-4781	Graphic Focus	Printing services for the First 5 California Annual Report	\$5,562.06	11/30/2011

Contract No.	Contractor Name	Description of Services	Total Amount	Date Executed
Administrative				
CFF-7278	Metro Media	Audio visual services for First 5 California Commission meetings in Sacramento through June 30, 2013	\$9,999.00	1/4/2012
CFF-MOU1 A1	State Controller's Office	Amendment to increase original contract amount of \$150,000 by \$100,000 to reimburse the contractor for actual expenses to perform annual audit of First 5 California accounts	\$250,000.00	11/9/2011

**FIRST 5 CALIFORNIA COMMISSION MEETING
 AGREEMENT RATIFICATIONS**

Contract No.	Contractor Name	Description of Services	Total Amount	Date Executed
Research				
CFF-7225 A2	M Corp	Zero dollar amendment to execute a time extension of the existing agreement to December 12, 2012, for the CARES Plus data collection specifications into the Signature Program Data Collection System	No Cost Time Ext.	12/20/2011
CFF-7226 A1	M Corp	Maintenance and on-going support for the Signature Program Data Collection System through September 30, 2014	\$792,000.00	12/20/2011
Signature Programs				
CFF-7132 A2	Fraser Communications	Budget amendment to add \$31,360,477.80, which reflects 10% reduction to existing agreement of \$34,844,975.34, for Parent Education and Outreach for services through December 31, 2014	Original Agreement (Jan 2009 - Dec 2011) \$34,844,975.34 Amendment A2 (Jan 2009 - Dec 2014) With 10% Reduction \$31,360,477.80 Total Amount \$66,205,453.14	12/13/2011
CFF-7262	California State University, Sacramento	Conference management for the First 5 California 2012 Statewide Conference	\$150,000.00	12/29/2011
Co-Sponsorship				
CFF-7265	The Help Group	Two-day Help Group Summit 2011 on Autism, Learning Disabilities and ADHD	\$9,999.99	10/20/2011
CFF-7280	Parents Anonymous, Inc.	Two-day California Parent Leadership Conference: Collaborating with Families; Moving Toward Real Partnerships	\$7,000.00	1/4/2012