

April 25, 2018

SUBJECT		Action
2019 STRATEGIC PLAN DEVELOPMENT PROCESS	\boxtimes	Information

SUMMARY OF THE ISSUE

The First 5 California (F5CA) Commission (the Commission) adopted a 5-Year Strategic Plan (the Plan) for the years 2014–2019. In preparation for a new Plan, F5CA staff prepared a draft Strategic Plan (2019) Development Process (Attachment A). F5CA staff seeks input and recommendations from the Commission regarding the Process.

RECOMMENDATION

This is an information-only item. F5CA staff is not requesting action at this time. Based on Commission feedback and recommendations regarding the Strategic Plan (2019) Development Process, F5CA staff will return to the Commission with an update of the new Plan.

BACKGROUND

F5CA Strategic Planning Process for 2014 Strategic Plan

In 2013, with the Glen Price Group's (GPG) assistance, the Commission established a process for development of a strategic plan. During the subsequent six-month period, F5CA invited and collected extensive input from its stakeholders statewide to inform the development of the Plan.

As a result of this highly participatory process, F5CA defined its vision, mission, and values, and drafted a plan to reflect three external Strategic Priority Areas (SPAs):

SPA 1. Children and Families: Support children prenatal through age 5 and their families by providing culturally and linguistically effective resources, knowledge, and opportunities for them to develop the skills needed to achieve their optimal potential in school and life.

SPA 2. System and Network: Provide leadership to the First 5 movement and the development of a support system serving children prenatal through age 5, their families, and communities that results in sustainable and collective impact.

SPA 3. Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.

Additionally, a fourth SPA was included with a goal of strengthening internal capacity of F5CA to realize its mission and achieve greater impact.

Each SPA delineated Goals, Objectives, Activities, and Indicators of Success in order to define the scope and success of each priority area.

2014 Strategic Plan

In 2014, the Commission adopted the Plan, incorporating the four SPAs defined above. Since its adoption, F5CA has conducted annual stakeholder surveys on its implementation of the Plan and reported results to the Commission. The findings of the surveys evidence F5CA's success in implementing a number of the Plan's goals and objectives.

In addition, F5CA took these actions to better inform the Commission on the application of the Plan to F5CA's work:

- Formation of a Strategic Planning Advisory Committee to advise F5CA staff on Plan-related items
- Preparation of a fiscal mapping table to reflect a crosswalk of expenditures. The table shows how each F5CA expenditure directly relates the Plan, and is included in every Financial Update provided at F5CA meetings
- Updating the F5CA Commission Agenda Item template to contain a field that requires F5CA staff to cite the Strategic Plan section advanced by the agenda item

Febuary 2017 Retreat and Amendments to the Plan

At the time it adopted the Plan, the Commission also requested F5CA staff to provide an in-depth analysis of the Plan in its third year (2017). The purpose of the

third-year analysis was to hear from F5CA staff regarding accomplishments, coupled with lessons learned, and to provide the Commission with sufficient information and recommended amendments to better reflect F5CA's work in the identified priority areas.

In February 2017, F5CA held a full-day Retreat, facilitated by Jannelle Kubinec from WestEd. After establishing Retreat objectives and norms, and identifying Commission aims and priorities, F5CA engaged in thoughtful and robust discussions regarding each of the external priority areas. In particular, specific variables were cited as reasons to revisit the direction of the Plan, including the changing political landscape, recent developments on early brain development, and a greater awareness of F5CA's direction and internal capacity gleaned from implementing the first three years of the Plan.

Consistent with the recommendations proffered at the Retreat, F5CA staff drafted specific amendments to the Plan, which were adopted by the Commission at its April 27, 2017, meeting.

2019 Draft Strategic Plan Development Process

In preparation for a new strategic plan in 2019, F5CA staff drafted a Strategic Plan Development Process (the Process). At the onset, F5CA does not contemplate substantial changes to its vision, mission, and values. To draft the priority areas, F5CA again anticipates a highly interactive process with Commissioners, stakeholders, partners, and staff for the new plan. While F5CA staff will draft the new plan, the Process enlists the assistance of both GPG and Jannelle Kubinec for the purposes of facilitating and supporting F5CA staff efforts.

The Process outlines five phases in development of the new plan:

Phase I: F5CA Commissioner Input
Phase II: Partner and Stakeholder Input

Phase III: F5CA Staff Input

Phase IV: F5CA Commissioner Input Phase V: F5CA Commission Approval

Each phase is accompanied by specified roles for F5CA, Jannelle Kubinec, and GPG. Jannelle Kubinec will facilitate the Commission retreats, as needed, and likely interview Commissioners during the course of the plan development. GPG will be tasked with canvassing, compiling, and summarizing input from partners, stakeholders, and F5CA.

Finally, the Process provides a timeline in which each of the phases are to be completed, culminating in the presentation of F5CA's 2019 Strategic Plan to the Commission for approval at its April 2019 Commission meeting.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

Since adoption of the Plan in 2014, the Commission has:

- Received annual updates from F5CA staff regarding accomplishments toward meeting the goals of the Plan
- Conducted numerous Strategic Planning Committee meetings
- Attended a full-day Strategic Plan retreat
- Taken action to amend the Plan to better reflect goals, objectives, activities, and indicators of success

ATTACHMENTS

- A. Draft Strategic Plan (2019) Development Process
- B. Revised Strategic Plan 2017
- C. First 5 California Principles on Equity

Phase	Description	Glen Price Group (GPG) Role	F5CA Role	Time Period
I.	F5CA Commissioner Input	 Prepare materials for F5CA commissioners input Document feedback from commissioners regarding the following: Feasibility of revised Strategic Plan (funding, technical capacity, legislature's interest, public interest/political will) Discuss future monitoring process, including feasible and meaningful outcome measures and data indicators Deliverable: Findings summary 	Executive team consults with Strategic Plan Advisory Committee Commissioners convene based on input of Advisory Committee	April 25, 2018
II.	Partner and Stakeholder Input	Facilitate and collect feedback from partners and stakeholders, including First 5 county commissions, early educators, health care professionals, service providers, parents, and relevant stakeholders, on the following: a. How to revise and update current Strategic Plan (2014) b. Explore feasibility of future monitoring methods (e.g., surveys, advisory groups, SME interviews) c. Willingness of stakeholders to participate in future monitoring process	Approve plan for feedback methods Identify and provide partner/stakeholder contacts lists, if available, to GPG Executive team approves format of summary findings Executive team consults with	May-June 2018

	 Deliverable: Findings summary Deliverable: List of participants willing to participate in future monitoring 	Strategic Plan Advisory Committee
III. F5CA Staff Input	 Present partner and stakeholder findings to F5CA staff and leadership. Facilitate and collect feedback from F5CA staff to brainstorm policy solutions related to the following: Existing Strategic Plan (2014) categories (e.g., Strategic Priority Areas, Goals, Objectives, Indicators of Success, definitions, etc.). Which categories were useful in 2014 Plan? Can categories be revised to be feasible and meaningful? Feasibility of draft Strategic Plan (2019) regarding funding, technical capacity, legislature's interest, public interest/political will Identify future monitoring process including feasible and meaningful outcome measures and data indicators (e.g., staff tracking of goals, objectives, indicators; surveys; advisory groups; SMEs) Deliverable: Findings summary 	 Staff, managers, and executive team participate in feedback process facilitated by GPG Leadership reviews and provides edits for draft revised Strategic Plan (2019) Draft revised Strategic Plan (2019) Executive team consults with Strategic Plan Advisory Committee

IV.	F5CA Commissioner	Prepare materials for F5CA commissioners input based on Partner/Stakeholder/F5CA staff	Executive team October identifies and leads 2018
	Input	feedback findings	feedback process Commission
	mpat	Toodback Infamigo	with Meeting,
		2. Document feedback from commissioners	commissioners January
		regarding the following:	(e.g., commission 2019
			meetings, special Commission
		Feasibility of revised Strategic Plan	meetings, existing Meeting, or
		(funding, technical capacity, legislature's	commissioner other
		interest, public interest/political will)	advisory meetings as committees) needed
		b. Confirm future monitoring process,	committees) needed
		including feasible and meaningful outcome	2. Leadership reviews
		measures and data indicators	and provides edits
			for revised
		 Deliverable: Findings summary 	Strategic Plan draft
			3. Draft revised
			Strategic Plan
			(2019)
			4. Executive team
			confers with
			Strategic Plan Advisory
			Committee

Strategic Plan (2019) Development Process

Item #3 Attachment A

V.	F5CA Commission Approval	With F5CA staff, support formal First 5 Commission agenda action item for commissioner approval	Leadership will draft commission action agenda item with supporting April 2019 Commission Meeting
		Deliverable: Agenda item narrative, PowerPoint, Strategic Plan framework, as needed, for First 5 Commission Meeting	documents from GPG • Adopt revised Strategic Plan (2019)

First 5 California Strategic Plan

Adopted January 23, 2014 Revised April 2017



I. Strategic Plan At-a-Glance

Vision	California's children receive the best possible start in life and thrive.			
Mission	Convene, partner in, support, and help lead the movement to create and implement a cand coordinated system for California's children prenatal through 5 and their families. Prorearly childhood development.			
Values	Child and Family Focus Out	comes-Driven Commitmer	Collaboration Civic En	gagement Sustainability countability
Strategic Priority Areas (SPA)	Children and Families	System and Network	Public Will and Investment	Institutional Development
	Child Health	Leadership as a Convener and Partner	Communications	Internal Structure and Systems
Goals	Early Learning			
	Family Community Support and Partnership	Resource Exchange and Stewardship	Legislative Engagement and Leadership	Team Development and Engagement

Introduction

First 5 California was created by voters under Proposition 10 to recognize that children's health and education are a top priority, especially in the early years of development. Its efforts focus on the development and implementation of a variety of quality programs, systems of support, and resources designed to promote the health, education, and care of young children across the state.

The First 5 California Commission supports and advocates for the strong start all children deserve, with an emphasis on children ages 0 to 5 and their families, to optimize early childhood development. A fundamental objective is to ensure all parents giving birth in California, and especially those living in poverty, receive critical information about early brain growth in their babies' first months and years of life, and what they can do to enhance it and shape their children's future.

The Commission's work is guided by the premise that all its efforts and investments must be the most impactful, reasonable, and achievable within First 5 California's fiscal and administrative resources and constraints.

Development, Adoption, and Update of the 2014 Strategic Plan

Background and Mid-course Review

In April 2013, the First 5 California Commission (Commission) started developing a new Strategic Plan. The Commission set a rapid time frame and called for the engagement of key stakeholders through a highly participatory process. During the subsequent six-month period, First 5 California invited and collected extensive input from its stakeholders statewide to inform the development of the plan.¹

First 5 California's 2014 Strategic Plan was adopted as a five-year plan. However, the Commission requested that the Plan undergo a review after three years to determine if any revisions to the Plan were in order. Toward that end, the Commission held a retreat in February 2017, to review and discuss the goals and objectives of the Plan, along with its timeline for implementation.

The Commission reached consensus regarding specific issues/tasks to be reflected in the modified Strategic Plan. These include:

- The need for First 5 California to be a catalyst in compiling existing relevant data and synthesizing the information to provide a definitive and consistent perspective representing that data
- Supporting a comprehensive plan to reduce or eliminate childhood poverty
- Reflecting the latest early brain development research throughout our work,

and recognizing that the earliest intervention with a child is optimal for that child's well-being

- The need to be inclusive of all caregivers, including fathers, to be engaged with a child's early development
- Creatively approaching First 5 California's work in light of its diminishing resources

These issues/tasks are reflected within this updated version of the Strategic Plan and/or will be reflected in the work of First 5 California.

First 5 California developed its Strategic Plan in two parts:

- 1. The Statement of Strategic Direction (SSD) and
- 2. Strategic Objectives and Activities.

Statement of Strategic Direction (SSD)

The SSD consists of First 5 California's: 1) Vision, 2) Mission, 3) Values, 4) Strategic Priority Areas (SPAs), and 5) Goals. These key elements provide an overarching frame for **What** First 5 California wants to accomplish and **Why**.

First 5 California Vision

The vision is an aspirational statement of what First 5 California strives to achieve in the future. It serves as First 5 California's compass.

California's children receive the best possible start in life and thrive.

First 5 California Mission

First 5 California's mission states its core reason for being, whom it plans to serve, and how it plans to do so. It serves to differentiate its functions and core expertise from other organizations that are working in different ways towards the same vision.

Convene, partner in, support, and help lead the movement to **create and implement a comprehensive**, **integrated**, **and coordinated system** for California's children prenatal through 5 and their families. **Promote**, **support**, **and optimize early childhood development**. ²

First 5 California Values

The values represent First 5 California's essential and enduring tenets. They are a small set of general guiding principles and focus all the work First 5 California undertakes.

• **Child and Family Focus**: We place the needs of children prenatal through 5 at the center of our work and we do so in culturally and linguistically effective ways.

- **Outcomes-driven**: We create positive results that are measurable and we use monitoring and evaluation as a tool for continuous improvement.
- Commitment: We dedicate ourselves to building upon proven best practices and creating integrated, continuously improving, innovative, and cost-effective programs, policies, and systems that result in the highest quality services to children.
- **Collaboration**: We facilitate and participate in partnerships across disciplines, all county commissions, stakeholder groups, and traditional silos.
- Civic Engagement and Accountability: We advocate for public policies and increased resources to improve outcomes and support systems for children prenatal through 5. We are responsible to the people of California for the wise and effective use of public funds.
- Sustainability: We maintain and grow the impact and success of the First 5
 movement for all children prenatal through 5 wherever they reside in
 California.

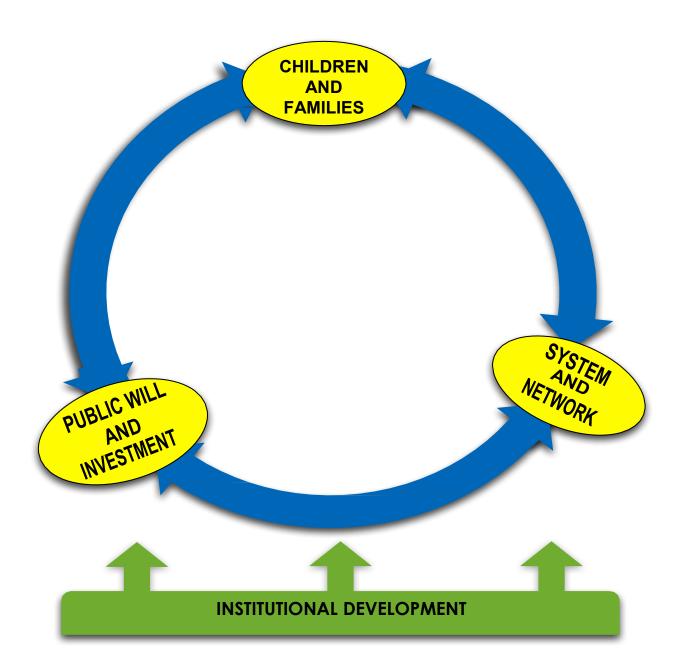
First 5 California Strategic Priority Areas (SPAs) and Goals

Building upon First 5 California's vision, mission, and values, four SPAs provide the primary focus areas for First 5 California's external and internal work. The three **externally-focused SPAs** of <u>Children and Families</u>, <u>System and Network</u>, and <u>Public Will and Investment</u> are critically linked, meaning that the intended outcomes for children will not be achieved without a strong system of services, network of providers and partners, and the public and political support to invest in early childhood. Additionally, the **internally-focused SPA** of <u>Institutional Development</u> recognizes that strengthening First 5 California's organizational capacity will improve its ability to accomplish its external programmatic goals. Figure 1 on the next page represents the synergistic relationship among these four SPAs.

¹ First 5 California Key Themes from Stakeholder Interviews and Survey

² Bold text in the SSD indicates language from the Proposition 10 statute.

Figure 1. First 5 California Strategic Priority Areas



Goals: Within each SPA, key goals have been developed representing the focus for First 5 California's work over the next five years. The following tables detail these goals within each of First 5 California SPA. First 5 California's strategic objectives and activities build out from these goals.

- **SPA 1.Children and Families** | Support children prenatal through age 5 and their families by providing culturally and linguistically effective resources, knowledge, and opportunities for them to develop the skills needed to achieve their optimal potential in school and life.
- Goal 1.1. Child Health | Children prenatal through age 5 and their families access the full spectrum of health and behavioral health services needed to enhance their well being.
- **Goal 1.2. Early Learning** | Children birth through age 5 benefit from high quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life.
- Goal 1.3. Family and Community Support and Partnership | Families and communities are engaged, supported, and strengthened through culturally effective resources and opportunities that assist them in nurturing, caring, and providing for their children's success and well being.
- **SPA 2. System and Network** | Provide leadership to the First 5 movement and the development of a support system serving children prenatal through age 5, their families, and communities that results in sustainable and collective impact.
- Goal 2.1. Leadership as a Convener and Partner | Work with First 5 county commissions, state agencies, and other stakeholders to convene, align, collaborate on, support, and strengthen statewide efforts and initiatives to facilitate the creation of a seamless system of integrated and comprehensive programs and services to improve the status and outcomes for children prenatal through age 5 and their families.
- **Goal 2.2. Resource Exchange and Stewardship** | Strategically fund and co fund, align resources, facilitate the exchange of information and best practices, and seek new opportunities to maximize positive impact for children prenatal through age 5 and their families.

- **SPA 3. Public Will and Investment** | Build public engagement in, investment in, and support of the optimal well being and development of children prenatal through age 5, their families, and communities.
- **Goal 3.1. Communications** | Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.
- Goal 3.2. Legislative Engagement and Leadership | Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.
- **SPA 4. Institutional Development** | Strengthen internal capacity of First 5 California to realize its mission and achieve greater impact.
- Goal 4.1. Internal Structure and Systems | Create and implement an integrated and transparent approach to internal planning, communication, and decision making.
- **Goal 4.2. Team Development and Engagement** | Deepen management and staff awareness, understanding, knowledge, capacity, and involvement within and across organizational areas.

Strategic Objectives and Activities Framework

The Strategic Objectives and Activities Framework is the second part of First 5 California's Strategic Plan, complementing the approved Statement of Strategic Direction (SSD).

First 5 California's Strategic Objectives and Activities flow from the SSD and expand on the SPAs and goals. The Objectives and Activities answer the question: **How will** First 5 California accomplish this work? They include indicators of success that will help First 5 California understand the extent of its progress. The SSD acts as a guiding star for First 5 California in its planning and decision-making, and the Strategic Objectives and Activities Framework provides a tangible roadmap for the Commission to reference as it charts a path toward reaching its goals.

The framework below presents First 5 California's four SPAs and, within each, specific goals. It then describes the Strategic Objectives and Activities that will help First 5 California accomplish its Goals. Finally, it identifies the Indicators of Success that will allow First 5 California to track its progress.

The Strategic Objectives and Activities Framework

SPA 1. Children and Families | Support children prenatal through age 5 and their families by providing culturally and linguistically effective resources, knowledge, and opportunities for them to develop the skills needed to achieve their optimal potential in school and life.

Goal 1.1. Child Health | Children prenatal through age 5 and their families access the full spectrum of health and behavioral health services needed to enhance their well being.

Objective **Activities** 1.1.1. Collaborate in and Participate in existing multi-agency health taskforces. support efforts to Work with, and convene as necessary, key state agencies, the First 5 improve access to Association, county commissions, and other partners to support integrated the full spectrum of state and county health services (prenatal, preventive, developmental, health care behavioral, oral, physical, early intervention, etc.) for children prenatal services through age 5—in particular their alignment of eligibility requirements and (developmental, funding sources. • Work with partners to support priority issues affecting children's access to behavioral, oral, and receipt of health care services. vision, and Collaborate with partners to develop and implement strategies, including physical) for all advocacy and incentives to address priority issues. young children.

¹ The term "culturally and linguistically effective" is adopted from use in health care settings and includes the concepts of "cultural competence" and "cultural appropriateness" but goes beyond these terms to focus on measurable outcomes. DataHaven defines culturally effective services, resources, and strategies as being "respectful of and responsive to the beliefs and practices, and cultural and linguistic needs of diverse populations" (http://www.ctdatahaven.org/CultComp.php). The American Academy of Pediatrics uses the term "culturally effective" to stress improved service delivery and care leading to optimal health outcomes. (http://pediatrics.aappublications.org/content/114/6/1677.full).

Indicators of Success:²

- F5CA staff participate in existing multi-agency health taskforces.
- Collaboration with partners shows progress toward identified goals.

1.1.2. Collaborate on the development and implementation of a plan to ensure children with special developmental, behavioral, and

they need.

Objective

Activities

- Meet and work with key state agencies and stakeholder organizations to address identified gaps in early identification, early intervention, and behavioral health services to improve access for children at-risk for developmental delays and increase the number served across the state.
- Support and partner with existing state-level screening and referral initiatives such as the California Statewide Screening Collaborative, Help Me Grow California, and others, including the First 5 Association and county commissions, to address universal screening, assessment, referral, and treatment (as well as improved procedures to ensure full coverage under Medi-Cal and private insurance) to connect at-risk children to the services they need.
- Track First 5 support efforts to improve access.

Indicators of Success:

health care needs.

birth through age 5,

receive the services

- F5CA staff participate in existing taskforces.
- Collaboration with partners show progress toward identified goals.

² The years indicated here and throughout the "Indicators of Success" portions of this document are illustrative in nature and will be further confirmed by First 5 California staff as part of annual planning processes. Updates and opportunities for adjustment will be provided to the Commission as part of regular strategic plan reviews to be held on an annual basis.

Goal 1.2. Early Learning | Children birth through age 5 benefit from high quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life.

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Objective	Activities	
1.2.1. Lead, support, and collaborate on statewide efforts to create and align statewide early learning goals and priorities.	 Consolidate and align planning and implementation efforts by existing workgroups for early learning statewide initiatives, such as First 5 California's Signature Programs, Race to the Top-Early Learning Challenge (RTT-ELC) [including Quality Rating and Improvement System (QRIS) work], and California Comprehensive Early Learning Plan (CCELP), and key state partners such as the California Department of Education (CDE) and State Advisory Council on Early Learning and Care (SAC). Facilitate the coordination of statewide early learning work, convening key partners if necessary, and aligning the early learning work with K-12 system. Prioritize key recommendations from the CCELP that build upon existing work being done statewide.³ Develop and implement incentives for organizations and programs to align with early learning systems in accordance with statewide priorities and goals. Advocate for alignment and implementation of recommendations at the state level and for policies that support a stronger early learning system in California. 	

³ The CCELP outlines key recommendations in areas such as Access to Quality Early Learning and Care, Program-Level Continuous Improvement, Workforce Development, Family Partnership, and Supporting Dual Language Learners, among others. To download the CCELP and read its full recommendations visit: http://www.cde.ca.gov/sp/cd/ce/documents/compearlylearningplan2013.pdf.

- Engage and partner with other funders to co-create and co-invest in strategies to strengthen the early learning system in California.
- Gather baseline information and evaluate impact of strategies to improve children's early learning.

- A matrix of RTT-ELC, CCELP, and First 5 California's Signature Program goals and priorities created and made public to show where there is alignment to mutually support, facilitate, and strengthen each other's implementation [Year 1].
- Three priorities identified for advocacy and implementation [Years 2–3].
- Strategies developed and implemented in support of identified priorities along with corresponding evaluation plan [Years 2–4].
- Improved alignment demonstrated by outcome evaluation [Year 5].

Objective	Activities
1.2.2. Support and pilot culturally and linguistically effective strategies to engage Dual Language Learners (DLL) in early learning settings.	 Develop and implement a DLL pilot building on existing research and best practices with input from and in collaboration with the First 5 Association, First 5 county commissions, and other partners. Evaluate the effectiveness of the pilot and disseminate information about scalable strategies and the conditions under which they are highly effective. Ensure cultural and linguistic responsivity is infused in all First 5 California efforts and investments.
Indicators of Success	

- A minimum of one implementation pilot is funded by First 5 California and implemented by select county commissions and/or other local agencies in partnership with their local First 5.
- Pilot evaluation is funded by First 5 California to address the conditions under which DLL strategies implemented in pilot are highly effective.
- Evaluation of pilot shared with public, including information about effective family engagement, intentional teaching, and professional development strategies for infants and toddlers, and preschoolers.

 As results are obtained, access to effective DLL teaching strategies is expanded through collaboration with stakeholders and integrated into First 5 California's efforts.

Goal 1.3. Family and Community Support and Partnership | Families and communities are engaged, supported, and strengthened through culturally effective resources and opportunities that assist them in nurturing, caring, and providing for their children's success and well being.

1.3.1. Promote statewide infrastructure and pilot evidence-based strategies in community settings to engage families living in poverty in innovative, culturally sensitive,

and linguistically

appropriate ways

children's safe and

to enhance their

development.

healthy

Objective

Activities

- Meet and collaborate with existing statewide child welfare workgroups and stakeholders to identify key issues for affecting systems change in child welfare practices that will reduce the number of children birth through age 5 who have contact with the child welfare system.
- Develop and provide evidence-based, culturally and linguistically responsive, relationship-based family engagement training to early childhood educators.
- In collaboration with partners (e.g., those with expertise in home visiting, parent education/coaching, and strengthening families), explore development of an evidence-based prevention and early intervention pilot for at-risk communities/families; develop recommendations to include a family engagement pilot in next Strategic Plan.
- Ensure family engagement strategies are integrated into all applicable First 5 California efforts.

- Recommendation for future family engagement pilot presented to Commission.
- Access to effective prevention and early intervention family engagement strategies is expanded through trainings with early childhood educators.

- **SPA 2. System and Network** | Provide leadership to the First 5 movement and the development of a support system serving children prenatal through age 5, their families, and communities that results in sustainable and collective impact.
- Goal 2.1. Leadership as a Convener and Partner | Work with First 5 county commissions, state agencies, and other stakeholders to convene, align, collaborate on, support, and strengthen statewide efforts and initiatives to facilitate the creation of a seamless system of integrated and comprehensive programs and services to improve the status and outcomes for children prenatal through age 5 and their families.

Objective

Activities

- 2.1.1. Align, coordinate, and integrate the early childhood system in collaboration with other statewide agencies to improve the status and outcomes for families and children prenatal through age 5.
- Invite representatives from diverse stakeholder groups, including policymakers and providers, to join a formal interagency and multidisciplinary statewide prenatal through age 5 workgroup.4
- Convene the workgroup on a regular basis to facilitate communication and reduce silos among stakeholders on current priorities, goals, projects, and key challenges/opportunities in which each could use support in maximizing resources and services for children and families.
- Collaborate with partners to align early childhood services and resources through coordinated communication, advocacy, policymaking, and other capacity-building efforts.⁵

- Interagency and multidisciplinary workgroup formed [Years 1–2].
- Workgroup convened on a regular basis [Years 2-5].

⁴ First 5 California envisions this workgroup as an advisory group to other First 5 California projects (universal screening efforts, alignment of early childhood education work).

⁵ This will involve significant collaboration and coordination with leaders of initiatives working on similar goals such as the Race to the Top- Early Learning Challenge (RTT-ELC) and the Early Childhood Comprehensive Systems (ECCS) Grant both of which have interagency leadership workgroups.

- In the annual First 5 California survey, 1.5% increase each year on state agency stakeholder agreement with the statement: "First 5 California collaborates and partners successfully with other state agencies." (Baseline: 74%, 2013)⁶
- In the annual First 5 California survey, 2% increase each year on stakeholder agreement with the statement: "First 5 California has made effective use of stakeholder groups as a means for gathering input and advice from the field across the state." (Baseline: 67%, 2013)⁷

Objective **Activities** 2.1.2. Fnhance research Inventory data collected from First 5 county commissions and compare with data collected from counties by the state. and evaluation • Analyze data inventory for linkages between inventoried data to outcomes capacity to inform practice and to measured by First 5 California and private, federal, and state funders. demonstrate Identify key areas in which First 5 California can better coordinate with and accomplishments in leverage local investments made by county commissions to improve supporting services evaluation and measure statewide impact, including where county to families and commissions need local and statewide data. children prenatal • Convene and meet with existing workgroups to facilitate more effective evaluation across agencies on prenatal through age 5 outcomes. through age 5. Develop and implement recommendations to enhance First 5 California research and evaluation capacity, with input from First 5 county commissions, to better capture and communicate accomplishments of investments. **Indicators of Success:**

⁶ These indicators and baseline numbers come from the Stakeholder Survey that First 5 California conducted during the strategic planning process. Percentage values are to improve above baseline with the target increases providing an initial reference point. First 5 California plans to conduct the survey on an annual basis and will capture these indicators as a measurement of ongoing progress/success.

planning capacity for statewide prenatal through age 5 efforts.

Participants in existing workgroups report that collaboration provided stronger evaluation and

⁷ First 5 CA Strategic Planning Stakeholder Survey.

- Inventory of data currently collected by First 5 California from First 5 county commissions mapped to outcomes for children [Years 1–2].
- Areas of improvement for data coordination with First 5 county commissions identified and priority action items recommended [Years 2–4].
- Plan developed and implemented to enhance research and evaluation capacity of First 5 California in coordination with data collection from First 5 county commissions [Years 4–5].

Objective **Activities** 2.1.3. Strengthen the Survey the First 5 Association, First 5 county commissions, and other partners to identify how First 5 California can best support their work through capacity of First 5 county commissions targeted technical assistance, streamlined First 5 California administrative and other local processes, and other activities in which First 5 California engages with counties. partners across the Collaborate closely with the First 5 California/First 5 Association Partnership state to accomplish Council to prioritize, develop, and implement strategies to facilitate ongoing their goals and communication and areas of support from First 5 California. address collaborative early Convene First 5 county commissions, commissioners, and local and state childhood systems partners at an annual event to facilitate cross-fertilization of ideas; strategic planning, including possible common goals and shared indicators of success; building. communication; and collaboration with each other to strengthen the First 5 movement.

Indicators of Success:

- In the annual First 5 California survey, 2% increase each year on First 5 county commission, staff, and other local partners agreement with the statement: "Overall, First 5 California helps us accomplish our goals for the county more effectively." (Baseline: 65%, 2013)⁸
- In the annual First 5 California survey, 2% increase each year on participating First 5 county

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⁸ First 5 CA Strategic Planning Stakeholder Survey.

Commissioners, county commission staff, and other local partners agreement with the statement: "First 5 California collaborates and partners successfully with local county commissions and other partners." (Baseline: 63%, 2013)⁹

- In the surveys for the annual events, over 75% of attendees indicate their expectations were met and their knowledge improved.
- Three strategies identified and implemented to facilitate improved working relationship between First 5 California and First 5 county commissions [Years 1–3].
- First 5 California and the First 5 Association Partnership Council develop a common strategic goal and agree to use a shared indicator of success [Year 3].

Goal 2.2. Resource Exchange and Stewardship | Strategically fund and co fund, align resources, facilitate the exchange of information and best practices, and seek new opportunities to maximize positive impact for children prenatal through age 5 and their families.

tor children prenatar mrough age 3 and meir families.		
Objective	Activities	
2.2.1. Address diminishing revenue, ensuring the viability of First 5 California and all 58 First 5 county commissions to serve children prenatal through age 5 and the First 5 movement.	 Identify and invest in resources to increase fund development capacity. Build strong collaborative relationships with co-investors across sectors (philanthropy, business, etc.). Facilitate timely and collaborative information exchange, prioritization of opportunities, and development and implementation of innovative strategies for securing funds. Work with the First 5 Association Small County Workgroup to support the 20 smallest First 5 county commissions. Identify and develop a sustainability pathway for funding a strong early childhood system, including new sources of public revenue. 	

- Statewide and federal funding opportunities identified and pursued in a collaborative statewide manner.
- New funding sources secured for prenatal through age 5 programs in the state.
- Long-term sustainability pathway identified [Year 3].

⁹ ibid

Objective	Activities
2.2.2. Provide increased support to service providers with the dissemination of resources to support children prenatal through age 5 and their families.	 Disseminate information and resources such as trainings, best practices, latest research, funding opportunities, etc. Organize and hold an interactive annual conference with different tracks based on goals from the Strategic Plan and statewide collaborations. Design and conduct a survey of stakeholders on additional cost-efficient and effective methods of communication.
 A regular e-new network of stake Results of survey [Years 2–3]. Increase in active In the annual First 	nmunication survey conducted [Year 1]. sletter launched as a preliminary and primary method of communication with a holders. and next steps for improving communication system with stakeholders are shared e, up-to-date, e-newsletter list members [Years 2–3]. st 5 California survey, 1.5% increase each year on stakeholder agreement with the 5 California communicates effectively with stakeholder groups." (Baseline: 74%,

 $^{^{\}rm 10}$ First 5 CA Strategic Planning Stakeholder Survey.

SPA 3. Public Will and Investment | Build public engagement in, investment in, and support of the optimal well being and development of children prenatal through age 5, their families, and communities.

Goal 3.1. Communications | Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.

Objective	Activities	
3.1.1. Increase public awareness on the importance of the investment in the early years (prenatal through age 5).	 To ensure <u>all</u> parents giving birth in California, and especially those living in poverty, receive critical information about early brain growth in their babies' firs months and years of life, and what they can do to exercise their babies' brains and shape their children's future, continue this critical messaging through the successful <i>Talk</i>. <i>Read</i>. <i>Sing</i>. campaign, the <i>Kit for New Parents</i>, First 5 IMPACT, the Dual Language Learner Pilot, and advocacy efforts with legislators and policy makers around the state and country. Coordinate with the First 5 Association and First 5 county commissions to develop shared messaging on priority issues. Coordinate with other regional, state, and national initiatives and partners across sectors on messaging. Convene stakeholders to gather success stories from across the state. Develop and implement a coordinated communication campaign that proactively and consistently messages the value of early childhood investments with success stories. Include evidence-based, culturally and linguistically effective messages, and grassroots and traditional media strategies. Improve transparency of First 5 California investments and impact. 	

- Increase in public awareness each year across sectors on importance of early childhood investments.
- Increase in parent awareness on impact of parenting behaviors on childhood development.¹² (See also last Indicator of Success for Objective 1.3.1.)
- In the annual First 5 California survey, 1.5% increase each year on stakeholder agreement with the statement: "First 5 California communicates clearly with the public and external stakeholders." (Baseline: 75%, 2013)¹³
- First 5 California reports its own funding amounts and return on investments separate from those county commissions in its annual report.

¹¹ This indicator only included if financially feasible to do statewide polling. If so, the first year of polling would establish baseline data and the indicator would be measured annually thereafter.

¹² This indicator only included if financially feasible to do statewide polling. If so, the first year of polling would establish baseline data and the indicator would be measured annually thereafter.

Goal 3.2. Legislative Engagement and Leadership | Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.

Objective	Activities
Objective	ACTIVITIES
3.2.1. Develop and implement a policy platform to advocate for and influence positive change for children prenatal through age 5.	 Meet with the First 5 Association and key early childhood advocacy organizations to identify shared research-based policy goals that support the wider First 5 movement. Develop a joint policy platform with the First 5 Association, to the extent possible, to collaborate on shared policy goals. Participate in a legislative team with representatives from a coalition speaking with a unified voice on behalf of early learning and health. Share the First 5 California policy platform with early childhood advocates to coordinate and collaborate on shared policy priorities. Incorporate evaluation and communication strategies as part of the platform. Hold "Education Days" in the state capitol. Outreach to and educate all legislators and statewide elected leaders. Identify, recruit, and cultivate promising freshman legislators as potential First 5 movement champions. Develop a child policy advocacy/communications strategy, building upon existing efforts and in partnership with key early childhood advocates, to provide consensus information on the gap between current child outcomes and opportunities, and First 5 Policy Agenda goals. Advocate at the state level for additional resources to improve children's access to the full spectrum of health care services and quality early learning for all children ages 0 to 5.

- Policy platform developed.
- Shared policy goals identified.
- In the annual First 5 California survey, 1.5% increase each year on stakeholder agreement with the statement: "First 5 California provides the support and policy guidance needed to stakeholders (local commissions, other state agencies, legislators, funders, nonprofits) to develop a strong First 5 movement/voice." (Baseline: 77%, 2013)¹⁴
- Future legislative leaders identified, recruited, and developed as early childhood champions from each freshman class of officials/in each election cycle.
- First 5 California actively improves the status and outcomes of children prenatal through age 5 and their families through sponsored legislation.

¹³ First 5 CA Strategic Planning Stakeholder Survey.

¹⁴ First 5 CA Strategic Planning Stakeholder Survey.

SPA 4. Institutional Development | Strengthen internal capacity of First 5 California to realize its mission and achieve greater impact.

Goal 4.1. Internal Structure and Systems | Create and implement an integrated and transparent approach to internal planning, communication, and decision making.

Objective	Activities
4.1.1. Cultivate a culture of continuous improvement, high-quality work, and efficiency.	 Review current business policy and procedure manuals to identify issues, needed changes, incomplete areas and items that will improve staff ability to accomplish their work. Establish a clear process or framework that includes staff input for changing and creating policies and procedures. Encourage informal peer review on all work products. Clarify and streamline policies and procedures, and revisit on an annual basis. Communicate changes and updates to staff in multiple and timely ways.

- Improvement in the level of quality of internal and external documents.
- In the annual First 5 California survey, 5% increase each year of First 5 California employees indicating agreement with the statement: "First 5 California business practices and internal systems enable them to carry out work effectively and efficiently." (Baseline: 60%, 2013)¹⁵

Objective	Activities
4.1.2. Improve planning,	Set policies and procedures for how all First 5 California employees will
decision-making, program and policy	work together on decision-making, workload distribution, planning, and communication.
development, and	 Identify, inventory, and leverage the strengths within units and among

¹⁵ First 5 CA Strategic Planning Stakeholder Survey.

accountability through an integrated approach, drawing on input from all relevant units.

- personnel to optimize performance and work quality.
- Create and train staff on a cross-unit, project-planning template for use on all First 5 California projects.
- Organize project teams across units with explicit project lead(s).
- Develop and implement cross-unit project work plans, including clear goals, regular status updates, timelines, milestones, and deliverables, and revisit often as part of every project.
- Encourage cross-unit communication about duties, projects, priorities, and workload while promoting staff interests, skills, and knowledge, including at all staff meetings.

- Baseline data gathered [Years 1–2].
- Every significant project has a visible, accessible, easy-to-update, and easy-to-read, cross-unit project work plan that states project lead(s), goals, timelines, due dates, and status.
- First 5 California employees agree that workload is fair and reasonable.
- First 5 California employees understand roles, responsibilities, and expectations of being part of a cross-unit team.
- First 5 California employees feel they enjoy more lead-time in projects and experience fewer surprises and delays.
- In the annual First 5 California survey, 3% increase each year of First 5 California employees indicating agreement with the statement: "I am held accountable for achieving specific outcomes using high standards of quality." (Baseline: 60%, 2013)¹⁶

¹⁶ First 5 CA Strategic Planning Stakeholder Survey.

Goal 4.2. Team Development and Engagement	Deepen management and staff awareness, understanding,		
knowledge, capacity, and involvement within and across organizational areas.			

Objective	Activities
4.2.1. Employees understand job duties, where they, as individuals, fit into the organization, and how they can improve their skills and advance in their careers.	 Implement formal and transparent HR processes including: orientation, ongoing clarification of job expectations, regular evaluation and feedback about job duties and performance, and exit interviews. Benchmark employee retention rate. Develop a system of ongoing communication on personal and professional goals between staff and supervising managers. Plan and budget for ongoing career planning and professional development opportunities for all employees.
Indiantary of Cusassas	

- All employees and their supervisors will develop and be invested in their own professional growth plan that reflects their job needs, goals, history, and interests.
- Baseline data gathered [Years 1-2].
- Satisfactory employee retention.
- Increase in awareness of professional development opportunities.

Objective	Activities
4.2.2. Employees feel invested and proud of the work and accomplishments of the agency and feel their work is valued and important to the success of projects/goals.	 Communicate specific outcomes and success stories of work with all employees on a regular basis. Create a committee of "internal champions" to initiate and carry out ways to celebrate project and personal successes, and develop these celebrations into traditions. Provide formal and encourage informal opportunities for all employees to support and appreciate each other.
Indicators of Success:	

- Baseline data gathered [Years 1–2].
- Improved employee satisfaction.
- In the annual First 5 California survey, 1.5% increase each year of First 5 California employees

indicating agreement with the statement: "First 5 California leadership fosters a professional environment in which staff is encouraged to learn, share, and act across offices and divisions." (Baseline: 67%, 2013)¹⁷

¹⁷ First 5 CA Strategic Planning Stakeholder Survey.



FIRST 5 CALIFORNIA

Principles on Equity





On October 18, 2001, the First 5 California State Commission adopted the Principles on Equity. These principles serve to ensure that California's children from diverse populations and those with special needs are integrated into the planning and implementation of programs supported by Proposition 10. A respected group of leaders in early childhood development, health and special needs served to outline the parameters and craft the Principles on Equity.

The Principles on Equity address four major areas

- Inclusive Governance and Participation
- Access to Services
- Legislative and Regulatory Mandates
- Results-based Accountability

Inclusive Governance and Participation

Families and other caregivers of children from diverse backgrounds and with diverse abilities will be meaningfully involved in the development and the implementation of programs. Proposition 10 programs shall:

- Use culturally and linguistically appropriate outreach strategies, as well as approaches effective in reaching parents of children with disabilities and other special needs.
- Assure that all diverse groups, particularly those who have been traditionally underrepresented and underserved, are actively engaged and involved and have an equal voice in defining needs and providing solutions.
- Use community organizations, formal and informal networks, and other communication vehicles to reach out to and serve diverse groups.
- Promote and support the development of emerging parent and community leaders.
- Assure that families representing diverse groups participate equitably in the planning, delivery and evaluation of initiatives.

Access to Services

To assure that children from diverse backgrounds and diverse abilities have access to high-quality, culturally competent and developmentally appropriate opportunities, Proposition 10 programs shall:

- Set measurable goals and objectives for increasing access and achieving equity.
- Use culturally and linguistically relevant methods of communication and community outreach.
- Assure that programs provide access to information, resources and support regarding a child's development.
- Conduct assessments that include assets, challenges, gaps in communities, systems and disaggregated data (ethnicity, disabilities, language, age, socio-economic status, preschool enrollment). These assessment data will aid in program design and in setting benchmarks and goals.
- Provide information and support through culturally and linguistically responsive service providers who are also knowledgeable about children with disabilities and other special needs.
- Promote collaboration across disciplines, service delivery systems and communities.
- Develop print, audio-visual and electronic materials that are culturally and linguistically relevant for all communities served, are written at appropriate literacy levels, and are available for specialized populations.

- Schedule services according to family needs and situations.
- Support individualized programs that address the cultural and linguistic diversity, ability levels, behavioral, and learning styles representative of California's children and families.
- Ensure availability of adapted and specialized services and supports as needed to assure full participation for all children and their families.
- Demonstrate awareness of, and referrals to, services, resources and other supports available for children with disabilities and other special needs and their families.
- Promote policies to assure training and technical assistance to improve knowledge, skills and attitudes and build capacity to work better within culturally and linguistically diverse communities.

Legislative and Regulatory Mandates

Agencies must adhere to all legislative, regulatory and accreditation mandates pertinent to the provision of services to children from diverse backgrounds and with diverse abilities. Proposition 10 programs shall:

- Demonstrate leadership in assuring that staff receive training, are knowledgeable about legislative or regulatory mandates and have the skills and resources necessary to implement.
- Inform parents of their rights and responsibilities as well as those of their children.
- Offer services to all children and their families regardless of immigration status (California Children and Families Resolution – June 24, 1999).
- Be accountable for compliance with key laws and other related mandates e.g., Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990 (ADA), Individuals with Disabilities Education Act (IDEA), Dymally-Alatorre Bilingual Services Act (CA), Executive Order 13166, August 11, 2000.

Results-based Accountability

Programs shall have well-defined and meaningful outcomes that benefit children from diverse backgrounds and with diverse abilities. Proposition 10 programs shall:

- Commit to attaining stated program outcomes realizing that results are crucial to ongoing sustainability and advocacy.
- Allocate sufficient resources to support accountability and evaluation activities.
- Use program planners, evaluators and other experts culturally competent and knowledgeable about children's differing abilities to develop effective assessment methods and evaluation tools.
- Regularly assess the governance process and provide updates on the extent of the family involvement and engagement throughout all phases of program development.
- Use culturally and linguistically appropriate questions, instruments and other research methods to collect relevant data from the populations and communities served, including questions on disabilities and special needs.
- Collect and report disaggregated data (e.g., ethnicity, disabilities, language, age, socioeconomic status, etc.) that describes children and families served and the achievement of access, equity and desired results.
- Assess and disseminate best practices and promising practices for the benefit of all children and their service providers.

thank you

First 5 California wishes to acknowledge the efforts of the Advisory Committee on Diversity for their dedication, leadership and hours of voluntary service working on behalf of children and their families from diverse backgrounds and with diverse abilities.

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