



CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

January 23, 2014
10:00 a.m. to 4:00 p.m.

Courtyard Marriott Sacramento Airport Hotel
2101 River Plaza Drive
American River Meeting Room
Sacramento, CA 95833

MINUTES

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

Chair Halvorson called the meeting to order at 10:05 a.m.

Commissioners Present: George Halvorson, Chair
 Joyce Iseri, Vice Chair
 Magdalena Carrasco
 Conway Collis
 Muntu Davis
 Kathryn Icenhower
 Casey McKeever

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting, and announced the reappointment to the State Commission of Vice Chair Iseri, who has been reappointed for another 4-year term.

Chair Halvorson reported that he and First 5 California Executive Staff met with President pro Tempore Darrell Steinberg on brain development and early childhood issues, and the importance of the entire continuum from birth to age five. Chair Halvorson also commented on this being an ideal time to focus on the critical importance of early childhood with early learning and care being at the top of the legislative agenda.

DISCUSSION: Commissioner Collis provided a report and slideshow presentation on the “California’s Crisis: Ending Child Poverty” conference, cosponsored by GRACE and The California Endowment, which was held in Los Angeles on December 16, 2013. The event included panels on breaking the cycle of poverty, and early intervention and support combined with wrap-around services.

PUBLIC COMMENT: None.

Agenda Item 2 – Executive Director’s Report

Camille Maben, Executive Director, provided the following updates:

Federal Budget and Bills

Congressional conferees presented a bipartisan \$1.1 trillion budget (omnibus appropriations bill) for Fiscal Year 2014, which includes a boost of \$1.4 billion for child care and early learning. It is estimated that 10 percent of this would be distributed to California. The budget includes:

- \$154 million increase for the Child Care and Development Fund
- \$1.25 billion increase for Head Start and Early Head Start
- \$250 million for a new round of Race to the Top grants (Preschool Development Grants) to develop, expand, and enhance state preschool programs for low-income children
- \$158 million to maintain the Striving Readers Comprehensive Literacy grants, which includes grants to local educational agencies and early childhood providers for literacy professional development and support for children from birth to kindergarten
- \$18 million increase for Part C early intervention grants
- \$194 million increase for WIC

While smaller than the President’s spring 2013 Strong Start proposal, the increase is consistent with the directions laid out in that proposal and reflects a bi-partisan interest in early childhood investment.

Strong Start for America’s Children Act

Senator Tom Harkin (D-Iowa) unveiled in November 2013 the Strong Start for America’s Children Act, a bipartisan bill that proposes broad investment in educational and development programs for very young children. The bill would expand high-quality preschool, building on the current state-funded preschool delivery system, and authorizes \$4 billion in grants to create Early Head Start/child care partnerships to improve the quality of and expand access to high-quality child care for infants and toddlers.

State Budget and Bills

The Governor’s proposed 2014-15 Budget includes a line item of \$17.5 million to increase dental outreach for children ages 0 to 3. It assumes Proposition 10 funding by the California First 5 Commission will be available for the non-federal share of costs, which is estimated at \$8 million.

SB 837 (Steinberg) – The Kindergarten Readiness Act of 2014

This bill would expand the current transitional kindergarten (TK) program from serving children with fall birthdays to providing all 4-year-olds with voluntary, high-quality, and developmentally appropriate TK funded through Average Daily Attendance, while still allowing private preschool providers to participate.

SB 1123 (Liu) – California's Strong Start Program

This bill would build on the current state programs for infants and toddlers to create an innovative, and comprehensive high-quality system to serve the state's youngest and most vulnerable children. The bill would double the number of infants, toddlers, and 3-year-olds that would be served through the new program.

First 5 California Staff Update

New Hires:

- Kelley Sherlock, Education Programs Consultant, Program Management
- Erin Dubey, Child Development Consultant, Program Management

Tribal Tax Meetings

The Attorney General's (AG) office has been in discussions with California tribes regarding tobacco products sold on tribal property. The AG's office has identified that some tobacco sales on tribal land are done without applying the appropriate state taxes before sale. While the AG's office and the state do not have jurisdiction to prosecute these potentially illegal sales, several interested tribes and the AG's office have been trying to work out how best to address this issue.

First 5 California is advocating that any funds collected by the tribes be used in a similar fashion as Proposition 10 fund and be devoted to early childhood development issues. The discussions between the AG's office and the tribes may result in proposed legislation. First 5 California will continue to work with the parties to provide guidance in this process.

CARES Plus

The new CARES Plus data system went online for use by Lead Agencies to enroll and manage program participant information. As a result of the new system going online, the PROOF data system is no longer in use.

Child Signature Program

First 5 California staff has conducted multiple site visits to counties in order to promote cross-program collaboration and alignment. Counties visited include Fresno, Merced, Sacramento, San Joaquin, Yolo, Orange, and Santa Barbara.

California Child Welfare Council

Ms. Maben was invited to serve as a member of the California Child Welfare Council.

The interests of First 5 California and the Child Welfare Council are aligned in many ways, including young foster children, child abuse prevention, child development, and early childhood education.

DISCUSSION: Commissioners found it troubling that First 5 California continues to be listed in the Governor's Budget as an additional funding source.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Moira Kenney, Executive Director, First 5 Association of California, provided an update on the following:

- The Association held its Annual Meeting, which included the election of new leadership and an opportunity to outline the Association’s ambitious goals for 2014.
- The Association is taking a support position on SB 837 (Steinberg) – The Kindergarten Readiness Act of 2014. The Association sees First 5 county commission investments as the anchor for early learning program improvement for the past 10 years, and recognizes the need to seize this historic opportunity to ensure California’s 4-year olds have access to public education before kindergarten. The Association also will stay engaged on the parallel Strong Start effort to ensure infants and toddlers are not left behind.
- The Association is working closely with other statewide advocates and partners to address a number of dental systems issues, including the Healthy Families transition and the pediatric dental essential health benefit in Covered California. Last year, county commissions invested \$15 million in this area, serving nearly 200,000 children with necessary services.
- The Association continues to advocate that all young children receive developmental and behavioral screenings. Conversations have begun with the Department of Health Care Services about the low rate of children receiving mandated screenings and the need to align the Medi-Cal CHDP periodicity schedule with the federal preventive services mandate for children.

DISCUSSION: Chair Halvorson commented on the need to support parents and keep this as a key part of the agenda.

PUBLIC COMMENT: Laurel Kloomok (First 5 San Francisco) stated that Bay Area First 5 county commissions are in support of SB 837, based on the need and the potential of universal preschool. She also stated there is support for both the TK and the birth to three strategies.

Agenda Item 4 – Advisory Committee Reports

Chair Halvorson called upon Commissioners to provide an update on advisory committee meetings or activities that had taken place since the October 2013 meeting.

DISCUSSION:

Evaluation - (Vice Chair Iseri and Commissioner Davis)

- Met on January 17 to discuss the Transitional Kindergarten evaluation.

Public Education & Outreach - (Vice Chair Halvorson and Commissioner Carrasco)

- Met on January 22 to discuss the content of the presentation on First 5 California’s media campaign.

Strategic Planning - (Chair Halvorson and Commissioner Icenhower)

- Core Planning Team met frequently via conference call to discuss the development and progress of the Strategic Plan.

Executive - (Chair Halvorson and Vice Chair Iseri)

- Met via conference call to go over the agenda for the January 2014 meeting.

Fiscal - (Vice Chair Iseri and Commissioner McKeever)

- Advisory committee did not meet.

Legislative - (Commissioners McKeever and Collis)

- Met on January 10 to discuss upcoming legislation on Transitional Kindergarten and 0 to 3 program.

Program - (Commissioners Icenhower and Carrasco)

- Advisory committee did not meet.

DISCUSSION: Commissioners McKeever and Collis (Legislative Advisory Committee) provided comments on the early education proposals, and the Executive Director's authority to take positions on legislation. Both Commissioners expressed the need for First 5 California to be more engaged in the Legislature.

While Commissioner Collis commented on the importance of SB 837 (Steinberg), he also expressed the difficulty to move the bill forward in its current form based on an opposition editorial from the Los Angeles Times.

PUBLIC COMMENT: None.

Agenda Item 5 – Fiscal Year 2012-13 Annual Report

Camille Maben, Executive Director, requested the State Commission approve First 5 California's Annual Report. She highlighted the key programs and resources funded by First 5 California, the most prominent being the Child, Teacher, and Parent Signature Programs.

MOTION/ACTION: Commissioner McKeever moved that the Commission approve the First 5 California Fiscal Year 2012-13 Annual Report and its submission to the Governor, the Legislature, and county commissions, as required by statute. The motion was seconded by Commissioner Carrasco.

DISCUSSION: Chair Halvorson and Commissioner McKeever commented that they found the county highlights to be impressive and useful.

PUBLIC COMMENT: None.

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

Agenda Item 6 – Transitional Kindergarten Study

Camille Maben, Executive Director, and David Dodds, Deputy Director, Evaluation, provided information on possibly co-funding an evaluation of TK in California.

First 5 California was approached by the Heising-Simons and Packard Foundations to partner in the co-funding of an evaluation of California's implementation of TK. The evaluation is envisioned to focus on the short-term impacts of TK, the quality of TK and its relationship to student outcomes, and longer-term impacts of TK. Results of this evaluation would help to bridge early education and care with the K-12 system in California.

This item sought Commission approval for the expenditure of \$1.5 million for three years to fund a co-partnered evaluation of California's implementation of TK.

MOTION/ACTION: Vice Chair Iseri moved that the Commission approve the expenditure of \$1.5 million to fund a co-partnered evaluation of California's implementation of TK during the three-year period, January 2014 through December 2016. The motion was seconded by Commissioner McKeever.

DISCUSSION: Bernadette Sangalang, The David and Lucile Packard Foundation, spoke on the Foundation's work on improving access to and the quality of education for the youngest learners in the state.

Ms. Sangalang said TK is viewed as an opportunity, in looking at best practices, for building the bridge between early childhood experiences and the K-12 system. She provided background information on the American Institute for Research (AIR), which was awarded a contract to look at the implementation of TK as it rolled out. AIR has been conducting an implementation study for the first year of TK. The quality of TK and child outcomes would be evaluated over the next several years. Ms. Sangalang stressed the importance of the evaluation in helping the early childhood field for the state and to obtain a better understanding of how TK supports student learning and readiness for kindergarten.

Commissioners asked for additional information on the specific research questions, and had a number of suggestions for additional items. They also asked for clarification on the assessments that will be used.

PUBLIC COMMENT: Christina Arrostuto (First 5 Solano) supported the evaluation and asked that the study also compare TK students with preschool students.

Laurel Kloomok (First 5 San Francisco) encouraged the State Commission to consider a robust kindergarten observational assessment that support analysis of the investments being made by First 5 county commissions.

Further discussion among Commission members focused on the evaluation's ability to incorporate Asian language assessments and to understand the effects of "wrap-around" services on child outcomes. After a lengthy discussion, an

amended motion was proposed that incorporated the interests of the commission members.

AMENDED MOTION/ACTION: The final amended motion, made by Vice Chair Iseri and seconded by Commissioner Collis, was passed to fund \$500,000 for one year for a co-partnered multi-year evaluation of California's implementation of TK. The approval is conditioned upon: 1) confirmation that data are included in the evaluation to identify services that children and families receive, and 2) securing estimates from the contractor of the costs of expanding the evaluation to add child assessments in Asian languages. Commission staff will present its findings at the April 2014 Commission meeting, which will include a report and recommendation regarding additional funding for the evaluation.

VOTE: The motion was approved by a majority vote of the Commission, with Commissioner McKeever abstaining.

Agenda Item 7 – Educare Partnership Time Extension

Sarah Neville-Morgan, Deputy Director, Program Management, and Jessie Rasmussen, President of the Buffet Early Childhood Fund, presented on Educare, a research-based program that prepares at-risk children for school. (See attached PowerPoint.)

First 5 California staff sought Commission approval to extend the funding authority originally approved by the Commission in April 2010 to support the establishment of several Educare early learning and development programs, or Educare Schools, in California.

MOTION/ACTION: Commissioner Carrasco moved that the Commission approve that First 5 California continue as a public partner in the public-private Educare Quality Early Learning Model; and to extend the Commission's authority for the remaining balance of the previously approved funding amount of up to \$6 million over three years beginning Fiscal Year 2014-15 through Fiscal Year 2016-17. The motion was seconded by Commissioner Davis.

DISCUSSION: Commissioner Collis asked about locations, particularly Long Beach. Ms. Neville-Morgan said conversations are continuing with deep commitment from the county. Ms. Maben said it took time to find the right partners to move forward.

Ms. Rasmussen said that cultivating and developing partnerships is more difficult than raising the funds for the building.

Vice Chair Iseri asked what languages were included in the dual language learners. Ms. Neville-Morgan stated that in Santa Clara, languages include English, Spanish, and Vietnamese.

PUBLIC COMMENT: Avo Makdessian (First 5 Santa Clara) thanked the Commission for bringing this item forward and expressed full support of the funding extension. He stated that First 5 Santa Clara will be working with First 5 California to bring forward a more robust proposal that addresses the operations and evaluation for Educare in Silicon Valley.

Dennis Cima, Silicon Valley Leadership Group, thanked Commissioner Carrasco for her work and urged Commissioners to approve this item. He highlighted the importance of changing the trajectory of children and families, and multiplying the effect of a centers like Educare in California.

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

Agenda Item 8 – Strategic Plan Process

The Glen Price Group presented the draft Strategic Objectives and Activities Framework, the final portion of the First 5 California's Strategic Plan.

MOTION/ACTION: Commissioner Collis moved that the Commission approve: 1) the draft Strategic Objectives and Activities Framework, a portion of the Strategic Plan; and 2) delegating authority to the Strategic Planning Advisory Committee to approve any modifications needed to this portion of the Plan subsequent to the Commission meeting. The motion was seconded by Commissioner Icenhower.

DISCUSSION: None.

PUBLIC COMMENT: Mark Friedman (First 5 Alameda) remarked that this was the most inclusive strategic process he has seen, including significant input from county commissions.

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

Agenda Item 9 – Consent Calendar

The Commission considered approval of the consent calendar as detailed on the agenda, including items 9a, 9b, and 9c.

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

DISCUSSION: Commissioner Carrasco made a minor correction to the October 2013 Minutes.

PUBLIC COMMENT: None.

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

Agenda Item 10 – First 5 California Media Contract

Lindsay VanLaningham, Communications Administrator, presented an overview of the Mass Media Communications Account, which receives 6 percent of the 20 percent of Proposition 10 funds allocated to the State Commission. The current mass media contract was awarded to Fraser Communications for \$64 million over six years.

The current contract expires December 31, 2014, and cannot be amended. First 5 California will initiate the development of a new Request for Proposal (RFP) to ensure there is enough time and money for continuous mass media services.

DISCUSSION: None.

PUBLIC COMMENT: Francine Rodd (First 5 Monterey) asked the Commission to ensure that the RFP includes language about continuing to collaborate with county commissions to design and implement media campaigns.

Patricia Loera (First 5 Glenn) commented that her county is rural, impoverished, and divided, and that Hands-On Health Express has helped unify the community.

Agenda Item 11 – Financial Update

Jennifer Clark, Director, Administrative Services, provided a financial update on revenue projections and adjustments, and First 5 California's Financial Plan, which was essentially unchanged since the last Commission meeting.

Ms. Clark also reported out on the conversations First 5 California is having with the Board of Equalization (BOE) regarding BOE's cost allocation plan and backfill determination. BOE staff has committed to work with First 5 California staff to provide requested information on operational costs.

DISCUSSION: Commissioner Collis commented that as former Chair of the BOE, it may be advisable to hire someone to conduct an independent analysis.

PUBLIC COMMENT: Moira Kenney, Executive Director, First 5 Association of California believes there is additional work to be done regarding the BOE cost issue, and that Association members will be meeting with BOE members in the upcoming weeks.

Ms. Maben mentioned First 5 California would look into this further in partnership with the First 5 Association.

Agenda Item 12 – Small Population County Funding Augmentation

Jennifer Clark, Director, Administrative Services, and Sarah Neville-Morgan, Deputy Director, Program Management, presented a new funding methodology and an accountability framework for the allocation of augmentation funds to small population counties as well as related training and technical assistance funds.

DISCUSSION: Commissioner McKeever commented that there was a lengthy process last time that included negotiations with counties, and a compromise was presented.

Ms. Kenney responded that while there was a compromise, the funding formula was made with very tight parameters and that this process, in contrast, has been more inclusive and open-ended.

PUBLIC COMMENT: Moira Kenney, Executive Director, First 5 Association of California, reported on the collaborative process and the fact that the proposal came from county commissions.

Ellen Viera (First 5 Plumas), Sheila Kruse (First 5 Tuolumne), and Karen Pautz (First 5 Siskiyou) thanked First 5 California staff for their partnership and willingness to work with small counties in creating a flexible yet accountable system for small counties.

Lisa Faulkner (First 5 San Benito) shared her perspective as a gap funding county, noting that their commission made the difficult decision to cut three of their six funded programs.

Agenda Item 13 – First 5 California Media Campaign

Renee Fraser, President and CEO of Fraser Communications, presented the current plan for First 5 California's 2014 media campaign and educational television spots. (See attached PowerPoint.) The new campaign will focus on the brain development of infants and young children, and the critical role of parents and other caregivers.

Ms. Fraser also showed a new video that was developed in honor of the 15-year anniversary of the passage of Proposition 10 and the creation of the California Children and Families Commission.

DISCUSSION: Chair Halvorson commented that he met with Senator Steinberg and discussed the campaign. Senator Steinberg said he was looking forward to the impact of First 5 California's media campaign.

Ex Officio Suennen announced that the Health and Human Services Agency can effectively reach out to departments and other agencies to actively engage with this effort through the year.

PUBLIC COMMENT: None.

Agenda Item 14 – Adjournment

MOTION/ACTION: Commissioner Collis moved that the Commission adjourn the Commission Meeting. The motion was seconded by Commissioner Icenhower.

DISCUSSION: None.

PUBLIC COMMENT: None.

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

The next scheduled Commission meeting is April 24, 2014, at the Courtyard Marriott Sacramento Airport Hotel.