



CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

July 23, 2015
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
Kathryn Icenhower
Erin Pak

Commissioners Absent: Conway Collis
Muntu Davis

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting and introduced newly appointed Commissioner Erin Pak. Commissioner Pak was appointed by Senate President pro tempore Kevin de León to replace Casey McKeever whose term expired.

Chair Halvorson commented on the positive results from the Talk.Read.Sing.[®] campaign noting that it was clearly the right time to focus on young children, and highlighted the importance of the first five years.

He announced First 5 California would be adding to its website information on the growing and robust science of early brain development that reinforces the importance of a child’s first five years. He expressed the need to make sure everyone understands that “building children’s brains through verbal engagement” in the early years helps make them stronger for their entire lives.

DISCUSSION: None.

PUBLIC COMMENT: Hugo Morales, First 5 Fresno Commissioner, provided comments on the importance of ensuring messaging and outreach methods are

targeted to low-income families. He specifically spoke on efforts being done, and provided the Commission an update on the need for greater broadband access to low-income families.

Agenda Item 2 – Executive Director’s Report

Camille Maben, Executive Director, provided the following updates:

Annual Report

The new Annual Report System, designed to be more user-friendly for First 5 county commissions, went live on July 1, 2015, and county commission staff are being trained on the new system.

First 5 county commissions will be asked to submit a summary to highlight their accomplishments over the last year.

The draft Annual Report will be presented for Commission approval at the January 2016 Commission Meeting.

First 5 IMPACT (Improve and Maximize Programs so All Children Thrive)

First 5 California released the First 5 IMPACT Request for Application (RFA) and received 57 letters of Intent from First 5 county commissions.

Ms. Maben acknowledged and thanked First 5 California staff, Commissioner Icenhower, and First 5 county partners for their involvement and work on the RFA.

Quality Rating and Improvement System National Meeting

Several First 5 California staff and First 5 county commissions attended the QRIS National Meeting, a three-day conference sponsored by the BUILD Initiative.

The theme, "Taking Quality to Scale," is very much aligned with the recent release of the First 5 IMPACT RFA.

Approximately 850 participants attended from around the country, making for excellent networking, brainstorming, and collaboration opportunities. Participants learned about innovative ways in which California is focusing on workforce development through a QRIS framework.

A team from California, including First 5 California staff, was selected to present an interactive session entitled, "Effective Workforce Development Through a Continuous Quality Improvement Framework."

National Governors Association

In April, the California State Board of Education applied for and was accepted to receive technical assistance from the National Governors Association (NGA) Center for Best Practices to improve early mathematics instruction and outcomes for children preschool through third grade.

First 5 California is participating as one of a six-member State Team that will lead development and implementation strategies to improve early mathematics policy to strengthen instruction and student outcomes.

With support from NGA staff, research experts, and peers, the State Team was able to develop and refine state-level goals to improve mathematics instruction and learning, and develop a strategy for raising awareness and cultivating support for improving early mathematics education among critical stakeholders.

Policy Summit Proceedings Document

In April, First 5 California held a Policy Summit in Sacramento to convene national and local program implementers, researchers, and policymakers who share the common goal of improving child outcomes through aligned quality improvement efforts.

Participants reflected on the practices, approaches, and policies that guide their work with and on behalf of children and families. From those reflections came policy recommendations to encourage consistent and continuous quality improvement in programs serving young children in California.

A Proceedings Document that captures the key themes and policy recommendations is currently being developed for distribution. A copy of the Executive Summary was provided to each Commissioner.

Talk.Read.Sing.[®] Campaign

There were two protests from competing bidders on First 5 California's media contract award. Both media contract protests were denied by the Department of General Services. The contract was awarded to Fraser Communications and they are working with us on the next iteration of the Talk.Read.Sing.[®] campaign.

The strategy for the next campaign is to bring new and innovative tools, emerging media, and specialized partners to help further amplify First 5 California's messaging, and reach audiences with even higher engagement, turning Talk.Read.Sing.[®] and the critical information on early brain development into a social movement.

While the creative approaches for the next campaign are being finalized, First 5 California has been conducting a "bridge campaign" from July through mid-October. The interim campaign, like the next iteration of the Talk.Read.Sing.[®] campaign, is statewide and using a variety of media (television, radio, internet, social media, etc.) to push out our message.

After the creative development has been completed, the next iteration of the campaign will likely launch in January. Fraser Communications will present on the specific content and timeline for the campaign at the October Commission meeting.

Kit for New Parents

First 5 California soon will be including some up-to-date information on early brain development to the *Kit for New Parents*. First 5 California has been working with Fraser Communications on the development of research-based information that can easily be

added to the *Kit* so new parents will understand the importance of talking, reading, and singing to their babies from the day they are born.

First 5 California Staff Update

New Hires:

- Whitney Staniford, Information Officer I, External and Governmental Affairs
- Kim Lister, Child Development Consultant, Program Management
- Oscar Ramirez, Information Officer I, Communications
- Diane Heffington, Executive Assistant, Executive Office

Departure:

- Jennifer Clark, Director of Fiscal Services, accepted a promotional position with the Department of Managed Health Care as the agency's Chief Financial Officer.

DISCUSSION: Commissioner Icenhower commented on the accomplishments of First 5 California's Strategic Plan, and thanked staff for their hard work.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Moira Kenney, Executive Director, First 5 Association of California (Association), provided comments thanking First 5 California staff for their collaborative work on First 5 IMPACT and policy efforts. She closed by noting "We have much more work to do together as a result of this commitment to openness."

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 4 – Advisory Committee Reports

Chair Halvorson called upon Commissioners to provide an update on their respective advisory committee meetings or activities that had taken place since the April 2015 meeting.

DISCUSSION: Vice Chair Iseri reported the Research and Evaluation Advisory Committee met to discuss and review content outlined in July's Agenda Item 11 (California Health Interview Survey). She commented on the use of funds to acquire data on how children acquire language skills, specifically children who are English language learners.

Commissioner Icenhower reported the Program Advisory Committee met to discuss and review the First 5 IMPACT RFA. She was pleased with results of the RFA and language incorporated that addressed prior concerns regarding family engagement and family support.

Chair Halvorson reported that the Executive Committee met to approve the agenda for the July meeting.

PUBLIC COMMENT: None.

Agenda Item 5 – Alternative Sources for Additional Revenue Update

Erin Gabel, Deputy Director of External and Governmental Affairs, and Frank Furtek, Chief Counsel, provided the Commission information on alternative funding sources that may be available to increase First 5 revenues.

Ms. Gabel provided an update on alternative sources of revenue and previously discussed options, which included:

- Electronic cigarette tax
- Inclusion of First 5 California in any initiative that attempts to legalize recreational marijuana use
- Cigarette tax increase for early childhood education
- Soliciting donations

First 5 California staff recommended the Commission operationalize a donation function on the First 5 California website, and expand the jurisdiction of the Strategic Planning Committee to advise on and participate in staff action and negotiations for revenue-generating opportunities.

MOTION/ACTION: Commissioner Icenhower moved that the Commission expand the Strategic Planning Committee’s jurisdiction to advise on and participate in staff action and negotiations for revenue-generating opportunities. Commissioner Icenhower also moved that First 5 California staff operationalize a donation function on the First 5 California website. The motion was seconded by Commissioner Pak.

DISCUSSION: Commissioners engaged in conversation regarding tobacco tax increases, backfill provisions, and the concern of declining revenue.

Chair Halvorson expressed the importance of First 5 California changing the trajectory/direction of where additional tobacco taxes are allocated.

PUBLIC COMMENT: Sean Donahoe, Deputy Director of the California Cannabis Industry Association, spoke in favor of regulating marijuana, and expressed concerns on and finding new solutions in controlling youth access. He stated the Blue Ribbon Commission on Marijuana Policy does not want a new big tobacco tax. He highly recommended the Commission reach out to the Board of Equalization to encourage greater compliance.

Wendy Rowan, Executive Director, First 5 Humboldt, commented that commissions along the North Coast are seeing the impacts of marijuana on their families. She urged staff to raise the issue of primary prevention rather than simply treating problems after they have occurred. She noted that other groups,

especially advocates for the economy and the environment, are far ahead in their organizing around revenue.

Agenda Item 6 – Legislative Update

Erin Gabel, Deputy Director of External and Governmental Affairs, provided the Commission with a summary on the final 2015–16 California Budget Act, an update on bills of interest for the 2015–16 state legislative session, and an overview of changes to the public First 5 California legislative website.

MOTION/ACTION: No action was taken.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 7 – Election of Advisory Committee Assignments

Diane Levin, Chief Deputy Director, requested the Commission approve appointments to the Commission’s standing and ad hoc advisory committees.

MOTION/ACTION: Commissioner Icenhower moved that the Commission approve the appointment of Commissioners to the current standing committees, along with the ad hoc advisory committee, as described in the July 2015 Commission Advisory Committee Descriptions as follows:

Standing Committees	
<i>Executive</i>	<ul style="list-style-type: none"> • George Halvorson, Chair • Joyce Iseri, Vice Chair
<i>Public Education and Outreach</i>	<ul style="list-style-type: none"> • Magdalena Carrasco • George Halvorson
<i>Legislative</i>	<ul style="list-style-type: none"> • Conway Collis • George Halvorson
<i>Research and Evaluation</i>	<ul style="list-style-type: none"> • Joyce Iseri • Muntu Davis
<i>Program</i>	<ul style="list-style-type: none"> • Kathryn Icenhower • Magdalena Carrasco
<i>Fiscal</i>	<ul style="list-style-type: none"> • Joyce Iseri • Erin Pak
<i>Strategic Planning</i>	<ul style="list-style-type: none"> • Kathryn Icenhower • George Halvorson
Ad Hoc Committees	
<i>Oversight Audit</i>	<ul style="list-style-type: none"> • George Halvorson • Conway Collis

The motion was seconded by Commissioner Carrasco.

DISCUSSION: None.

PUBLIC COMMENT: None.

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

Agenda Item 8 – Commission Meeting Calendar for 2016

Diane Levin, Chief Deputy Director, requested the Commission approve the following proposed meeting dates and locations for the 2016 calendar year:

<u>DATE</u>	<u>LOCATION</u>
January 28, 2016	Sacramento
April 28, 2016	Sacramento
July 28, 2016	Sacramento
October 27, 2016	Burbank

MOTION/ACTION: Vice Chair Iseri moved that the Commission approve the proposed Commission meeting dates and locations for the 2016 calendar year. The motion was seconded by Commissioner Pak.

DISCUSSION: None.

PUBLIC COMMENT: None.

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 and 9b.

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

DISCUSSION: None.

PUBLIC COMMENT: None.

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

Agenda Item 10 – First 5 IMPACT

Sarah Neville-Morgan, Deputy Director of Program Management, provided an update on First 5 IMPACT (Improve and Maximize Programs so All Children Thrive), which promotes a coordinated Early Learning and Development System in each county and across the state, and builds on and connects to counties' current systems' work and investments, as well as other federal, state, and local efforts.

Ms. Neville-Morgan focused on the following key areas previously raised by Commissioners and First 5 county commissions and how those questions and requests were addressed in the RFA:

- Flexibility for a consortium to include sites along a continuum of Implementation Steps
- Stronger focus on family engagement and strengthening
- More inclusive of the range of early learning settings

DISCUSSION: None.

PUBLIC COMMENT: County Commission Executive Directors commented on how First 5 IMPACT would support county efforts. Additionally, they thanked First 5 California staff for their flexibility while preparing the RFA.

Agenda Item 11 – California Health Interview Survey

Researchers from the UCLA Center for Health Policy Research presented to the Commission findings of a recent health policy brief funded by First 5 California and provided an overview of the usefulness and design of the California Health Interview Survey.

DISCUSSION: Chair Halvorson recommended activity measures regarding children getting to play outside, since it is difficult to measure activity for children 0 to 5, along with measurements for determining reading patterns and getting books into parent’s and children’s hands.

Ms. Maben recommended looking at a survey question to better capture that information.

PUBLIC COMMENT: None.

Agenda Item 12 – Evaluation of Child Signature Program (CSP) 1 and 3

David Dodds, Deputy Director of Evaluation, presented to the Commission CSP evaluation findings for the 2013–14 school year, which included program targeting, classroom and teacher demographics, quality assessments, and child development.

DISCUSSION: Commissioner Icenhower commented on the impact on the transfer of knowledge, the outcome, and asked if there were any CSP sites where that did not happen.

PUBLIC COMMENT: None.

Agenda Item 13 – Media Campaign Evaluation

NORC presented to the Commission a summary of its evaluation of First 5 California’s additional media purchase for its Talk. Read. Sing.[®] campaign.

DISCUSSION: Commissioners commented on the positive impact of the campaign.

Chair Halvorson expressed the importance of parents having this information that has the potential to change the culture of parenting.

PUBLIC COMMENT: None.

Agenda Item 14 – Financial Update

Jennifer Clark, Director of Administrative Services, provided a financial update on tax revenue projections, the annual audit conducted by the Department of Finance, and First 5 California’s Financial Plan for Fiscal Years 2013–14 through 2019–20, based on existing authorizations and current revenue and expenditure projections.

DISCUSSION: Vice Chair Iseri thanked Ms. Clark for her hard work.

PUBLIC COMMENT: None.

Agenda Item 15 – Adjournment

MOTION/ACTION: Commissioner Halvorson moved for adjournment of the Commission Meeting.

DISCUSSION: None.

PUBLIC COMMENT: None.

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

The next Commission meeting is scheduled for October 22, 2015, at the Courtyard Marriott Burbank Hotel.