



## CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

October 27, 2016  
10:00 a.m. to 2:30 p.m.

Holiday Inn LAX  
9901 S. La Cienega Boulevard  
Los Angeles, CA 90045

### 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  
Conway Collis  
Muntu Davis  
Lupe Jaime

Commissioners Absent: Joyce Iseri, Vice Chair  
Shana Hazan  
Erin Pak

Ex Officio Member Present: Jim Suennen

Chair Halvorson welcomed members to the meeting and noted there was a quorum.

Chair Halvorson made remarks concerning the importance of the work that First 5 California (F5CA) does in changing the trajectory of children’s lives. He discussed how he personally is seeing the impact of the *Talk. Read. Sing.*® media campaign around the country. He briefly discussed the strategic planning retreat, scheduled for February, to discuss the direction of F5CA. He noted Moira Kenney, Executive Director, First 5 Association of California (Association), was not in attendance for this meeting; however, John Sims, Executive Director of First 5 Stanislaus, was present to provide comment.

**DISCUSSION:** None

**PUBLIC COMMENT:** None.

#### **Agenda Item 2 – Executive Director’s Report**

Camille Maben, Executive Director, highlighted a few items and work that have been completed at F5CA since the last Commission meeting and confirmed that the strategic planning retreat is scheduled for Friday, February 24, 2017, in San Diego.

### Child Health, Education, and Care Summit

Ms. Maben discussed the details of the upcoming Summit, how many participants were expected, the keynote speakers, special presenters, and how many sessions will be available for attendees. She stated the film, "The Beginning of Life," will be featured for attendees on the evening of November 9, 2016.

### First 5 IMPACT

Ms. Maben reviewed the preliminary 2015 – 16 data for First 5 IMPACT. She discussed the number of sites that First 5 IMPACT targeted, the partner agencies, personalized support from F5CA liaisons, and that First 5 IMPACT Lead Agencies have submitted their first Annual Performance Reports.

### CA-QRIS

Ms. Maben explained that the federal RTT-ELC grant has come to a close, and as a state, it has evolved to the CA-QRIS. She stated there will be two CA-QRIS meetings in 2017, one of which will include a QRIS Summit.

### Transforming the Workforce for Children Birth Through Age 8: California's Implementation Plan

Ms. Maben summarized a report (a handout that was distributed during the meeting), "Transforming the Workforce for Children Birth Through Age 8: Implementation Plan for the State of California." She stated following the release of the report, the National Academy of Medicine supported an accelerated process to develop implementation plans at the state and national levels, and California was one of five participating states/regions in the first phase. She explained the Implementation Plan outlines key recommendations and objectives to achieve the shared vision for California's early childhood workforce across three mutually reinforcing Priority Areas. She concluded that F5CA will continue to be integral in supporting the work.

### Town Hall Program Update

Ms. Maben reported the Town Hall Toolkit has been a great success, and F5CA is currently working with nine counties on active plans to launch a town hall this fiscal year.

### Board of Equalization Efforts

Ms. Maben stated F5CA and its partners were successful, through a multi-pronged legislative effort, in limiting BOE's draw on F5CA funds for tobacco administration.

**DISCUSSION:** None.

**PUBLIC COMMENT:** Mr. Sims provided a brief Association Report. He stated that on Monday, October 24, there was a meeting of First 5 Executive Directors, new and

experienced. They discussed how to work with policy boards and how to deal with declining revenue. On Tuesday, October 25, 49 of 58 counties came to a session to discuss long-range planning and what they want to do in the future. He concluded by stating that more work and adjustments on policy statements are to come, and reminded the Commission about First 5 Advocacy Day at the Capitol, scheduled for January 31, 2017.

### **Agenda Item 3 – Advisory Committee Reports**

Chair Halvorson called upon Commissioners to provide an update on their respective advisory committee meeting or activities that had taken place since the July 2016 Commission meeting.

**DISCUSSION:** Commissioner Davis reported on the Research and Evaluation Committee meeting, stating that the reports and updates were helpful. He also acknowledged that tremendous work is going on, which will be reported to the full Commission in the near future.

Commissioner Collis reported on the Legislative Committee meeting, stating that he would hold his comments until Erin Gabel, Deputy Director, F5CA had presented her item.

Vice Chair Joyce Iseri was not present, but sent an update on the Fiscal Committee meeting. Ms. Iseri's note stated that the Committee reviewed the updates to the financial plan and projected expenditures, and that it worked on financial mapping to the Strategic Plan. She supported the changes to financial mapping, which is more streamlined and contains the most pertinent information.

**PUBLIC COMMENT:** None.

### **Action Item 4 – Consent Calendar**

The Commission considered approval of the consent calendar as detailed on the agenda.

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

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

### **Action Item 5 – Legislative Update**

Ms. Gabel provided an update on bills of interest for the 2016 legislative session. She elaborated on AB 2770, which prohibits the Board of Equalization from drawing any Prop. 10 funds for the Tobacco Licensing Program. She reported F5CA tracked 40 pieces of legislation during the regular two-year session and special session. She stated the discussions on early learning system reforms will continue with help through the Assembly's Blue Ribbon Commission on Early Learning. She stated that in the fall, F5CA and the Legislative Advisory

Committee will look at policy agendas, both state and federal. She reminded the Commission of First 5 Advocacy Day on January 31, 2017.

**DISCUSSION:** Commissioner Collis commented that Ms. Gabel and her staff have done great work. He attributed the passage of AB 2770 to the hard work they have done, including informing legislators.

Commissioner Collis discussed the federal Family First Act, which he said should be of great interest to F5CA since it affects foster children ages 0 to 5. The bill would shift federal funding to be available before a child is removed from the home, so it would help provide early intervention. The House passed the bill with unanimous consent with an uncapped entitlement. The advocacy community felt there were issues in the bill. Due to these issues, the bill failed to pass out of the Senate. The bill will be coming up again during the next legislative session.

Ms. Gabel stated that although F5CA was not tracking this legislation, it will begin to do so, and that the Home Visiting Coalition will be interested in this bill. Commissioner Collis explained that Senator Boxer is working with state agencies and welfare directors to see if the fixes to the bill will work. Ex Officio Member Suennen commented that he will check with Diana Dooley, Secretary, Health and Human Services Agency and the Department of Social Services, on the status of these issues.

After Chair Halvorson asked about the number of bills F5CA took a position on, Ms. Gabel responded it was approximately 42 bills. Ms. Maben stated that there has been a united message in the Legislature on early childhood education issues, and that legislators are commenting on how powerful it is to have so many groups coming in with the same message. She stated that it has moved the Legislature to take action. Chair Halvorson stated that F5CA and the Association working together has had a significant impact on the Legislature.

**PUBLIC COMMENT:** None.

**MOTION/ACTION:** No action is being recommended at this time.

### **Information Item 6 – Small Population County Funding Augmentation**

Sarah Neville-Morgan, Deputy Director, Program Management Division, and David Dodds, Deputy Director, Evaluation Office, gave an overview of F5CA's Small Population County Funding Augmentation (SPCFA) history. The overview included implementation, funding approach, and evaluation findings. Ms. Neville-Morgan indicated that SPCFA is scheduled to sunset on June 30, 2017, and stated that after meeting with the First 5 Association, an action item will be presented at the January 2017 Commission meeting.

**DISCUSSION:** Commissioners agreed that SPCFA is working and that continuing funding would be beneficial. Commissioner Davis posed a question about what things could continue if this funding is lost by some counties. Ms. Maben responded that most of these counties are struggling even with this funding. She continued that there will be some difficult discussions around F5CA's declining revenue and how that will affect the augmentation. Commissioner Jaime suggested that counties share these stories with each other to discuss leveraging their funding and how to scale back. Commissioner Collis

suggested that F5CA also should be discussing how aggressively the small population counties are advocating for additional funding from other sources.

**PUBLIC COMMENT:** Mr. Sims stated he appreciated the Commission for working so hard to keep the small counties operating. He agreed there needs to be a focus on policy/advocacy systems change and asked if there is any ability to pay someone for administrative/policy work. Ms. Neville-Morgan stated that small counties are using First 5 IMPACT funds to focus on the systems piece.

### **Information Item 7 – Update on Educare California at Silicon Valley**

Michael Burke, Vice President, Buffet Early Childhood Fund, provided an overview of Educare. The overview included the Educare model and learning network, Educare as a broadly targeted intervention strategy, and Educare’s impact on the entire community, not just those enrolled in the program. Lisa Kaufman, Executive Director, Educare Silicon Valley, and Jolene Smith, Board Chair of Educare California at Silicon Valley, discussed Educare at Silicon Valley, its success, how the public-private partnerships worked, and the importance of F5CA’s investment in Educare.

**DISCUSSION:** The Commissioners were impressed with Educare’s success and the deep impact it is having on children, parents, and the community. Several Commissioners asked questions regarding specifics of Educare Silicon Valley (other languages spoken, income eligibility, impacting families not enrolled in the program). It was discussed that the Educare facility’s Family Resource Center, through First 5 IMPACT dollars (and other funds), is having a significant impact on the entire community. It gives parents the opportunity for training and resources they wouldn’t have normally. The main focus of the discussion was on how to spread Educare throughout the state. All agreed that this is an important topic that should be revisited as more data is gathered regarding Educare and closing learning gaps.

**PUBLIC COMMENT:** Educare Silicon Valley presented a plaque to the Commission for its partnership with them.

### **Information Item 8 – Update on Impact of Talk. Read. Sing.® Campaign**

Ilene Prince, Vice President of Fraser Communications, provided an overview of the impact of the 2016 campaign and statewide media/outreach activities (television and radio ads, social media, parent website, celebrity endorsements, interviews, sports partnerships, targeted outreach, etc.), and resulting analytics. She shared several quotes from people appreciating the ads and the message F5CA is conveying. She discussed how F5CA is reaching its targeted audiences.

**DISCUSSION:** Commissioners agreed that the campaign is effective. Ex Officio Member Suennen commented that his agency is working at the state level to expand the message with trusted messengers and would like feedback on what is working and best practices for engaging stakeholders.

Chair Halvorson discussed research done by UC Berkeley on learning gaps. He asked that this subject be brought forward at the January Commission meeting. He specifically wants to find out how F5CA is doing in outreach with the Hispanic community so the largest learning gaps can be closed.

**PUBLIC COMMENT:** Celia Ayala, former Executive Director, Los Angeles Universal Preschool, commented that it “is amazing that everywhere you go people are discussing these ads.” She said it is wonderful to see the cultural sensitivity shown in the ads. She continued that it is inclusive of all children and all parents everywhere. She congratulated F5CA for delivering this statewide message. Jolene Smith stated that this campaign has deeply touched her community.

#### **Information Item 9 – Financial Update**

Sierra Losh, Director, Fiscal Services Office, provided a financial update of F5CA Commission funds, including a revenue update and a revised fiscal mapping to the Strategic Plan. Revenue/expenditure reports were provided. Ms. Losh thanked her staff for the hard work they have done in a new system with new accounting responsibilities.

**DISCUSSION:** Chair Halvorson briefly discussed looking at other funding sources. Ms. Levin thanked Ms. Losh for her hard work. Commissioner Collis appreciated how the new mapping was streamlined.

**PUBLIC COMMENT:** None.

#### **Action Item 10 – Adjournment**

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

**DISCUSSION:** None.

**PUBLIC COMMENT:** None.

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

The next scheduled Commission meeting is January 26, 2017, in Sacramento.