



## Minutes: Advisory Committee Meeting

330 North D Street, Fifth Floor, San Bernardino, California 92415

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**Meeting Date, Time and Location**      January 26, 2012  
Leslie Egge, Chair, called the meeting to order at 12:23 p.m.  
First 5 San Bernardino – large conference room  
330 North D Street, Fifth Floor  
San Bernardino, California 92415

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**Pledge of Allegiance**      The Pledge of Allegiance was led by Chair Egge.

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**Attendees**      **Advisory Committee**  
Amy Cousineau, Jose Davila, Leslie Egge, Ron Griffin, Dr. Pat Krizek, Stacy Iverson, Venus Mixon, James Moses, Ed Pare, Michelle Parker, Hernaldo Sequeira, Evelyn Trevino, Donavan Turner.

**First 5 San Bernardino**  
Karen Scott, Cindy Faulkner, Ann Calkins, Mary Jaquish, Scott Johnson, Scott McGrath, Inez Denson.

**Harder+Co**  
Joelle Greene, Sae Lee.

**Special Guest**  
Erin Phillips, President and CEO, Children’s Fund

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**Consent**      A motion was made by Jose Davila and seconded by Amy Cousineau to approve the following consent item. Without further comment or objection, motion carried.

Item No.	CONSENT ITEM
1	Approve minutes of the September 15, 2011 Advisory Commission Meeting.

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**Changes to the Agenda**      Ann Calkins, Executive Assistant, announced the following changes:  
  
Agenda Item 10, bullet number 4 – Transitional Child Care should read “Transitional Kindergarten”.

Agenda Item 10, bullet number 5 – “Healthy” was misspelled.

Ann also announced that the minutes will now be recorded for public record.

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**Welcome**

Karen Scott, Executive Director, welcomed the Advisory Committee members and reiterated how important the members are to First 5. Karen distributed "You're An Essential Piece" buttons to the members.

<b>Item No.</b>	<b>DISCUSSION ITEM</b>
2	<p data-bbox="443 394 1024 457">"Investing in Children" RFP Status Update (Presenter: Cindy Faulkner, Operations Manager)</p> <p data-bbox="443 485 1435 548">Cindy reviewed today's agenda and explained that the agenda topics are some things the committee might want to address as we progress through the year.</p> <p data-bbox="443 575 1435 884">Cindy stated the "Investing in Children" RFP released in November and the deadline to submit proposals for Health, Education and Family was December 16, 2011. 95 proposals were received for all three RFP's. After the administrative review, 93 passed. The proposals were then reviewed for fiscal capacity and all 93 passed again. To date, more than 40 external reviewers are reviewing the 93 proposals. The reviewers are volunteers and come with expertise within all areas of the First 5 Strategic Plan. Some are from early care and education; there are doctors, psychologists, university staff, service organizations, staff from various County departments, and staff from First 5 Riverside. The internal and external reviews are currently underway. The deadline to review all proposals is February 6, 2012.</p> <p data-bbox="443 911 1435 1037">From March through May 2012, scores will be compiled and decisions made if further clarity is needed from an agency. Agencies will then be contacted for potential contract negotiations. Recommended contracts will be presented to the Commission for approval during April, May and June for a start date of July 1, 2012.</p>
3	<p data-bbox="443 1073 1024 1136">Advisory Committee Bylaws (review and adoption) (Presenter: Cindy Faulkner, Operations Manager)</p> <p data-bbox="443 1163 1435 1262">Cindy reported that, to date, the Advisory Committee has not had a fully approved set of bylaws. The meetings, however, have been held according to the Brown Act and do mimic the First 5 Commission Rules of Order.</p> <p data-bbox="443 1289 1435 1388">A draft copy of the bylaws was distributed to the members for their review with particular attention to items highlighted in red. Specifically, the suggestion of 21 committee members being active on the roster at one time.</p> <p data-bbox="443 1415 1435 1514">Karen mentioned that Ann will prepare a two-year attendance analysis for distribution at the next meeting. This analysis will help the members determine if more or less members are needed at each meeting based on attendance history.</p> <p data-bbox="443 1541 1435 1682">The draft bylaws also suggest the addition of a Vice-Chair position. This person will run the meeting in the event the Chair is unable to do so. The current chair position is an appointed Commissioner. For clarification purposes, the Vice-Chair position does not have to be an appointed Commissioner and can be elected from the Advisory Committee members.</p> <p data-bbox="443 1709 1435 1808">Instead of review and adoption of the bylaws at this meeting, the members were asked to bring their suggestions, additions and/or deletions to the next meeting for discussion and development of a final draft.</p> <p data-bbox="443 1835 1435 1923">Karen suggested having a term limit of two years for the Chair position; possibly even starting each Chair and Vice-Chair term in January of the appropriate term year.</p>

4	<p>Stakeholder and Partner Surveys (Presenter: Sae Lee, Harder+Co.)</p> <p>Sae presented a PowerPoint presentation of the stakeholder and partner surveys which were conducted late spring and summer of 2011.</p> <p>Sae stated the presentation would consist of the following key points: a general overview and evaluation of First 5 San Bernardino's programs; highlights of key findings from the survey and stakeholder interviews and a brief review of the implications of the findings.</p> <p>Sae explained that Harder+Co's role in the evaluation and monitoring for First 5 is assessing needs, planning and design and monitoring progress. With the data gathered, they are able to assess the impact with the programs funded by First 5. The results are then shared with the Commission, consultants, funded partners and to the community via an annual report.</p> <p>Activity conducted throughout the year consists of gathering evaluation methods and data sources from funded partner quarterly reports, program intake/exit surveys, assessment data (e.g., ASQ3, LSP) which looks at specific participants progress, community indicators (where available), stakeholder interviews, funded partner surveys, focus groups and case studies.</p> <p>Sae explained the process in which information was collected for the funded partner survey. The on-line survey was sent to 78 partners funded by First 5. An agency director or project director completed the survey. Agencies came from all regions of San Bernardino County. The return rate for the completed survey was 82 percent.</p> <p>One of the key findings was in program capacity and sustainability as some agencies are facing some challenges identifying funding sources. In fiscal year 2008-09, forty four percent of agencies reported being unsuccessful at identifying funding sources. 37 percent of agencies reporting "needing additional assistance" as shown in the graph for fiscal year 2010-11 which indicates changing trends. Agencies found an increase in funding from foundations and a decrease from government funding. The average amount of funding obtained is \$84,851.</p> <p>Harder+Co. also asked funded agencies if they required additional training and/or technical assistance. The most requested training at 37 percent was in collecting and using data for program improvement. Additional assistance needs requested by agencies included grant writing (27%), professional development for staff (26%), evidence-based models (23%), culturally competent practices (19%) and working with children with special needs (19%).</p> <p>Another key finding was collaboration among partners, who they collaborated with and how much and at what level. It was noted that in 2009-10, 32 percent of agencies reported an increase in connections among funded partners. This increased to 47 percent in 2010-11. Fifty-five percent of connections are at the networking level.</p> <p>Sae then explained the stakeholder interviews process. An interview was developed to solicit feedback from peer organizations in the county about First 5 San Bernardino's visibility, effectiveness, and responsiveness to the community. 45 people were invited to participate. 24 completed the interview which is about 53 percent. The interviews were conducted via telephone by Harder+Co. staff.</p>
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Stakeholder and Partner Surveys - Continued

These organizations were asked how they interacted with First 5. Most of the respondents, at 67 percent, received funding from First 5. 63 percent reported interacting with First 5 in other ways. 54 percent attended trainings or capacity building workshops conducted by First 5. 50 percent co-sponsored an event with First 5; 46 percent applied for funding and 13 percent served as an advisory council or commission member for First 5.

Sae stated that another key finding was the leadership and effectiveness role First 5 exhibits. 75 percent of stakeholders see First 5 as a leader in advocacy and policies for children zero to five in the county. 70 percent rated First 5's effectiveness at 8 or better out of 10. Agencies were asked what makes First 5 effective. Factors stated were the quality of work, publicity and visibility and a solid understanding of the community.

An additional key finding related to the stakeholders overwhelmingly finding First 5 (at 87 percent) to be responsive to the community. More than half (62.5%) of respondent organizations have formed or maintained new collaborative relationships at least in part to First 5 San Bernardino's efforts. An agency did report to Harder+Co that "without First 5 funding these meetings would never happen because people in (rural) areas would never come together."

The last key finding was in awareness; stakeholders were most frequently aware of school readiness programs (58%), health care access (58%) and oral health programs (54%). Stakeholders were least frequently aware of water safety campaigns (46%), capacity building academy (42%) and early child care provider programs (38%).

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Sae concluded her presentation by noting that the funded partner survey saw a need for continual support to make important strides toward building capacity and sustainability for agencies; a need for more training and/or technical assistance in a number of areas and further discussion on how supporting collaboration may be beneficial. Harder+Co noted that relating to the stakeholder interviews, stakeholders tended to be familiar with First 5 San Bernardino's programs most like their own and that First 5 is viewed as instrumental in fostering collaboration among local agencies.

**Discussion:** James Moses from KidsNCare noted that one of the things the agencies requested as needing assistance with was professional growth among staff. CARES Plus provides reimbursement through college classes or professional growth training. Mr. Moses noted that not much has been done to intentionally connect ourselves with other First 5's.

Mary Jaquish, Interim Supervisor from First 5 San Bernardino stated that agencies are required to report in the Persimmony data system. All departments dealing with children in the county need to do a better job of collecting data to be able to obtain statistical information needed for decisions about funding. The Childcare Policy Council is working on ways in which data can be obtained in order to make better informed funding decisions.

A question was asked if this report would be available on the First 5 website. Sae stated that the information from this presentation is part of the annual report which is presented to the Commission every March and at that time, will be available on the First 5 website.

**Public Comment:** None.

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5	<p>Governor's Proposed State Budget Update for FY 2012-13 (Presenter: Karen Scott, Executive Director)</p> <p>Karen reviewed the "Prop 10 Briefings" information document from First 5 Association of California which was emailed to the committee members on January 25 and reported on meetings she recently attended in Sacramento. Karen stated she requested several advisory committee members to speak today on their areas of expertise.</p> <p>The Governor's budget does not necessarily impact us. There are deep cuts, however, to the Department of Education and child care programs, and the elimination of transitional kindergarten. The governor's budget proposal includes dramatic changes in delivery of core services to young families in California, specifically the families our Commissions support with critical home visiting, early care, developmental services, and other programs.</p> <p>Christian Griffith, Chief Consultant of the Assembly Budget Committee is responsible for directing the Assembly's budget process to craft the State General fund budget. He spoke to the Association members about the state's fiscal situation and said the state has been cutting services for years, including annual cuts to CalWORKS since 2001. The continual fluctuations in the national and international economy are making it very difficult to plan at the state level, since those fluctuations affect state tax revenues. The Governor's proposal last year included both cuts and revenue increases. Since the revenue increases did not materialize, only the cuts were realized. As for the Governor's proposal for 2012-2013, the process is just beginning, and there are no legislative proposals yet.</p> <p>Regarding the potential for future proposals to use Proposition 10 funds, Mr. Griffith stated that this was an issue for a couple of legislators, and that that there does not seem to be the same eagerness to take the funds as in the past. At the same time, however, the state budget situation is dire, and legislators will have to look at every source of funding.</p> <p>A short session was conducted with Will Lightbourne, Director of the California Department of Social Services. Mr. Lightbourne stated that realignment seeks to bring government programs closer to the people and the challenge is to clearly define local and county responsibilities. First 5's can play a critical role in building the systems of care for young children in a realigned environment.</p> <p>On a positive note, there is a new opportunity to increase the use of CalFresh, since food stamps have proven to be the biggest determinant in moving children out of poverty in this country. California's involvement in food stamps is poor, with only 54% of eligible Californians enrolled.</p> <p>Karen spoke briefly about AB99. The Governor's most important message is pushing tax increases. No one can really say if there is a desire to put Prop 10 on the ballot. Commissions need to make sure we don't build up our reserves but find ways to spend down the funds. We need to educate about the impact of lost services, the importance of early education and early intervention and while not engaging in supplantation, find ways to be creative and flexible with the programs Commissions are already funding.</p>
6	<p>Advocacy/Policy Agenda (Presenter: Karen Scott, Executive Director)</p> <p>Karen stated that as desperate as the legislators are, many of them are local legislators and friends of First 5, but again, the state situation is dire, and we should look to educate the general public, the voters. First 5 San Bernardino is the sixth largest Commission and we are kind of in the shadows. Karen stated when</p>

	<p><u>Advocacy/Policy Agenda – Continued</u></p> <p>she attends state meetings it doesn't feel like our department is leading the charge in anything. Karen remarked that we need to lead the charge, be creative and think outside the box and create ideas that we can share with the rest of the state. And most importantly, show outcomes and Karen believes that we are ahead as far as showing outcomes in San Bernardino.</p> <p>Karen then referred to the 2010-2015 Public Policy Agenda created by First 5 L.A. and that we should create a similar strategy. Karen asked the committee members to review this document and see how we can incorporate something like this as we review and craft our strategic plan for the next year. And also look at strengthening our goals to pursue greater advocacy and public policy support to create a recommendation to the Commission for a public policy agenda. The Board of Supervisors already supports First 5 both on the federal and state platform. Karen introduced Scott Johnson, First 5's new Media Specialist II. Mr. Johnson will be utilized a bit differently than the previous media specialist with an emphasis on legislative matters.</p> <p>A question was asked regarding the "Race to the Top" early learning challenge grant. Karen reported she has attended committee meetings with the early learning policy improvement systems and other different groups, working together to complete the "Race to the Top" grant. The initial application was denied. Some groups that were already involved in the work, came together and submitted another stronger application which was approved. It seems we did not get a chance to be actively involved in the consortia/process.</p> <p>Before Erin Phillips gave her report, a few county leaders reported on impacts within their respective departments.</p>
7	<p><u>Children's Network/Children's Policy Council Update – Amy Cousineau</u></p> <p>Children's Network is a small division of Human Services that was created in 1986 after a grand jury conducted a study of child service organizations in the county. It was determined that a children's network would help those service organizations communicate and create better collaboration among them.</p> <p>Children's Network has a staff of 10. Some of the current projects are SART coordination which would not have been launched without First 5's assistance.</p> <p>Children's Network will be ready to open their first shelter in Redlands by the end of February. It will house 12 beds, six boys, six girls, age 11 through 17.</p> <p>The Children's Policy Council guides the work of Children's Network. The policy council is chaired by the presiding judge of the juvenile court and meets monthly. County department heads and some community partners are members of the policy council. There are about 25 members. One of the responsibilities for the policy council is oversight of the San Bernardino County Children's Trust Fund. These dollars are contracted out on an annual basis.</p> <p><u>Child Development and Realignment – Dr. Pat Krizek, San Bernardino City Unified School District</u></p> <p>Dr. Krizek shared that there are many uncertainties and contradictions that affect the school districts and funding. We will have to wait and see what happens.</p>

Federal Budget Impact – Ron Griffin, Preschool Services

The Federal budget or, lack of, definitely affects Head Start. We are still awaiting decision about the Federal extension of funds. HS was supposed to be allowed to keep funds up until last year. No agreement was made. The funding that was supposed to be permanent now is at risk because theoretically, there is an 8 percent across the board cut to all federal non-discretionary programs. Head Start is actually categorized as a community action safety net program so it's built to catch the most disadvantaged families to keep them from going down further. About 7 years ago, an impact study reported that Head Start kids are ahead with their peers up until about the fourth grade. Last year, another impact study was conducted and the Head Start kids now only keep up with their peers until the second grade. Head Start is now being scrutinized because the children are not "school-ready" and the funds are needed elsewhere in the state budget.

The Obama administration now says Head Start should focus on zero to eight to make parents advocates involved in their child's education. Contra Costa county is the only other county similar to San Bernardino County Head Start.

CARES Plus – James Moses, San Bernardino Child Care Planning Council

CARES Plus is a child development Teacher Incentive Program aimed at encouraging child development professionals to go back to college, earn their degrees, or to attend very specific professional growth opportunities that are sponsored by the California Department of Education. Beginning 2011-12, the Child Care Planning Council started administering the CARES Plus program and its funded 75 percent by First 5 San Bernardino and 25 percent by First 5 California.

Over 600 child development professionals attended an information session to learn about CARES Plus. 425 of them attended orientations that were required to participate. 386 individuals submitted an application for CARES Plus. 363 of those applications were accepted. 69 of those have since terminated or voluntarily withdrawn. Some elected to go with AB212 which is a similar program. Some felt it was too much effort and too much work.

Currently, there are 294 individuals that officially registered for CARES Plus on-line trainings. The goal for the year was 250. 109 teachers are participating in professional growth which is 21 hours. 147 teachers are participating in furthering their education and earning college units. 35 advisors are participating in the advisor component and many of them are developing future advisors and experts. Advisors have to hold a bachelor's degree in child development, however, many of these folks have not done a lot of advising. James reported having many one-on-one meetings with several of them, teaching them how to mentor. Three people have participated in core only, which are the on-line trainings.

Of the 294 individuals, 266 have completed the first phase of on-line training. The 28 people who left have until January 31. There are also an additional 35 subcontracted advisors due to not having advisors participating in the program. These are experts in San Bernardino County; most are Child Care Planning Council partners.

Regarding the Governor's budget; there was a \$514 million hit to child development in fiscal year 2011-12. Prop 98 is state preschool part-day. Non-Prop 98 is everything else that is child care and development. 447 million of the cuts are non-Prop 98 and 70 million are Prop 98 cuts. It's estimated this will eliminate 62,000 child care slots. Based on how many are being served now. They are reducing what they're going to reimburse providers so some of this won't

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	<p><u>CARES Plus – James Moses, San Bernardino Child Care Planning Council – Continued</u></p> <p>really lower the number CARES Plus serves. We'll just be paying less for the service.</p> <p>A \$293.6 million dollar reduction in non-Prop 98 occurred due to requiring families to meet the federal welfare to work requirements. This is part of the CalWorks program. People who have children under two years of age and are working and earning care, may not be eligible under this new program. Going to school is not an option with the welfare to work, so people in school and receiving child care development, may not receive it in the future under this proposal. This is expected to eliminate 46,300 slots. The state median income is currently 70 percent and will be lowered to 200 percent of the federal poverty level; that's about 61.5 percent of the state median income. That will eliminate approximately 15,700 slots.</p> <p>The state is eliminating the COLA, cost of living increase, which is about 40 million dollars between Prop 98 and non-Prop 98 funds. The regional market rate is the average rate charged by providers in San Bernardino County. Currently, we are at the 85 percentile of the 2005 regional market rate. The proposal is to drop down to the 50<sup>th</sup> percentile of the 2009 rate. Most likely, the reimbursement will be much lower.</p>
8	<p>Children's Fund Update and Coordination (Presenter: Erin Phillips, President and CEO)</p> <p>Children's Fund works very closely with Children's Network. Children's Network covers gaps where there are no other programs or coordination for services for children, and Children's Fund is basically the fundraising arm for them. Children's Fund is able to connect private resources and foundations with the work that's going on in our community.</p> <p>Children's Fund is not a program or a provider, but a fundraising organization; 25 years old, 501C non-profit, created in 1986 to fill the gaps being identified in the community, especially for underserved children, like foster children where there are no safety net resources. It was determined that there was an opportunity to involve the private sector into this type of work to support the children with services, such as eyeglasses or dental care, that otherwise was not being covered by anyone at the time.</p> <p>Children's Fund predominantly serves at-risk children (abused, neglected, impoverished and abandoned). In 25 years, Children's Fund has served more than 1.2 million children, regardless of gender or ethnicity, zero to eighteen years of age, and foster youth ages 19 to 26.</p> <p>Children's Fund is governed by a board of 30 members comprised of community and business leaders. Two auxiliary units fundraise on their behalf; Bonnes Meres in Redlands and Claremont West End Auxiliary.</p> <p>Ms. Phillips distributed a brief fact sheet written by Clare Sheridan-Matney, M.D., relating to the Children's Assessment Center. The center is a one-stop shop for children who are suspected of being victimized, either by sexual or physical abuse or neglect. In 2010, there were more than 27,000 reports of neglect in the county alone; this does not include sexual or physical abuse. The center is a place where children can be evaluated by specially trained physicians, called forensic pediatricians. There are only 150 in the nation, who are board-certified and two of them cover San Bernardino and Riverside counties.</p> <p>Children are able to tell their story, one time only, to specially-trained staff at the</p>

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	<p><u><i>Children's Fund Update and Coordination – Continued</i></u></p> <p>center in a child-friendly environment. This significantly reduces their trauma since the children do not have to repeat their story to several different doctors and nurses. In 2011, the center saw 908 children and 407 of those were aged zero to five; 45 percent of the total.</p> <p>This year, Children's Fund has been asked to fundraise for two specific things; one is physician services. The physicians conduct all medical exams, gather history, collect the evidence, prepare reports, give expert testimony and do referrals. They also train public safety and school professionals on how to identify and prevent abuse. This center is unique in San Bernardino County. It follows a national model for child advocacy centers with the multi-disciplinary approach. The county departments involved such as Behavioral Health, Public Health, Children and Family Services, do not charge the families for their services. Other centers and programs do charge.</p> <p>The second position that Children's Fund is fundraising for is that of clinic manager. The clinic manager would coordinate the scheduling of exams and interviews and increase case efficiency.</p> <p>Children's Fund is actively seeking \$420,000 for the assessment center. Ms. Phillips asked that First 5 consider covering 45 percent of this amount.</p> <p>Karen Scott reminded attendees that First 5 is no longer funding hard goods, such as beds, dressers, and refrigerators. We are sensitive to the fact that our resource centers are very good at determining the needs if the case is being properly case-managed.</p> <p>Children's Fund currently pays for clothing, hygiene, food, baby care beds, cribs, and certain appliances. The goal is family reunification or to equip the family with the basic needs. The average fulfillment per child has been about \$250.</p> <p>Children's Fund is working, along with the county, to share the load, connect with the non-profits, to maximize already stretched resources, and to coordinate services. Ms. Phillips stated that Children's Fund is currently being paid in exchange for the goods and services they provide the families served out of their county contract from the general fund. There is a three-year step down process removing themselves from the general fund because of stretched resources. Ms. Phillips stated that over the next year, she will be working to replace about \$250,000 in operational funding which is not necessarily goods being distributed, however, that's another consideration in terms of improved, integrated systems where Children's Fund is already operating in that capacity and that's a way for them to partner with First 5.</p>
9	<p>Funding Priorities (Presenter: Dr. Joelle Green, Harder+Co)</p> <p>In the future, the committee members may need to revisit the funding priorities they worked on in the last several meetings in the event monies become available and the Commission needs to act quickly to get the funds out in the community. Learning more about how other counties leverage data will also be beneficial in this effort.</p>
10	<p>Subcommittee Development (Presenter: Dr. Joelle Green, Harder+Co)</p> <ul style="list-style-type: none"><li>• Technical Assistance/Evaluation</li><li>• Policy Development</li><li>• Child Care (Race to the Top, Universal Preschool, state cuts)</li></ul>

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	<p><u>Subcommittee Development - Continued</u></p> <ul style="list-style-type: none"><li>• Early Care and Education (Head Start, Transitional Child Care)</li><li>• Health Care Access (MC/Healthy Families/Healthy Kids)</li></ul> <p><b>Discussion:</b> A suggestion was made that child abuse prevention should be included in the list. Scott McGrath noted that in this list there looks like subcommittees geared towards the focus areas; one committee for education, one for health, but no committee for family. Child abuse prevention would fit into a family subcommittee.</p> <p>James Moses suggested combining child care and early care and education.</p> <p>Karen Scott asked the members if serving on the Advisory committee/Subcommittees and living in the same county they serve is important, especially since the members are taking part in shaping the program for San Bernardino county. This may be something to include in the bylaws, as far as, creating a subcommittee of unpaid experts who may or may not live in this county.</p> <p>The members were asked to review this list and decide which subcommittee they would like to serve on.</p> <p><b>Public Comment:</b> None.</p>
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**Public Comment**

None

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**Adjournment**

The meeting adjourned at 3:00 p.m.

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**Next Meeting**

February 23, 2012  
First 5 San Bernardino  
330 North "D" Street, Fifth Floor  
San Bernardino, CA 92415

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**Attest**

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Leslie Egge, Chair

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Ann M. Calkins, Advisory Committee Secretary

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