



Minutes: Advisory Committee Meeting

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

Meeting Date, Time and Location May 2, 2013
Leslie Egge, Chair, called the meeting to order at 12:15 p.m.
First 5 San Bernardino – large conference room
330 North D Street, Fifth Floor
San Bernardino, California 92415

Pledge of Allegiance The Pledge of Allegiance was led by Leslie Egge

Attendees

Advisory Committee
Ron Griffin, Dr. Pat Krizek, Dr. Sybil Carrere, Amy Cousineau, Ed Pare, Edison Medina, Jose Davila, Ken, Johnston, Stacy Iverson, James Moses, Venus Mixson, Veronica Rodriguez, Nancy Ruth White, Leslie Egge..

First 5 San Bernardino
Cindy Faulkner, Ann Calkins, Mary Jaquish, Scott McGrath, Debora Dickerson-Sims.

Harder+Co Joelle Greene

Guests Damion Wright, James Zepada, Children and Family Services; Nighett Ahmed, Preschool Services; and Elaine Cervantes, CC Response Center.

Item No.	CONSENT ITEM
1	<p>Approve minutes of March 14, 2013 Advisory Committee Meeting.</p> <p>An error was noted in the March 14 minutes. The minutes were corrected as follows: <i>Ms. Loufek presented two videos; one currently used at Loma Linda University Hospital and the other video from Pennsylvania, developed by Dr. Mark Dias with a NIH (National Institute of Health) grant.</i> The original minutes noted only one video shown.</p> <p>A motion was made by Michelle Dusick and seconded by Ron Griffin to approve the revised minutes. Without further comment or objection, motion carried.</p>

Minutes: Advisory Committee Meeting

May 2, 2013

Page 2 of 8

	DISCUSSION ITEMS
2	<p>Budget Strategy Overview (Presenter: Karen E. Scott, Executive Director)</p> <p>Ms. Scott provided a budget overview for the members and reviewed the long term financial plan. She shared a bit of budget history with the members regarding AB99, and the decision that allowed the Commission to retain \$50 million that was to be remitted to the State, and that \$50 million was to be reallocated to the budget at \$10 million per year for five years, spanning fiscal years 12/13, 13/14, 14/15, 15/16 and 16/17. In fiscal year 2012/13, with capacity issues, expenditure trends and time constraints, it was simply not feasible and First 5 was unable to actually fund for additional services in the amount of \$10 million on top of the originally adopted budget amount of \$35 million. To date, contracted agencies will not expend more than \$22 million for FY 2012/13. This represents yet another year where contracted agencies I spend less than \$25 million providing direct services. Many new initiatives were explored to fund and achieve those outcomes.</p> <p>Once the Commission realized that we were not going to add an additional funding to fiscal year 2012/13, there was a thought that we could take the \$10 million from 2012/13, split it and roll over an additional \$5 million to fiscal year 2013/14 and \$5 million to 2014/15. After further review, and the realities of performance history, it did not make sense to roll over any additional funding. As we stand right now for 2013/14, the recommendation for the budget will be to stay at the \$35 million allocation, which includes contracts currently funded (in the second year of their third-year cycle), plus recommendations to the Commission for an early care and education expansion, a literacy initiative, continued funding and support of Healthy Cities/Healthy Communities, CARES Plus, SART, Children's Network which includes the coordinator and child abuse prevention capacity, Children's Fund (in both the Assessment Center and a fellowship for a pediatric forensic specialist), telemedicine with Loma Linda University, and a one-time cost from our operations budget for a First 5 office relocation. All of these combined brings the Commission closer to a proper alignment of the \$35 million for fiscal year 2013/14. It makes sense to not just throw money out in the community if we are not going to achieve the outcomes for which we are held accountable.</p> <p>Ms. Scott mentioned there is a 94 cent increase in federal tax on tobacco products in the works; this has not yet been approved. First 5 needs to be aware of what the future might look like if an additional federal tax is imposed on tobacco products. The State also has a proposal on the table for an increase in state tax on tobacco products of \$2.00 per pack. In that proposal there is backfill language which means the loss would not be as great for us. The likelihood of this proposal being approved is slim to none at this time.</p> <p>The budget workshop for the Commission is scheduled for May 15, 2013.</p>
3	<p>Develop Strategic Plan Subcommittee (Presenter: Karen Scott, Executive Director)</p> <p>Ms. Scott asked for volunteers for a Strategic Plan Overhaul or Revision Subcommittee. It would probably not be efficient to use the whole Advisory Committee. It will be a big endeavor as we try to look at the next seven to ten years. Ms. Scott is also looking for a subcommittee which could help gather data and research for the overhaul or revision committee. Things to consider while guiding our strategic plan overhaul is the Affordable Care Act, policy, advocacy, focus and funding changes occurring in the early care and education arena, and</p>

Minutes: Advisory Committee Meeting

May 2, 2013

Page 3 of 8

	<p>our countywide capacity building efforts.</p> <p>Because of things like the Affordable Care Act and early care and education, we probably want to look at allocation of funds in all focus areas; does it still make sense to fund 35 percent to health? Does it still make sense to fund 25 percent to family? 25 percent to education? There's also a lot of work going on within the County, with many stakeholders building a Cradle to Career continuum that aligns with the countywide vision. Ms. Scott needs the subcommittees and full body to help determine if maybe the education strategy needs to be the biggest piece of our allocation pie. The subcommittees will be facilitated by Harder+Co.</p> <p>Proposition 10 was approved by the voters in 1998. The Children and Families Commission – First 5's are now at the 15-year mark. We'd like to commission a study of First 5 on how we operate and what we've achieved; are we operating in the most efficient manner? Are we meeting the marks? Maybe we can find out why we contract for a certain amount and still are not able to meet our mark. Ms. Scott mentioned that Children and Family Services commissioned a similar study last year with Deloitte and Touche, to analyze their staffing tasks and duties.</p> <p>Ms. Scott would like this done as quickly as possible. The strategic plan subcommittee could meet every other month, or more if necessary, starting in July and coordinating with the research and data subcommittee, as needed. By June 2014 we should have something ready to present to the Commission for adoption for the next funding period.</p> <p>Ms. Scott would like to share with both the subcommittee and full Advisory body, what other Commissions are doing; what initiatives are supported, etc. In 2014/15, First 5 San Bernardino would like to begin its next RFP process.</p> <p>The Strategic Plan subcommittee will consist of James Moses, Stacy Iverson, Dr. Pat Krizek, Michelle Dusick, Edison Medina, Amy Cousineau, and Veronica Rodriguez.</p> <p>Sybil Carrere asked where she would be needed the most. Scott McGrath has claimed Ms. Carrere for the data subcommittee. Ken Johnston stated he sits on the Community Vital Signs data committee and it may be a good idea to have a liaison between the Advisory's data subcommittee and the strategic plan subcommittee.</p> <p>The subcommittee for data and research will be made up of Sybil Carrere, Ken Johnston, Ellen Cervantes, and Scott McGrath.</p>
4	<p>Asset Mapping Update (Presenter: Scott McGrath, Supervisor)</p> <p>Mr. McGrath gave a brief update regarding the Asset Mapping project. Four asset mapping events have been completed with two more to go. There was a great turn-out at Montclair's event, however, it was mainly attended by service providers. The Victorville event was poorly attended. Colton's was well attended and Needles had about 25 community members in attendance. The Needles community members did mention that the only dental services being provided in the area was from the First 5 Dental program. Edison Medina explained that these folks are sent to a contracted dentist in Arizona.</p> <p>Mr. McGrath stated there were not many social services in Needles; no indoor play</p>

Minutes: Advisory Committee Meeting

May 2, 2013

Page 4 of 8

	<p>areas for the children which begs the question: what do they do with the kids during the hot summer months? The citizens, however, wanted to do things to change their environment. Ken Johnston asked if 2-1-1 was involved. Venus Mixson suggested linking this effort with 2-1-1. Cindy Faulkner suggested calling city officials to bring attention to the deficiencies and for them to be an advocate for certain communities.</p> <p>Nancy Ruth White offered that if there's an area that needs more representation, you probably need to obtain transportation for those folks.</p> <p>Crestline and Big Bear are the next areas to visit in June. Notification will be sent to the committee members.</p> <p>Sybil Carrere stated Cal State San Bernardino has started a "list serv". There are over 500 people on that list which includes professionals, community members, and students. Dr. Carrere offered to send out asset mapping information through this service via email/weekly announcements.</p> <p>Mr. McGrath stated there will be six reports for the individual locations and one final report for the whole Asset Mapping project. Ms. Scott shared the sentiment she is hearing from communities and advocacy organizations is 'do not assume what we need or want.' This might be a big part of why we're not successful in the types of specialized initiatives that we have. Ms. Scott stated that Gary Madden from 2-1-1 has expressed concerns for those who don't have access to broadband.</p>
5	<p>Affordable Care Act Presentation (Presenter: Veronica Rodriguez, Program Specialist II, Human Services Program Development Division)</p> <p>Ms. Rodriguez presented an overview and valuable information about the Affordable Care Act via an excellent PowerPoint presentation to the Advisory Committee members.</p>
6	<p>Universal School Readiness Initiative Plan Presentation (Presenter: Karen E. Scott, Executive Director)</p> <p>Universal School Readiness Initiative Panel: James Moses, Karen Scott, Ron Griffin, Stacy Iverson</p> <p>Ron Griffin explained that researching and vetting a Universal School Readiness process has been in motion for many years. About 15 years ago, he and James Moses talked about real and readily available school readiness. It didn't come together for a variety of reasons; schools had different standards and different expectations for parents and we just couldn't convince all of them to come together. The term School Readiness was associated with First 5 who was funding School Readiness programs in conjunction with an initiative and matching funds from First 5 California. A few things have happened in the last few years that have aligned to bring this Universal School Readiness idea forward so that it could be implemented and bring forth positive results. The biggest reason is mutually agreed upon "Common Core Standards". We started thinking of ways to bring that to the parents. The second thing was the County Vision process. There is now alignment behind this initiative. The idea behind the County Vision process was to bring jobs to this area and make the County of San Bernardino a place people want to live, work and play. The County met with business leaders on how to bring jobs to San Bernardino County. Mr. Griffin was able to sit in on most of</p>

Minutes: Advisory Committee Meeting

May 2, 2013

Page 5 of 8

these meetings. The business leaders state that the County (through the schools and education) is not producing a qualified workforce and something needs to be done about that.

That led to visits and discussion with colleges and universities. Dr. Karnig from Cal State San Bernardino said “we have to start at the high school level”. High school personnel said to start with elementary school children. The elementary school personnel said to start with the even younger set, which is something we knew all along. Out of these vision processes, the County really only has two goals: one is to be more business friendly and the other is about ensuring the success of every child from cradle to career. We started looking at ways we could do that. Mr. Griffin said in talking with James Moses and Stacy Iverson the success of every child could be accomplished in “5 Simple Steps”.

1. Advocate for more government subsidized child development programs.
2. Continue the maximization of existing facilities/strategies.
3. Create a quality rating improvement system with a school readiness component.
4. Promote parent and caregiver education and engagement in school readiness for children on the wait list or in special populations.
5. Measure your outcomes in each area.

This is Universal School Readiness. To expand these services to four year-olds in the County, the first thing you need to do is use other people’s money, for example, any money that comes down from the State and Feds - we should lobby hard to make sure these monies come our way. The second step is making the best use of existing facilities which First 5 has been able to facilitate through contractors/service providers. A few years ago, First 5 said to school districts and government subsidized programs ‘if you have any extra space, we want to serve more kids with that’. We should continue in that vein. There are two things we can do better in our county: promote parent and caregiver education and engagement in school readiness for children on the wait list or in special populations.

People confuse the school readiness piece with parenting classes. We’re talking about making sure parents know how to prepare their own kids for kindergarten. We can’t create or replicate here in San Bernardino County, the universal school readiness program that was built for Los Angeles County, because we are too far and spread out (unlike Los Angeles). What we can do is make sure parents understand what they need to do to prepare their kids for kindergarten; make sure that parents understand that they are their child’s first teacher; make sure they understand that parent involvement is the key to their child’s success in school and in life.

Mr. Griffin mentioned when he was a Head Start director, it was hard to get parents involved. So, the parents were asked ‘what would make you attend a meeting?’ The answer was ‘feed us and let us talk.’ We discovered that if you change the parents’ peer group, they are more apt to care and be engaged. And they will recruit other parents and teach others. Preschool for low-income children totally changes their direction in life. Not so much for middle-class kids.

Ed Pare stated his own success story with his daughter and what she gained in attending preschool and how that helped her advance past kindergarten. Mr. Pare also stated how being a parent advocate has been important for him because when parents are more engaged children do better in school.

Mr. Griffin stated the other place to make significant progress in this Universal School Readiness Initiative with San Bernardino County is with family and private providers because the kids are there, anyway. If we can just convince those folks to focus more on school readiness and give them some incentives then we can reach a larger group and make sure more kids are ready for kindergarten.

James Moses mentioned that the Universal School Readiness Initiative is a visionary and aspirational and quite the process; some things we can't get to this fiscal year or even next fiscal year. A full-on quality rating system must be part of the plan and ensuring that it is implemented and affects every four-year-old in preschool will not happen overnight. This needs to be seen as long-term. These same concepts are tied directly to the California Comprehensive Early Learning Plan. There is a state advisory committee and this was the group formed to earn "Race to the Top" dollars. San Bernardino County was left out of that. We were left out because this wasn't an RFP process; it didn't work that way. Basically, the state handpicked 16 counties that already had some semblance of a quality improvement plan in place, when the response to the application came down to the wire. Alameda County is a significant leader now in early care and education. They didn't have a formal rating or improvement plan in place but they were able to go and lobby and become the 17th member of this group.

Advocating is in the State's plan and not necessarily listed as a key driver in the 5 Simple Steps but it's really what it's all about: advocating for children and additional funding. One of the big things that keeps getting repeated is 'children need access to quality programs' and number two on the list speaks to that. In our quality centers that are state and federally subsidized there's not a lot of space available to expand to additional children. But in our family and center based child care facilities, there is a lot of space available and they are serving a lot of three and four-year-olds.

In the State of California, about 75 percent of preschool aged children are in some form of out-of-school care and just under 50 percent are infants and toddlers in some form of out-of-home care. In San Bernardino County, we only serve 10 to 15 percent in state and federally subsidized programs (out of the 75 percent of preschool aged children). So, where are those 50 or so percent of those kids? They are in family child care, they're in exempt providers, and they're in center-based. We need to help those folks improve their quality so they can meet the "Common Core Standards".

Another big piece talked about in the 5 Simple Steps is parent engagement. The State Advisory Council says the child's family is and always will be the single most important contributor to the child's development and growth. This parent engagement piece lends itself right to that statement.

James Moses stated that many counties are building their own "Race to the Top" groups and while they have some similarities, a lot of them are quite different. We had a strong county representation but the reality is, 'here's where we're at, no funding from Race to the Top, but an opportunity.' Here's what we know: California sought \$150 million dollars in Race to the Top funds; California received \$52 million. We were the first State not to receive the full amount we asked for. The other eight states who requested funding received their full amount. But we know that funding is coming out again and the Feds have engaged California saying 'we want to look at providing the funding you didn't receive a few years ago'. The

Minutes: Advisory Committee Meeting

May 2, 2013

Page 7 of 8

Governor is not sure he wants to support the State going after these dollars, but may eventually succumb to pressure when the early learning community says we need these funds even if the State has to provide some kind of a match. San Bernardino County needs to take the giant leap forward, maybe even a pilot project and work towards that goal. That is the birth of the Universal School Readiness Initiative.

Stacy Iverson asked the Advisory Committee members to tell them, the panel, conceptually what doesn't work, what pieces still need to be put together for the concept of universal school readiness, and then in real time, how do we start moving and demonstrating that we can bring this together in such a way that will add additional resources to the County, meaning, bring together what's already out there and capitalize on what exists and what we've learned.

Karen Scott stated that this panel has done a great job in identifying the stakeholders and other folks who need to be at the table. The time is now and we need to do something that complements all of the work and efforts that's been done and funded and we've been a part of up until now. Ron Griffin agreed and stated that doing things like this puts us more in line for the things like "Race to the Top" and that we're pretty much at Step 3 already for our own Universal School Readiness Initiative.

Ms. Scott mentioned the huge participation and resources we have in the CARES Plus program. Venus Mixson added that we need to start with assessing those families on the waiting list and ask "you're on this waiting list, we want to do something about that; do you want to be a part of it? Is your four-year-old ready for school?".

James Moses stated the biggest population are those families that don't even know they should be reaching out to preschool or Head Start. So, where are those families? They are with TAD, CalWorks Stage 1, Childcare Resource Centers in Stage 2 and Stage 3. More than 70 percent of the children between the two programs are in a licensed exempt home. The vast majority have no idea what it means to prepare a child for preschool. Universal preschool should not just be for low-income families.

Ron Griffin asked the members to tell them if there was something they were missing. Dr. Carrere stated she heard two major themes from today's discussion: parents need to be re-educated about school readiness and build a comprehensive widespread quality improvement assessment program.

James Moses said we need to test the evaluation systems we want to use in evaluating the teacher and facility quality and evaluating the child. An ASQ should be mandated as part of what we're doing.

Margaret Hill stated that very few parents care about their child going to kindergarten, however, every parent cares that their child be a successful adult. She suggests working it backwards, meaning, get the parents to Cal State, for example, so they can see the possibility that their child has an opportunity to attend college. Then reiterate to the parents that in order to get to college, teaching starts early and at home. Ms. Hill stressed that parents need to start "with the end in mind."

Karen Scott stated that we can't do anything for the next three months but maybe

Minutes: Advisory Committee Meeting

May 2, 2013

Page 8 of 8

	<p>by January we'll have something ready to test so when funding becomes available, we can apply for it. We will continue to brainstorm and strategize. Ken Johnston asked if First 5's budget surplus can be directed towards these efforts moving Universal School Readiness. Ms. Scott answered yes. Funding will not be an issue. We just need to make sure the work is manageable and we get immediate and measurable outcomes to help guide our future. Dr. Carrere asked for a set of recommendations to begin this effort. Ken Johnston asked if it would make sense to earmark some of those funds to a consultant, to start the momentum and become sustainable. Mr. Johnston stated a consultant would have the project management time to do this; to be the project manager and facilitate the discussion. Dr. Krizek recommended SEI (Social Entrepreneurs, Inc.).</p>
7	<p>Home Visitation Initiative (Presenter: Karen E. Scott, Executive Director)</p> <p>First 5 was preparing to release a substantial home visitation opportunity, however, after talking to several individuals, home visitation is already happening in a lot of different areas by a lot of different agencies/organizations. A meeting was recently convened at First 5 for a home visitation discussion and it was discovered, for example, that schools didn't know a particular agency was doing a certain service under home visitation. First 5 staff asked what are the benefits of home visitation and why was home visitation chosen over traditional settings? One thing we heard was once you're in the home there are so many other things to assist with. First 5 tends to want to fund with a single purpose in mind, for example, single mothers. Or first time new mothers. That's what the programs at DBH and Public Health already do. That being said, we're not sure we'd make a significant enough impact for the millions of dollars intended to be invested by First 5 that have been earmarked for home visitation services. More information will follow after First 5 debriefs about this meeting and plans to schedule another convening of this group and Advisory Committee.</p>

Public Comment

None

Adjournment

The meeting was adjourned by Chair Egge at 3:00 p.m.

Next Meeting

To be determined

Attest

Leslie Egge, Chair

Ann M. Calkins, Advisory Committee Secretary