



## Minutes: Advisory Committee Meeting

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

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**Meeting Date,** September 26, 2013  
**Time and** Leslie Egge, Committee Chair, called the meeting to order at 12:14 p.m.  
**Location** First 5 San Bernardino – large conference room  
 330 North D Street, Fifth Floor  
 San Bernardino, California 92415

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**Attendees** **Advisory Committee**  
 Leslie Egge, Committee Chair; Michelle Dusick, Department of Behavioral Health; Dr. Dani Hodge, California State University San Bernardino; Ken Johnston, Department of Public Health; James Moses, Child Care Resource Center; Stacy Iverson, Children’s Fund; Edison Medina, ARMC-Dental Program; Dr. Pat Krizek, San Bernardino City Unified School District; Venus Mixon, Volunteers of America; Ed Pare, Parent Advocate; Hernaldo Sequeira, Children and Family Services; Erin Brinker, THINK Together; Michelle Parker, Loma Linda University Children’s Hospital; Dr. Beth Higbee, San Bernardino County Superintendent of Schools; Dr. Donna Goff, Loma Linda University Children’s Hospital

**First 5 San Bernardino**  
 Cindy Faulkner, Debora Dickerson, Mary Jaquish, Scott McGrath, Jeffrey Pontius, Amanda Ferguson, Staci Scranton

**Harder+Co**  
 Joelle Greene

**Guests**  
 Scott Neeri, TAD; Dr. Donna Lake, Bobby Hawk, Lakeshore Learning

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**Consent** A motion was made by Michelle Dusick and seconded by James Moses to approve the following consent item. Without further comment or objection, motion carried.

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Item No.	CONSENT ITEMS
1	Approve minutes of July 15, 2013 Advisory Committee Meeting

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Item No.	DISCUSSION ITEMS
2	Strategic Plan and Research/ Evaluation Subcommittee Update (Presenter: Joelle Greene, Harder+Co.)  Joelle Green gave an update about the recent work done by the Strategic Planning and Research Subcommittees. The subcommittees have had three meetings so far. The first meeting focused on the overview of the strategic planning process, the second meeting focused on timeline and process, and at the third meeting, they moved forward in discussing framework and outcomes.

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At the first meeting, the group determined that they wanted to have a vision for the strategic plan and decided upon "To create a coordinated strategic plan with the intention of contributing to positive, measurable, and collective impact for children 0-5 years."

Ms. Greene shared the timeline that helped to guide the group's work. The timeline is important because the strategic plan is the basis for planning future funding opportunities. It has been great to have First 5 staff to participate in a work group because they help keep things realistic. One of these issues that the subcommittees are dealing with is there needs to be enough time to allow for the final strategic plan to be presented to the Commission for their approval and also to be acted upon to create the next set of funding opportunities. The goal is to start constructing the strategic plan in pieces so that by April 11, 2014 it will be in the finalization phase.

Ms. Greene opened a discussion around the concept of collective impact. Members might have noticed that phrase on the workgroup's vision statement and collective impact is one of those terms that everyone has heard. At the last subcommittee meeting, members discussed what collective impact is and how to define it. First 5 is already an agency that pulls together different sectors, but with a particular goal to develop a centralized infrastructure and structure process to address complex systematic problems. Collective impact is a particular way of thinking about how you attack problems in the world and quite different than just collaborating.

There are five common ideas that are characteristic of collective impact that were discussed as part of this process. Having a common agenda is one of them. Another is shared measurement, so whatever outcome you ultimately decide your collective efforts are going to attack, you have a commitment up front from everyone who is at the table to a shared measurement system. Another characteristic is that collective impact needs to reinforce activities. What that refers to is that the providers around the table are very deliberately coordinating their activities.

Another characteristic is continuous communication and initiative support. The way we would operationalize that out is there is usually a backbone organization, which could be First 5 or not, that provides the institutional support and structure for keeping the collaborative working together.

As a follow-up to the definitional discussion, the subcommittee took a look at strategic plans from other organizations that had incorporated collective impact. The subcommittee reviewed sets of strategic plans that ranged from very complicated to very brief.

For example, the strategic plan from the Department of Mental Health of Canada was an extremely comprehensive 95-page report. It not only had the overall collective impact strategy laid out for the country, but had each county level strategy. The subcommittee also looked at the strategic plan for United Way of Carolinas, which was very broad. The subcommittee also reviewed a small local non-profit called "His Sheltering Arms." Upon reviewing the variety of collective impact approaches there seemed to be two broad classes of approaches: one was overarching such as the Canadian model, where you could take everything an organization is doing and focus it all around the same collective impact.

The subcommittee also noticed that organizations interested in and committed to collective impact, for example, "His Sheltering Arms" and other smaller non-profits, decided to keep business as usual in most areas, but to take one of their focus areas and do a pilot test. The consensus in the room felt that might be a nice

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	<p>approach for a few reasons. One is that it is manageable and the committee would want to set this up for the Commission to succeed in reaching its goals. The other is the issue of having measureable outcomes. Lastly, the group recognized that certain sectors are more ready to do this than other sectors.</p> <p>The committee proposed a hybrid approach, taking one of the focus areas and going “full out” on collective impact in that one area, but taking some of the critical elements and applying them to all areas.</p> <p>The subcommittee’s next meeting is to discuss the purpose and goals. They also began a discussion on outcomes and will hopefully finalize a set of outcomes to present at the next Advisory Committee Meeting.</p> <p>Cindy Faulkner talked about First 5 partnering with DBH and working with SART providers. Providers are much happier reporting out to the system they are common to. More kids are being served. Utilizing drawing additional funds and we all have the same goal.</p> <p>Scott McGrath stated that we have placed ourselves where we belong with SART. There is movement now and everything is going well. Collectively, we are making more of an impact. First 5 is trying to address fatherhood issues in the county, by putting ourselves in the lead. We have to be careful by not taking the lead but to bring people together and give them the lead.</p>
3	<p>New Business (Presenter: Cindy Faulkner, Operations Manager)</p> <p>Cindy Faulkner informed the committee that a new Advisory Committee Chair will be elected at the October 23, 2013 Commission Meeting. Ron Griffin will remain the Vice-Chair.</p> <p>Ms. Faulkner reported that First 5 has received multiple unsolicited proposals/concepts and determined a system was needed to vet these papers. Karen Scott has formed a sub-committee with Erin Brinker, Amy Cousineau, and Ron Griffin. The subcommittee met and talked about the process to make sure they were in line with the strategic plan and policies. The proposals were reviewed and the subcommittee will meet again to determine if they should go forward. Commissioner Egge suggested that the determinations should be relayed to the Commission, especially since they receive telephone inquiries regarding funding.</p> <p>Ms. Faulkner distributed copies of the updated Advisory Committee Roster and reminded members to communicate any changes to Ann Calkins. Ms. Faulkner also informed the committee of several upcoming events. On October 10, 2013, Kathy Estes of San Bernardino Superintendent of Schools will be giving a presentation on the Culture of Poverty at First 5. If any member is interested in attending, contact Ann Calkins. On November 6, 2013, First 5 will be celebrating the 15<sup>th</sup> Anniversary of Prop 10 at the Commission Meeting. Lastly, Ms. Faulkner informed the committee that First 5 is moving mid-November and the new address is 735 E. Carnegie, Suite 150, San Bernardino, 92408.</p>
4	<p>Strategic Planning Regional Stakeholder Workshop (Presenter: James Moses)</p> <p>Mr. Moses discussed First 5 California’s Strategic Planning Regional Stakeholder Workshop that he attended on September 16 in Los Angeles. He reviewed their strategic planning process and copies of the agenda and draft strategic plan were distributed.</p>

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**Public  
Comment**

Joelle Greene shared that she attended a convening for the California Endowment's roll out of the Affordable Care Act. Covered California is still hiring nonprofits and CBO's. Ms. Greene can supply more information and provide a copy of the flyer on request.

Scott McGrath reminded the committee about First 5 San Bernardino's signature event "All Aboard the Reading Railroad" to be held at the Hesperia Library on October 5, 2013, and at the Fontana Library on November 2, 2013. Mr. McGrath asked members to take flyers and promote the event.

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**Adjournment**

Meeting adjourned at 1:26 p.m.

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**Next Meeting**

November 14, 2013  
First 5 San Bernardino  
330 North D Street  
Fifth Floor  
San Bernardino, CA 92415

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**Attest**

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Staci Scranton – *filling in for*  
*Ann M. Calkins, Advisory Committee Secretary*

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