

# Executive Director Report

small hands,  
BIG RESULTS




KAREN E. SCOTT  
EXECUTIVE DIRECTOR



## A Message from the ED



 Here we are at the end of summer - a space in time dubbed as Back to School! A time where you take advantage of the best back to school sales, score that perfect backpack and ensure you're loaded up with the best supplies for a quality start to the

academic year ahead. On that note, I thought I'd take a moment and reflect on our County's Quality Start initiative!

First 5 San Bernardino is committed to the Collective Impact Approach to Achieve Our Countywide Vision - a journey to lifelong learning where every student has the "mindset and disposition" for college and career readiness, guided by academic and career readiness success indicators and personal and social readiness success indicators as illustrated with our adopted Cradle to Career Roadmap. Quality Start San Bernardino supports high quality early learning!

What is Quality Start San Bernardino? Quality Start San Bernardino (QSSB), was launched in early October 2016, and serves as the county's Quality Rating and Improvement System (QRIS). First San Bernardino serves as the lead for this QRIS initiative having successfully been awarded a \$5,428,804 IMPACT grant covering fiscal years 2015 - 2020.

QSSB benefits children, parents, and caregivers in many ways. As research shows, high quality early learning between birth and age five plays a major role in a child's brain development.

Children with high quality early learning experiences:

- Have better critical thinking skills
- Cooperate and engage better with others
- Do better in reading and math
- Are more likely to graduate from high school and attend a four-year college

QSSB educates parents and caregivers about the importance of high quality child care and what a



September  
2017

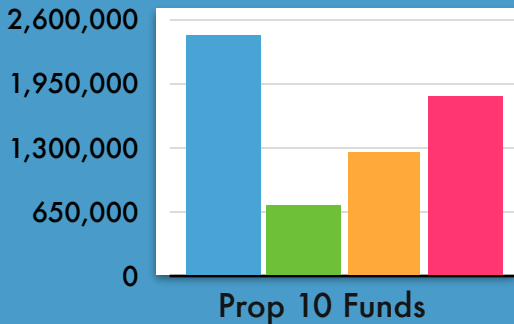
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## Updates

### Fiscal Update

F5SB received Prop 10 funds in the amount of \$1,832,239 in the month of July. This revenue funds First 5 San Bernardino programs and services.



- April - \$2,436,324
- May - \$713,083
- June - \$1,253,588
- July - \$1,832,239

### Follow us on LinkedIn

Are you on LinkedIn? Connect with First 5 San Bernardino for professional news at [www.linkedin.com/in/first5sanbernardino](http://www.linkedin.com/in/first5sanbernardino)

## New Book: Potter the Otter Goes to the Farmer's Market



Our friend Potter the Otter has a new book and a new website! Visit Potter the Otter's new website for the classic titles *Potter the Otter Drinks Water*; *Potter, Potter the Healthy Otter*; and the new *Potter the Otter's Market Adventure*!

In *Potter the Otter's Market Adventure*, Potter explores a local farmers' market and learns about fruits and vegetables to stay healthy. On the new website, visitors can take a pledge to drink more water, play games, access Potter the Otter activities and parents can learn more about the healthy messaging behind encouraging children to drink water. The books are currently free online to read at the Potter the Otter website in English and Spanish at [www.pottertheotter.com](http://www.pottertheotter.com).

Potter the Otter™ books and branded products are provided by First 5 Santa Clara County. For ordering inquiries, visit <http://www.pottertheotter.com/order/>.



Visit Potter the Otter's new website for activities and more!

[www.pottertheotter.com](http://www.pottertheotter.com)

## First 5 San Bernardino and Harder + Company selected to present at 2017 AEA Conference

**EVALUATION**  
From Learning to Action  
#Eval17 2017



First 5 San Bernardino's Evaluations and Community Engagement Supervisor Scott McGrath, Staff Analyst II Amanda Ferguson, and evaluation consultant Harder + Company were selected to present at the upcoming American Evaluation Association (AEA) Conference in November 2017.

AEA is the premier evaluations professional organization, spanning membership representation nationally and internationally. The annual AEA conference covers a wide array of subject matter across the social impact sector.

Scott McGrath, Amanda Ferguson, and representatives from Harder + Company will be a part of two presentations: "Form and Function: Using Tableau dashboards to make program data dynamic, accessible and actionable" and "How can internal evaluators support organizational shifts from program support to systems-building? Lessons from the field".

November 6-11, 2017  
Washington D.C.

Congratulations Scott, Amanda, and Harder + Company! For more information about American Evaluation Association, visit [www.eval.org](http://www.eval.org).

## Talk. Read. Sing.® Fest heads to the San Bernardino County Museums!



Join us for early learning fun for infants, toddlers and preschoolers as we champion the three little action words that make a BIG impact on your child's education.

In partnership with San Bernardino County Museums, we'll have special entertainment and performances, kid-friendly activities, and our book giveaway for children ages 5 and under!

We'll be in Apple Valley at the Victor Valley Museum on Saturday, October 7, 2017 from 10am-3pm and in Redlands at the San Bernardino County Museum on Saturday, November 4, 2017 from 9am-2pm! Register as an exhibitor at <http://bit.ly/talkreadsvendor>. For more information, call First 5 San Bernardino at (909) 386-7706 or visit First 5 San Bernardino on Facebook.

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high quality environment looks like. QSSB also provides tools and resources to help parents find and select a quality early learning program that is right for their child.

QSSB's target plan includes 120 sites, both family child care homes and child care centers to participate in QSSB.

"We want child care providers to feel empowered by this opportunity. Each one has made the initial commitment to increasing their quality by simply enrolling in the program. We want each one to feel equipped with the necessary knowledge and tools they need to grow, to share with their parents, and to feel a sense of pride by participating in QSSB," said Megan Sack, CCRC's Media and Communications Specialist.

Child care providers will gain an understanding of their current level of quality based on statewide QRIS standards and will receive coaching based on their individual quality improvement plan. They will have access to many professional development opportunities and peer support networks, and will be given the tools to share their involvement in QSSB with parents and the public.

Providers who choose to participate in Quality Start San Bernardino County will be evaluated within these defined areas:

- **Teacher-to-child ratios** - More teachers per child mean staff can spend one-on-one time engaging with children.
- **Learning activities** - High quality learning activities support each child's interests and development, as well as culture and home language.

- **Environment** - High quality learning environments are safe, healthy, and engaging, and promote effective teacher and child interactions.



- **Health and child development** - Children's overall well-being, including physical, social and emotional development, is supported.

- **Staff training and education** - Program administrators and teachers are trained in child development and early learning. They have completed relevant college coursework and/or ongoing professional training.

Christina Aranda, CCRC's Resource & Referral

Manager adds, "This program will help providers better their early learning program. It shows their current, and potential, child care families that they've committed themselves to quality and growing their skills and abilities. It is an investment in the development of the children in their care."

Although funded by First 5 San Bernardino, QSSB is governed and led by a consortium of organizations including San Bernardino County Superintendent of Schools (SBCSS), San Bernardino County Preschool Services Department (PSD), Child Care Resource Center (CCRC) and Cal State University San Bernardino (CSUSB). Each partner plays an integral role in Quality Start's design, development, implementation and evaluation.

With Quality Start San Bernardino, "back to school" means continued opportunity to support child care providers, parents and caregivers to ensure our youngest children achieve high quality early learning!