



AGENDA ITEM: 13
DATE OF MEETING: April 25, 2013
ACTION: X
INFORMATION:

CONSENT CALENDAR

A. SUMMARY OF REQUEST:

Approve the following consent agenda items:

1. January 24, 2013 Commission Meeting Minutes
2. Agreement Ratifications
3. Agreement Approvals

B. ATTACHMENTS:

Attachment 13a: Draft of January 24, 2013 Commission Meeting Minutes
Attachment 13b: Agreement Ratifications
Attachment 13c: Agreement Approvals



CALIFORNIA CHILDREN AND FAMILIES COMMISSION MEETING

**January 24, 2013
10:00 a.m. to 3:00 p.m.**

**Hilton Garden Inn
2540 Venture Oaks Way
Pine Room, 1st Floor
Sacramento, CA 95833**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Jennifer Kent called the meeting to order 10:05 a.m.

Commissioners Present: Jennifer Kent, Chair
Patrick Duterte, Vice Chair
Magdalena Carrasco
Conway Collis
Kathryn Icenhower, Ph.D.
Joyce Iseri
Casey McKeever

Ex Officio Member Present: Jim Suennen

Jennifer Kent, Commission Chair, welcomed members of the State Commission in attendance. She announced and also welcomed Camille Maben to her first State Commission meeting as the Executive Director of First 5 California.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 2 – Executive Director’s Report

Camille Maben, Executive Director, welcomed State Commissioners and shared her primary goals for the first 100 days as new Executive Director.

Primary Goals

- Gain a solid understanding of the current structure of the agency;
- Initiate and establish positive relationships with Commissioners, staff, and stakeholders;

- Begin a strategic planning process;
- Recruit and retain highly qualified staff; and
- Establish short- and long-term priorities for improving office climate, legislative agenda, and budget.

Objectives

- Meet with State Commissioners, stakeholders, and county commissions.
- Interview staff and meet with managers to discuss strengths and challenges of the agency, and gather their ideas for strengthening the effectiveness of the agency.
- Develop and implement short-term goals to improve office climate and communication within the agency.
- Review organizational structure, budget, fiscal, and personnel policies and procedures, including current and future contracts and procurements.
- Fill current vacancies.
- Meet with stakeholders, including the First 5 Association, individual county Executive Directors, and early learning and care advocates.
- Meet with and provide information to legislative staff on the important work of First 5 California.

Governor's Budget 2013-14

- The Governor's 2013-14 Budget reflected an increase of \$40 million General Fund dollars to backfill the support provided by First 5 California.
- At this time, there is not a request at the State level for additional funding from First 5 California.

Partnership Council

- First 5 California staff is working with the Association to develop a charter to discuss and address issues to achieve similar goals, such as data collection requirements. The Partnership Council serves to be a catalyst for state and county commission staff to get that work done. The first issue brought to the Partnership Council was the data collection requirement for CARES Plus.

Race to the Top

- The California Department of Education (CDE) has agreed to let Ms. Maben continue her role in Race to the Top (RTT) and bridge some of the RTT issues. This will help to ensure that there is a better understanding about RTT and its impact on First 5 California programs.

Annual Conference

- First 5 California's Annual Conference, so-sponsored by the Advancement Project, will be held in Sacramento at the Sheraton Grand Hotel on April 10-11, 2013.

CARES Plus

- At its October 2012 meeting, the State Commission approved a three-year extension of the Teacher Signature Program, CARES Plus. Since that time, staff has been working on crafting the Request for Application (RFA), which we plan on

posting in early March. The Program Advisory Committee members of this Commission will have the opportunity to review the RFA before it is released.

- While the CARES Plus program components will remain essentially the same, we have sought input from our county CARES Plus partners to help strengthen the implementation of the program. Toward that end, staff conducted several regional input meetings around the state in October and November to obtain feedback from local county program coordinators on ways to better administer the program.
- On December 6th, staff presented the results and feedback from the regional meetings to the newly formed Partnership Council, which included members of the First 5 Association Executive Committee as well as Directors from several CARES Plus counties. We outlined and discussed specific program and policy-level CARES Plus issues with the Council, along with short- and long-term approaches to addressing them. The Council convened for an additional conference call on January 8 to follow up on discussions about CARES Plus data collection.

Child Signature Program (CSP)

- CSP RFA 1 was for the eight existing Power of Preschool (PoP) counties, and focuses on quality enhancements for qualifying classrooms.
- CSP RFA 2 was designed for all counties to participate. It focuses on a readiness assessment to determine strengths and needs, and provides training and targeted technical assistance. Thirty-four (34) county commissions chose to participate in RFA 2.
- CSP RFA 3 is anticipated to be released in April and will focus on implementing quality enhanced features comparable to those from RFA 1.

DISCUSSION: Commissioners' discussion included:

- A request for a future discussion of First 5 California's possible partnership with other agencies for its Annual Conference.
- Exploration of ways First 5 California could get involved with the child care stakeholders group outlined in the Governor's 2013-14 Budget. Ms. Maben said she had been in discussion with the Department of Social Services and will continue to express First 5 California's interest in being involved in that stakeholder group.

PUBLIC COMMENT: None.

Agenda Item 3 – Advisory Committee Reports

Chair Kent called upon Commissioners to provide an update on any advisory committee meetings or activities that have taken place since the October meeting.

Program Committee

Commissioner Icenhower said she looks forward to receiving the CARES Plus RFA for input and review.

Research and Evaluation Committee

Vice Chair Duterte and Commissioner Iseri had a meeting with First 5 California staff to discuss the feasibility of longitudinal studies, and reserved comment until later in the agenda.

DISCUSSION: None.

PUBLIC COMMENT: None.

Agenda Item 4 – First 5 Association of California Report

Maira Kenney, Executive Director of the First 5 Association, provided an overview of Association activities and county commission programs and investments. She provided information on the following specific key areas and goals the Association is focused on for 2013.

Key Focus Areas

1. Increase the quality of early care and education programs.
2. Connect children to health insurance and essential healthcare services.
3. Expand universal screening programs for the early identification and support of children with special needs.
4. Bring oral health services to underserved communities across the state.
5. Reach the hardest to reach families through newborn and school readiness home visiting to ensure strong role of parents as their child's first and best teacher.

Goals for 2013

- Achieve greater visibility for the work of the 58 county commissions, along with State Commission partner.
- Expand reach as systems change leaders.
- Ensure the long-term sustainability of investments.
- Strengthen communication system to ensure all counties and regions are able to tell the First 5 story and provide statewide leadership via a new website and other vehicles.
- Support statewide developmental screening and child care rating initiatives as opportunities to spread local efforts to other counties across California.
- Convene commissions and other partners around best practices, sustainability and policy in key areas.

Objectives

- Deepen partnership with First 5 California around communications, evaluation, and matching fund program support.
- Continue to focus on explaining county fund balances and overall stewardship of First 5 resources by focusing on the unique characteristics of the 58 county commissions as local agencies with strong oversight and uniform accountability guidelines.
- Develop and further a policy agenda to guide work with other statewide advocates and partners that focuses on the five areas of core investments as listed above.
- Connect local agencies to others to reduce duplication.

- Speed the sharing of critical information.
- Train frontline providers.
- Reach hardest to reach populations.

DISCUSSION:

- Commissioners expressed an interest in the programs being done at the local level and whether there was a role the State Commission could play in that.

PUBLIC COMMENT: None.

Agenda Item 5 – Financial Update

Sandy Beck, First 5 California's Chief of Administrative Services, provided the State Commission a financial update on revenue projections and adjustments, and First 5 California's Financial Plan.

Revenue Projections

- Upon release of the Governor's Budget, the Department of Finance (DOF) total cigarette and tobacco products tax projections for FY 2012-13 are 4 percent above last year's estimates. This is a result of the increased revenue seen last year from the federal SCHIP cigarette tax enforcement activities.
- The DOF projections bring back the 3-4 percent decline that is normal for cigarette tax revenues. FY 2012-13 is projected to be 3.85 percent lower than actual revenue received in FY 2011-12.

Revenue Adjustments

- In November, First 5 California received the Board of Equalization (BOE) backfill for FY 2012-13 and the administration expenditure projections for FYs 2013-14 and 2014-15.
- The BOE approved the staff recommendation to adjust the California Children and Families Trust fund by \$15 million for backfill.
- The FY 2012-13 backfill amount is lower than the prior year of \$16.5 million.
- The lower backfill amount resulted in an increase in the amount of projected revenue available to transfer into the First 5 California accounts due to the higher than projected revenues received last year resulting from the SCHIP enforcement activities.

BOE Administration Fees

- First 5 California received updated BOE administration projections for FYs 2012-13 and 2013-14. Last year's projection for FY 2012-13 was \$17,424,000. This update reduced the 2012-13 projection to \$17,162,000 due to DOF reductions in personnel compensation. The update includes the projections reflected in the FY 2013-14 Governor's budget of \$17,602,000. The BOE administrative projections are only for current year and budget year. They do not project beyond budget year.
- The First 5 California FY 2012-13 financial audit indicates that the auditors observed that BOE does not have written cost allocation plan procedures for program and administrative costs allocated to the various funds its administers. BOE concurred with the observation and indicated their budget staff is developing

comprehensive internal documentation of the cost allocation procedures and methodology. BOE indicated that it would send First 5 California the methodology in May 2013. Upon receipt of the methodology, First 5 California will forward copies of the document to the Commission and the First 5 Association.

Ms. Beck also presented and commented on the attached slide presentation, which highlighted the following:

- Total revenue projected by DOF for FYs 2012-13 through 2014-15
- Projected BOE adjustments and estimated interest earned in the trust fund
- Mandates for the state funds

DISCUSSION: Commissioners expressed their interest in seeing the methodology that the BOE will provide to First 5 California justifying how it actually calculates and utilizes that \$17 million.

PUBLIC COMMENT: Christina Altmayer, Acting Executive Director of First 5 Orange County, said that BOE's cost allocation methodology is an issue that the county commissions are concerned about and are taking very seriously. First 5 Orange County commissioners have directed First 5 Orange County to contact BOE Board members directly to bring awareness and the significance of this issue.

Agenda Item 6 – Legislative Report

Renee Webster-Hawkins, First 5 California's Acting Chief Deputy Director and Chief Counsel, provided a brief update on two legislative items of direct interest to First 5 California, as reflected in the legislative summary accompanying the agenda item, and key legislation recently introduced in the regular 2013-14 session, highlighting the following:

- Two ballot initiatives have been introduced that would add additional taxes on tobacco products, and both are intended to address the affordability of higher education in California's public colleges and universities. Only one contains backfill provisions for programs currently funded by tobacco tax revenue, such as First 5.
- Both initiatives have been submitted to the Office of the Attorney General for approval.

DISCUSSION:

- Commissioners discussed whether backfill provisions in the ballot initiatives would be based on the assumption that tobacco tax revenue is declining.

PUBLIC COMMENT: None.

Agenda Item 7 – Options for Longitudinal Research

David Dodds, First 5 California's Deputy Director of Results and Evaluation, provided the Commission with options for longitudinal research in evaluation of First 5 California Signature Programs. He also presented the attached slide show.

DISCUSSION: Commissioners' discussions included:

- Compliments regarding the excellent work provided on the feasibility of a longitudinal study.
- The feasibility of conducting a longitudinal study on First 5 California's Child Signature Programs.
- Interest in actual data being measured within the Child and Teacher Signature Programs.
- Suggestions that working with county commissions that may have collected data on families that have been followed over time might be efficient and reduce costs, and that the studies being done at the county level are complementary, and not as an alternative, to a state evaluation.
- Comments that Educare is being brought to Santa Clara County and offers an opportunity for an evaluation study.
- Suggestions that a retrospective study for the Teacher Signature Program (CARES Plus) might be cost-effective.

PUBLIC COMMENT:

- Moira Kenney, Executive Director of the First 5 Association, described significant historical work in this area.
- Antonia Lopez, Executive Director of the National Council of La Raza, expressed the importance of ensuring that the dual language learning community, teachers, children and families have access to the best quality preparation, and that the evaluation efforts of First 5 California should help to determine whether the quality is culturally and linguistically appropriate.

Agenda Item 8 – Request to Transfer \$40 Million to the Department of Developmental Services for Early Start Services

- Renee Webster-Hawkins, Acting Chief Deputy Director and Chief Counsel, provided the Commission with information related to the Department of Developmental Services (DDS) request of \$40 million from First 5 California to fund Early Start Program services for children ages 0 to 2, which was included as a revenue assumption in the Governor's 2012 May Revise, to decrease DDS's General Fund costs. Ms. Webster-Hawkins summarized the memo prepared for this agenda item.
- Ms. Maben discussed the impact and potential consequences of the funding transfer on Commission's signature programs and strategic goals:
 - First 5 California finds itself in a different fiscal place than in years past, with past reserves greatly diminished.

- The majority of investment decisions have already made. First 5 California has committed to its county partners that it will fund the Signature Programs over the next three years and they, in turn, are making fiscal and human capital decisions to implement those programs. Transferring the \$40 million to DDS now could jeopardize fulfilling those commitments.
- As First 5 California moves forward with its Strategic Plan, if all of its funding is committed. This would limit the long-time impact and viability of the organization.
- Ms. Maben reviewed the two methodologies described in the memo to illustrate the potential impact of the transfer of funds would have on First 5 California day-to-day ability to fund its program and administrative expenditures.
- Beyond the fiscal management, the impact of the transfer could have the following potential consequences to First 5 California:
 - The Child and Teacher Signature Programs are well underway. Having to interrupt, delay, or modify the implementation of those programs would mean:
 - Thousands fewer children and families will benefit from quality enhanced classrooms.
 - Fewer teachers will receive professional training and incentives to improve their classroom environments.
 - County commissions and offices of education that have identified teachers and classrooms to participate would have to unravel those program and educational plans.
 - County commissions and offices of education that have hired additional staff or subcontractors to carry out the programs would have to terminate those professionals, or redirect those resources with different funding.
 - First 5 California's relationships and reputation with county commissions and local educators would be at risk, due to the reversal in program and funding commitments.
- Staff reports that, absent more data and analysis from DDS, it is hard to discern the impact of rejecting the request on DDS and Early Start:
 - First 5 California would like a more complete analysis of the Early Start budget and the programmatic and fiscal consequences of the Request for \$40 million.
 - DDS staff has indicated that its federal funds would be at risk without the \$40 million, but the specific terms and conditions of the federal grant that support that prediction have not been seen.
 - The federal grant application submitted by DDS states that the non-federal funds come from the General Fund. If the administration made that representation to the federal government, wouldn't that mean that DDS should seek a General Fund deficiency to fill any or all of the commitment made?

- Staff recommends that the Commission support staff's request that DDS provide specific program and budget data.

DISCUSSION: Commissioners' discussion included the following comments:

- First 5 California was in a different financial place when it made decisions to fund prior requests. Now the Commission would have to back out money from previous authorizations.
- Concern about the Commission authorizing funding DDS and then not demanding the same kind of data, evaluation and feedback that is expected from any other entity to which funding has been granted.
- It looks like a recurring request, and asked what kind of sustainability plan DDS has in order to address the recurring deficit.
- The revenue stream for First 5 California is declining while the revenue stream for the General Fund seems to be improving.
- Concern on whether the request violates the supplantation prohibition. The Commission has not seen enough information as to the specific types of services that have been funded through these dollars.
- Support for staff's request to DDS for more information, starting from when the funding was first granted in order to have a historic sense of whether there is an increase on the level of services that would be required to avoid the prohibition.
- Concern on the impact this request would have on First 5 California programs as it has expended its reserves on budget solution requests.
- How DDS would execute programs if it did not receive the funding.
- Ex Officio Commissioner Suennen said the Governor's Budget proposal made it clear that although there are no cuts to the Health and Human Services Agency in the 2013-14 budget, there will not be any restoration of funding for any cuts that have already been made, and that there were too many unknown variables. The Secretary and Undersecretary are very committed to providing the additional information that First 5 California is requiring.
- Suggestion that the Administration would be more familiar with the overview and impact on all social programs for kids, including children ages 0 to 5, and will have more of an overall perspective and analysis on those programs, and requested a comparison of how the money would be spent by both DDS and First 5 California.

PUBLIC COMMENT:

- Mark Hutchinson, Chief Deputy Director of DDS, said all of the information that was requested is available. DDS will extract the data that is needed and would focus on expenditure information that reflects the individual consumer and the services that were received. Mr. Hutchinson said DDS will be in a deficiency if it does not receive the \$40 million. He said the Early Start Program is not an entitlement program. Mr. Hutchinson said DDS receives approximately \$50 million in federal funding for Early Start. However, it is about a \$250 to \$270 million program. The requirement of the federal grant is that all of the state monies that go into the program have to follow all federal rules and requirements. Therefore, federal requirements around the timeliness of eligibility and services provided apply across the entire program. If for some reason services had to be stopped, DDS would be violating their federal grant and be at risk of losing the \$50 million in federal funding. Mr. Hutchinson said DDS would have to determine what that impact would be, but many service needs would be transferred to local First 5 county commissions and other local generic resources.
- Moira Kenney, Executive Director of the First 5 Association, said developmental screening and services for children with special needs is a priority for First 5 county commissions. County commissions partner with Regional Centers to not only provide support and direct families to services that are needed, but also catch those children that can no longer be served due to the limitations on Early Start caused by budget cuts.
- Justine Jimenez, Director of the Child Signature Program in Yolo County, appreciated the difficulty of the decision and hopes that there is a way to work together to find a solution so that counties will not have to reduce staff or reduce any of the services currently being offered in the Child Signature Program.
- Laurel Kloomok, Executive Director of First 5 San Francisco, believes that the State and all the state departments, along with their respective funding streams, are not doing a good job together to support the children with special needs and their families. She expressed the importance of partnering with other entities. She said having First 5 California looked at to help solve the problem was very limited in its scope. Ms. Kloomok said she has not seen the trickle down of any of the funding that went to DDS to the Regional Centers in San Francisco. She said they have been paying out of Proposition 10 money and city money over \$3.5 to \$4 million to provide a safety net services for children who are no longer being served by the Regional Center, and explained in detail all of the developmental and early screening efforts being done at First 5 San Francisco.
- Lisa Watson, Executive Director of First 5 Kings County, said the Governor needs to fix the \$40 million gap, not First 5 California. She believes that DDS needs the funding but not at the expense of the State Commission.

Anyone looking at this situation can clearly see it is supplantation. She said First 5 Kings County would be reticent to get into another contractual relationship with First 5 California that cannot be honored. The ability for Kings County to provide more services for children will be dependent on the decision the State Commission makes to honor the commitments made with its county counterparts.

- Kathleen Guerrero, Executive Director of First 5 El Dorado County, expressed the importance of the implications of making decisions for match programs locally. El Dorado County is the smallest county engaged in the Race to the Top (RTT) funding. The county has five funding streams in order to participate in RTT, which includes CARES Plus and the Child Signature Program. Included in RTT is the provision that all child care providers have to conduct developmental screenings on children in care. El Dorado County targets 2/3 of the licensed child care providers in the county. If 2/3 of the children participate in licensed care, then there is a lot of developmental screening being provided. Ms. Guerrero urged the Commission to consider the impacts of the decision on local county commissions for them to provide the services that they have in the past.
- Kim Medeiros, Executive Director of First 5 San Diego County, said that her county also participates in the Child Signature Program. She expressed concern for smaller counties and said that before the Commission bails the state out, it should take a look at how it's taking care of other commissions and funding those programs on an ongoing basis. For smaller county commissions, the ability to participate in programs is contingent upon future funding. First 5 dollars should be used for Commission activities rather than backfill other state activities.
- Toni Moore, Executive Director of First 5 Sacramento County, asked about the additional \$40 million request from Medi-Cal. She urged the Commission to look at the sustainability of programs before it makes the decision to transfer funding. Ms. Maben said the Commission had been informed that it would not be receiving a request from Medi-Cal for the \$40 million.

Agenda Item 9 – Fiscal Year 2011-12 Annual Report

Lindsay VanLaningham, First 5 California's Chief of Communications, requested the State Commission to approve First 5 California's annual report. She presented and commented on the attached slide presentation.

MOTION/ACTION: Vice Chair Duterte moved that the Commission approve the 2011-12 First 5 California Annual Report and its submission to the Governor, the Legislature, and county commissions, as required by statute. The motion was seconded by Commissioner Collis.

DISCUSSION: Commissioners asked if the audit was required to be attached to the Annual Report. Ms. Webster-Hawkins said statute requires the State Controller's Office review of the independent counties audits to be included in the Annual Report, and also requires First 5 California to include the findings of the Department of Finance's audit.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 10 – Strategic Plan Process

Camille Maben, Executive Director, requested the Commission's approval to begin developing a new Strategic Plan for First 5 California that includes a contract with a consultant for no more than \$150,000 to facilitate a planning process, and the appointment of a Commission ad hoc advisory committee for strategic planning.

The process to develop a new Strategic Plan would include:

- Contracting with a consultant to facilitate a planning process.
- Developing a scope of work that included clear leadership from the Commission and Executive staff.
- Increased input from First 5 county commission and stakeholders.
- Drafting a plan that would reflect input from all of the aforementioned groups.

First 5 California staff proposes that the Commission appoint an ad hoc advisory committee of two members of the Commission to lead staff's development of a proposed Strategic Plan. Active participation of Commissioners would enable the development of a proposed plan that is reflective of the Commission's perspective and priorities.

MOTION/ACTION: Chair Kent moved that the Commission approve the strategic planning process, including the authorization for a contract for a consultant for up to \$150,000 from the Unallocated Account, and the appointment of an ad hoc advisory committee for strategic planning to participate in the planning process, including Vice Chair Patrick Duterte and Commissioner Kathryn Icenhower. The motion was seconded by Commissioner Carrasco.

DISCUSSION:

- Commissioners asked if the contractor will provide a finish product. Ms. Maben said the contractor will help to facilitate and get input from groups of stakeholders, complete the scope of work, and coordinate the development of the Strategic Plan from start to finish.
- Commissioners asked if other Commissioners would be able to provide input prior to the approval of the strategic plan. Ms. Maben said First 5 California staff or the consultant would meet with Commissioners to ensure that their input had been heard.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 11 – 2013 Advisory Committee Assignments

Renee Webster-Hawkins, Acting Chief Deputy Director and Chief Counsel, requested the Commission approve appointments to the Commission’s standing and ad hoc advisory committees.

MOTION/ACTION: Chair Kent moved that the Commission approve the appointment of the Commissioners to the standing and ad hoc advisory committees as described in the January 2013 Commission Advisory Committee Descriptions as follows:

Standing Committees	
<i>Executive</i>	<ul style="list-style-type: none"> • Jennifer Kent, Chair • Patrick Duterte, Vice Chair
<i>Public Education and Outreach</i>	<ul style="list-style-type: none"> • Jennifer Kent, Chair • Magdalena Carrasco
<i>Legislation</i>	<ul style="list-style-type: none"> • Conway Collis • Casey McKeever
<i>Research and Evaluation</i>	<ul style="list-style-type: none"> • Patrick Duterte, Vice Chair • Joyce Iseri •
<i>Program</i>	<ul style="list-style-type: none"> • Magdalena Carrasco • Kathryn Icenhower •
<i>Fiscal</i>	<ul style="list-style-type: none"> • Joyce Iseri • Casey McKeever
Ad Hoc Committees	
<i>Strategic Planning</i>	<ul style="list-style-type: none"> • Patrick Duterte, Vice Chair • Kathryn Icenhower

The motion was seconded by Vice Chair Duterte.

DISCUSSION: None.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 12 – Guidelines for Implementing the California Children and Families Act

Renee Webster-Hawkins, Acting Chief Deputy Director and Chief Counsel, requested the Commission review and approve the release of the existing Guidelines for Implementing the California Children and Families Act. First 5 California staff is not recommending any revisions during this year's annual review. Therefore, the Guidelines will remain dated as of January 2012.

MOTION/ACTION: Commissioner Collis moved that the Commission approve the review of the First 5 California's Guidelines for Implementing the California Children and Families Act and its release to the First 5 county commissions. The motion was seconded by Commissioner McKeever.

DISCUSSION: None.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 13 – Consent Calendar

The Commission considered approval of the consent calendar as detailed on the agenda, including items 13a, 13b, and 13c.

MOTION/ACTION: Vice Chair Duterte moved that the Commission approve the consent calendar. The motion was seconded by Commissioner Icenhower.

DISCUSSION: None.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 11 – Adjournment

Chair Kent adjourned the State Commission meeting.

The next scheduled Commission Meeting is April 25, 2013, at the Hilton Garden Inn in Sacramento.



First 5 County Commissions – Investing in California’s Future

The 58 First 5 county commissions fund local programs and systems-change efforts to support the healthy development of children from birth through 5 years of age and their families. Based on the fundamental premise that investing in children early in life will have the greatest impact on individuals, communities, and society; First 5 commissions respond to local needs and work collaboratively with public agencies and community-based organizations.

In FY 2011-2012, the 58 commissions invested over \$460 million to improve the lives of 836,775 California children. High priorities for the commissions include quality early care and education, access to essential health services (including home visiting), and the early identification and support for children with special needs. Examples of the accomplishments include:

- 172,193 children receive oral health treatment (from fluoride varnish to extensive treatment of decay) – most in counties that have no other resources to serve these children
- 12,060 newborns and their mothers receive home visits that encourage breastfeeding and parent-child bonding, and reduce the need for return visits to the hospital.
- 92,731 children were screened for developmental delays, and over 11,569 children received necessary follow-up intensive services for special needs
- 69,207 children and their parents in low-performing school districts participate in kindergarten readiness programs that support early literacy and encourage parent participation in learning.
- 32,116 children are in high quality preschool slots funded or improved with First 5 funds.
- 25,560 children receive well-child visits and immunizations through community clinics, health fairs, and preschool visits hosted by First 5.
- 13,902 children participated in nutrition and physical activity programs designed to halt childhood obesity.

Children Matter

Research shows that the most effective way of ensuring children’s success is by investing in early child development. First 5 commissions invest in programs that enhance the early growth experiences of children, enabling them to be more successful in school and ultimately to give them an equal opportunity to succeed in life. It also reduces the need for costly public programs in future years.

What is First 5?

First 5 county commissions received eighty percent of the revenue generated by California’s 50 cents-per-pack tobacco tax – adopted by California voters in 1998. County commission support health services, quality preschool, and parent education resources for children 0-5 and their families.

How do we work?

Each commission is an independent county public agency aimed at promoting, supporting and improving the early development of children during their first five years of life. The Commissions partner with public agencies, schools, and community-based organizations to develop new programs and link existing programs together in innovative ways to improve our systems of care for young children and their families. Each commission has an appointed governing board that includes a member from the County Board of Supervisors, other representatives from local public agencies, and other early childhood experts.

Options for Longitudinal Research in Evaluation of First 5 California Signature Programs

January 24, 2013

David Dodds, PhD, MPH
Robert Dean, MA
First 5 California

Outline

- Overview of longitudinal study designs
- Longitudinal study designs in early childhood education
- Challenges of longitudinal study designs
- Feasibility of longitudinal evaluation for First 5 California signature programs
- Considerations

Definitions

Longitudinal: Collecting data at different points in time to examine change over time

Cross-sectional: Collecting data at a single point in time across multiple individuals or collections of individuals

Prospective: Collecting data looking forward--into the future

Retrospective: Collecting data looking backward--about the past

Naturalistic: Allowing events to occur "naturally," e.g., allowing people to choose their participation group rather than being assigned to a group by the researcher.

Experimental: Using treatment and control groups or pre- and post-testing procedures to discern the effect of an intervention. Researcher usually assigns individuals to groups.

Longitudinal Study Designs

- **Trend:** repeated cross-sectional points of data collection administered at regular intervals to detect changes in a population or sample of a population
- **Cohort:** data collection on a group of individuals who share a common temporal characteristic (e.g., year of birth)
- **Panel:** repeated data collection from the same group of individuals to examine the development of those individuals
- Time dimensions: Prospective, Retrospective
- Control dimensions: Naturalistic, Experimental

Longitudinal Studies in Early Childhood Education

○ Abecedarian Project

- Prospective randomized trial in a highly controlled environment
- Tracked participants through age 30
- Program cost was **\$67,000** per participant
- Benefits of program estimated at \$158,000 per participant
- Power of the research is derived from the combination of **experimental and longitudinal** research methodology

Longitudinal Studies in Early Childhood Education (cont.)

- **High/Scope Perry Preschool Project**
 - Prospective randomized trial
 - Known for the program's observed impact on crime
 - Program group generated **41% less crime costs**
 - Cost of program around \$15,000 per participant
 - Benefits estimated at over \$258,000 per participant
 - Most of the power of the research comes from the **experimental design** (Schweinhart 2005)

Longitudinal Studies in Early Childhood Education (cont.)

- **Early Childhood Workforce Retention Study**
 - Retrospective survey design for a cohort of CRI program graduates, 2001-2004
 - Over 2,700 participant histories were reconstructed using telephone interviews and analysis of program and employment records
 - Considered relationships between turnover, job mobility, and continuity of care
 - Provided information about the California ECE workforce following teacher training

Challenges of Panel Design

- High costs
- Extensive data management
- Attrition
- Requires long term institutional commitment
- Requires large planning effort
- Higher level of IRB scrutiny because of need to track individuals over time
- May require data sources beyond First 5

Feasibility of Longitudinal Designs for the Child Signature Program

Current Design: Evaluation data are collected in a repeated cross-sectional design, annually, with naturalistic classroom categories (Quality Enhanced or Maintenance of Effort).

Alternate Designs: An experimental cohort or panel design for a study is not readily feasible for these reasons:

- 1) The classroom is the current evaluation focus. No individual child data are currently collected so no frame exists for following individual children or families.
- 2) Evaluation priorities need to be considered first: establish that classroom quality has improved.
- 3) Ethical considerations for government programs need to be considered. Difficult to assign people or classrooms to experimental “treatment” and “control” groups.
- 4) The data management infrastructure does not yet exist to support individual-level cohort or panel designs.

Feasibility of Longitudinal Designs for CARES Plus

Current Design: Evaluation data are collected for individual participants annually. Participants self-select, naturalistically, into program components. A sample of participants is observed pre- and post-participation to assess teaching quality using the CLASS tool.

Complementary Design: First 5 California might reasonably consider a retrospective evaluation for program graduates in the manner of Bridges (et al. 2011) for the following reasons:

- 1) Individual participant data can provide a frame for surveys of program graduates.
- 2) A survey could answer a fundamental question outlined in the CARES Plus RFA: Does training improve retention?
- 3) A retrospective survey would be more cost effective than other designs
- 4) A retrospective survey may involve a relatively short term commitment

Considerations

First 5 California evaluation includes cross-sectional measurements of change over time with elements of naturalistic and experimental design.

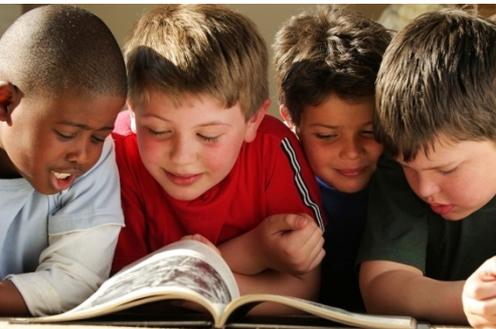
- Should more complex experimental procedures be used to augment current designs?
- What are the key questions to be addressed by more complex longitudinal designs?
- For what length of time should longitudinal studies be conducted?
- Will there be sufficient long term commitment on behalf of the commission to support longitudinal studies over multiple years?
- Should state commission programs seek to replicate the outcomes found by previous academic research?
- What kind of partnerships might be needed to conduct longitudinal evaluations?



FIRST 5

CALIFORNIASM

*Annual Report
2011/2012*



To ensure that all children are afforded
the opportunity to grow healthy and
thrive in school



Child Signature Program

Investing in quality preschool programs



Power of Preschool

- 👉 High quality, free, voluntary, part-day preschool
 - 👉 Los Angeles, Merced, San Diego, San Francisco, San Joaquin, Santa Clara, Ventura and Yolo
- 👉 Invested \$128 million since 2005
- 👉 High quality
 - 👉 Average scores and teacher degrees



Educare

- 👉 Public private partnership to establish California's first Educare school in Santa Clara County, followed by one in Los Angeles County
- 👉 Educare of California at Silicon Valley





Developmental Screenings and Services

- 👤 Promote screenings and assessments to identify critical issues with special needs children
- 👤 In fiscal year 2011/2012 contributed \$50 million to the Department of Developmental Services to fund services for more than 17,000 toddlers

Teacher Signature Program





CARES Plus

- 👤 Increase the quality of learning programs for children ages 0-5
 - 👤 Improve the effectiveness of early educators
 - 👤 Positively impact the learning outcomes of young children
 - 👤 Reduce turnover in the field of early education
- 👤 Nationally acclaimed
- 👤 CLASS system
- 👤 4,200 teachers in 34 counties



Parent Signature Program



Kit for New Parents

- 👤 332,000 distributed last year
- 👤 Targeted at hard to reach, low-income parents and caregivers
- 👤 Available in 6 languages
- 👤 Ability to add local content



Hands-On Health Express

-  Exhibit to teach parents and children how to eat fresh foods and exercise
-  Traveled to more than 100 events
-  Directly engaged with more than 62,000



Parent Website and Social Media

-  Relunched in April 2012 and generated more than 1.1 million hits from April to September, an 89% increase from the previous year.
-  Optimized for tablets and smart phones
-  Facebook: 42,000 “likes” and generates 243,000 unique visitors each week
-  Twitter: 7,500 followers



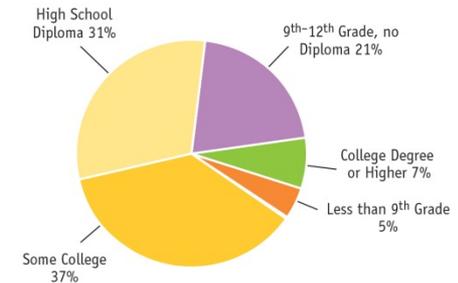
Smoking Cessation



Smoking Cessation

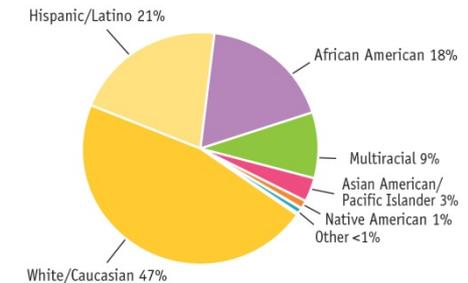
-  Contributed \$1 million to California Smokers Helpline
-  1-800-No-Butts
-  Tracks services provided to smokers and tobacco-using parents/caregivers

 EXHIBIT 6: California Smokers' Helpline—Education Level of Callers in FY 2011/12



The percentages in this chart may not add to 100 due to rounding.
Source: County Revenue and Expenditure Summary, November 2012

 EXHIBIT 7: California Smokers' Helpline—Race/Ethnicity of Callers in FY 2011/12



The percentages in this chart may not add to 100 due to rounding.
Source: County Revenue and Expenditure Summary, November 2012

Examples

-  Marketing campaign to OBGYN and pediatrician offices, reaching more than 300,000 people
-  Online training modules for CARES Plus
-  4,056 completed the training



Distribution

- 👤 Governor Jerry Brown
- 👤 Secretary of the Senate, Gregory Schmidt
- 👤 Chief Clerk of the Assembly, E. Dotson Wilson
- 👤 California State Library (3 copies)
- 👤 Legislative members, including those on the Select Committee on High Quality Early Childhood Education, the Legislative Women's Caucus, Budget Committee Chairs, Health and Education Subcommittees and other relevant members.

**FIRST 5 CALIFORNIA COMMISSION MEETING
 AGREEMENT RATIFICATIONS**

Contract No.	Vendor	Description	Amount	Account	Authorization/Authority
CFF 4886	The Glen Price Group	Consulting services for strategic planning.	\$149,880.00	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter contracts for \$150,000 or less, and to enter into contracts deemed necessary for conduct of business, and Commission approval of Agenda Item #10 at the January 24, 2013 meeting.
CFF 7305	California Department of Human Resources	Testing, validation and construction services including job analysis, examination development, Internet examination administration, etc.	\$25,000.00	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter contracts for \$150,000 or less, and to enter into contracts deemed necessary for conduct of business.
CFF 4867	TIG	Purchase of 36 memory sticks to upgrade memory capacity for virtual services.	\$7,438.52	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter contracts for \$150,000 or less, and to enter into contracts deemed necessary for conduct of business.
CFF 4878	Western Blue	Purchase of new desktops and monitors for incoming staff.	\$5,119.95	Administration 0638	<u>Bylaws Article XI Section II:</u> Delegation to enter contracts for \$150,000 or less, and to enter into contracts deemed necessary for conduct of business.



AGENDA ITEM: 13c
DATE OF MEETING: April 25, 2013
ACTION: X
INFORMATION: _____

AGREEMENT APPROVALS

SUMMARY OF REQUEST

Staff is providing this information supporting the request for the Commission's authorization for and/or approval of three new contracts described on the April 25, 2013, consent calendar. A summary of each proposed contract is provided below.

BACKGROUND

Item 13c1 – WestEd

Staff is requesting that the Commission approve a new interagency contract with WestEd to author evaluation questions, facilitate instructional webinars, conduct surveys, analyze survey findings, and produce a report for the two years of CARES Plus Round 1 that was approved in April of 2010.

CARES Plus Lead Agencies are required to submit a Quality Performance Report (QPR) in order to fulfill requirements included in the first CARES Plus Request for Application (RFA). The purpose of the QPR is to provide First 5 California with program information and documentation describing the implementation of each county's current CARES Plus plan, titled the Final Effectiveness & Access (E&A) Plan. Each Lead Agency's QPR submission fulfills objectives of local program reporting and accountability based on CARES Plus guidelines. QPR submissions by Lead Agencies enable First 5 California, as a funding agency, to track, document, and provide feedback based on the CARES Plus program requirements and guidelines as well as on each county's program plan. Additionally, the QPR submissions will provide locally reported information that may be used to inform the future First 5 California statewide evaluation process.

The Commission's authorization for the first round of CARES Plus ends June 30, 2013. The counties have been instructed to have their QPR submissions completed by October 1, 2013, in order to have time to assemble data over the previous two fiscal years. Since the contractor will have to work past the authorization date, funding will be expended outside the current commission authorization of CARES Plus Round 1 funding. The funding for this proposed contract has already been authorized and encumbered as a result of the Commission's prior authorization of CARES Plus Round 1. However, since the expenditures to analyze the program data will accrue after the term of the

Commission's original authorization, staff is seeking approval of this agreement to extend the term of the contract beyond the program authorization.

Because WestEd has been found to be a quasi-public entity, First 5 California is permitted to enter into a noncompetitive interagency agreement WestEd under specific conditions. Therefore, First 5 California can execute the proposed contract without first conducting a competitive solicitation.

There is very little fiscal impact on the First 5 California budget by the WestEd contract because the funding was already included in the original authorization and allocation for the CARES Plus Round 1 program.

- The amount of the proposed contract, which is included as part of the amount previously authorized for CARES Plus Round 1, is for \$394,861.00, and will be allocated from the Research and Development Account 0637.
- The term of the proposed contract is suggested to be upon Department of General Services approval through June 30, 2014.

Item 13c2 – External Call Center Support Services

Staff is requesting that the Commission authorize staff to conduct a solicitation for a new contract to replace an old contract that will expire on June 30, 2013, for external call center support services.

The contractor would provide “live” call center support services through a toll-free 1-800 telephone number in Spanish and English between 8 a.m. to 5 p.m., Monday through Friday. The contractor would respond to general inquiries as appropriate, transmit requests for the First 5 California *Kit for New Parents (Kit)* to the *Kit* vendor, and provide referrals to programs that partner with First 5 California (e.g., the California Smoker's Helpline). Additionally, the contractor would provide Interactive Voice Response (IVR) messaging support in English and Spanish during irregular hours, including weekends, and provide IVR messaging support in Cantonese, Mandarin, Korean, and Vietnamese 24 hours a day, 7 days a week. IVR is a telephone technology system that allows a computer to detect voice and touch tones when receiving a telephone call from an outside recipient. Additionally, contractor would ship collateral materials, such as posters, flyers, brochures, fact sheets, cookbooks, and other information to the general public in order to support First 5 California media campaigns. Upon the Commission's authorization, First 5 California will procure the contract through a competitive solicitation utilizing the Invitation for Bid (scored on best value) process, and execute the contract with the prevailing bidder.

First 5 California has contracted for these services since 2002. For six years, they were subcontracted through a much larger media services contract by GMMB, Inc. By 2008, First 5 California removed those services from the large media services contract and conducted Invitation for Bids, scored on best value, for the next two contracts. The company Language People was awarded the following contracts – one from July 1, 2008,

to June 30, 2011, for \$435,000.00 and the current contract from July 1, 2011, to June 30, 2013, for \$249,999.99.

The fiscal impact from the external call center support services contract will be similar to the impact experienced by the prior authorizations of call center expenditures. The costs are ongoing and forecasted in the budget. Costs are not expected to increase. In fact, the monthly expenditure rate has proven to be less than originally expected in the current contract. As recently as January 2013, staff had forecast annual expenditures at \$150,000 per year, but staff is now projecting annual costs under the new contract at \$100,000 per year.

- The amount of the proposed contract would be \$200,000.00 and would be allocated from the Mass Media Communications Account 0637.
- The term is suggested to be upon Department of General Services approval through May 31, 2015.

Item 13c3 – State Controller Audit Oversight Services

Staff requests that the Commission approve a new interagency contract with the State Controller's Office (SCO) to update the county commission audit guidelines and review the county commissions' annual audits. Health and Safety Code Section 13051 requires the SCO to update county audit guidelines annually, if necessary, and to review the county commissions' required annual audits to ensure they are in compliance with the guidelines. SCO findings are included in First 5 California's Annual Report presented to the Commission each January.

The SCO requires reimbursement for these services. The current one-year interagency agreement with the SCO for \$250,000 expires June 30, 2013. Staff is requesting to enter into a new contract to comply with the Health and Safety Code.

The fiscal impact from the interagency agreement with the State Controller's Office will be similar to the impact experienced by the prior agreements with the SCO because it will replace a current contract that will expire on June 30, 2013. The costs are ongoing and forecasted in the budget. Costs are not expected to increase. In fact, the expenditure rate has proven to be less than originally expected in the current contract which was budgeted for \$250,000 per year rather than the \$200,000 per year that is budgeted now.

- The amount of the proposed three-year contract would be \$600,000 and would be allocated from the Administration Account 0638.
- The term is suggested to be from July 1, 2013, to June 30, 2016.

STAFF RECOMMENDATION

Staff recommends that the Commission approve the authorization to solicit and execute one contract, and approve two contracts, as described above.

