Children & Families First Commission
of Santa Clara County

Minutes

September 18, 2002

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1. CALL TO ORDER/ROLL CALL

The meeting of the Children and Families First Commission (CFFC) of Santa Clara County is called to order at 10:30 a.m. by Chairperson Alvarado, in the Isaac Newton Senter Auditorium, County Government Center, 70 West Hedding Street, San Jose. A quorum is present.

Members Present	Members Absent
Blanca Alvarado	Will Lightbourne
Frederick J. Ferrer	Cynthia Wheeler Ruby
Akemi Flynn	
Caroline Punches	
Robert Sillen	
Cora Tomalinas	
Eleanor Villarreal	

2. PUBLIC COMMENTS

There are no public comments.

3. APPROVE MINUTES OF AUGUST 14, 2002

Commissioner Sillen references Page 6 of the August 14, 2002 minutes regarding the Program Development and Communications Committee (PDCC) awarding $15,000 in grant funds to Teen Challenge International for playground equipment. Commissioner Sillen comments that he was not aware that the PDCC awards grant funds and requests clarification whether it is the responsibility of the CFFC Executive Director or the PDCC to award grant funds. Karen Blinstrub, Executive Director, CFFC, clarifies that the PDCC is responsible for Unsolicited Request funding and that the Executive Director is responsible for the Sponsorship Program.

Commissioner Sillen comments that the minutes reflect that the funding "request was approved by the PDCC under the 2001 Unsolicited Request Guidelines" as opposed to the 2002 Unsolicited Request Guidelines. He inquires whether the request met the 2002 criteria and whether there was a change in the 2002 Unsolicited Request Guidelines. Commissioner Tomalinas advises that there was a change in the 2002 funding criteria and notes that the 2002 Unsolicited Request Guidelines specify that the funding is primarily for one-time emergencies and/or one-time special projects. In addition, Commissioner Tomalinas notes that the criteria is not the same as the criteria in the 2001 Guidelines. Commissioner Tomalinas further advises that there was a greater amount of program funding in 2001 compared to the amount in 2002, which totaled $50,000. In response to an inquiry by Commissioner Sillen, Commissioner Tomalinas states that Teen Challenge International was awarded $15,000 in grant funds under the 2001 guidelines.

On motion of Commissioner Sillen, seconded by Commissioner Punches, it is unanimously ordered that the minutes of August 14, 2002 be approved, as submitted.

4. <u>DISCUSS PRINCIPLES ON EQUITY</u>

Ms Blinstrub reports that the Principles on Equity was drafted by the State Commission's Advisory Committee on Diversity. Ms Blinstrub states that the California Children and Families Commission adopted the Principles more than a year ago and advises that the State Commission's Advisory Committee on Diversity is recommending that all local commissions adopt the Principles.

On motion of Commissioner Sillen, seconded by Commissioner Tomalinas, it is unanimously ordered that the Principles on Equity be adopted by the CFFC.

5. PROGRAM DEVELOPMENT AND COMMUNICATIONS COMMITTEE REPORT

Commissioner Tomalinas reports that Commissioner Villarreal has accepted the position of Chairperson of the Program Development and Communications Committee.

On order of the Chairperson, there being no objection, the agenda is taken out of order.

b. Discuss "First 5" Name Change

Commissioner Tomalinas directs attention to sample logos and advises that the Program Development and Communications Committee considered various possible logos for the Commission and a possible change in the name of the Commission to "First 5 Santa Clara." Commissioner Tomalinas requests that the Commission approve changing its name to "First 5 Santa Clara" and modifying its logo by replacing one of the symbols in the current logo with a handprint and include the wording "First Five Santa Clara" on the logo. Commissioner Tomalinas notes that the apple in the current logo signifies health, the book signifies education, the people represent the community, and that the building symbolizes the neighborhood.

Chairperson Alvarado recommends that the word "County" be added to the logo after the words "Santa Clara" in order to clarify that the logo refers to the County and not the City of Santa Clara. She further speaks of the importance of retaining the phrase, "A Chance for Every Child," in the logo. In addition, Chairperson Alvarado expresses the opinion that the term "First Five" is too broad and recommends that the Commission's name be

changed to "Kids First Five." Chairperson Alvarado invites comments from Commissioners.

Commissioner Flynn expresses agreement with the option of "Santa Clara County" or "Santa Clara Valley." Commissioner Sillen recommends that the name be changed to "First Five Santa Clara County" as opposed to "Santa Clara Valley" because the CFFC is composed of County programs. Commissioner Punches points out that the Commission's original logo includes "Santa Clara County" and suggests, as a matter of consistency, that "Santa Clara County" be added under the wording "First Five."

Commissioner Ferrer expresses agreement with the suggestion to include "Santa Clara County" in the logo and recommends that the Commission work with the graphic artists in making the change. Further, he comments that the symbol of a child is not included in the original logo and recommends that the symbol of a handprint be included in the Commission logo. In response to an inquiry by Commissioner Tomalinas as to which symbol should be replaced by the handprint, Commissioner Sillen suggests that a handprint replace the people symbol as noted in Sample 2.

Commissioner Sillen comments that the main focus of the Commission includes families, as well as children. He expresses opposition to the name "Kids First Five." Chairperson Alvarado expresses the opinion that the main focus of the Commission is children under five years of age and that the logo should emphasize the focus on children. Chairperson Alvarado recommends that the matter be referred back to the Program Development and Communications Committee to make the final decision on the name and

design of the Commission's logo based on the recommendations provided at the meeting this date.

8. **UPDATE ON THE INSTITUTE FOR EARLY CHILDHOOD PROFESSIONAL DEVELOPMENT**

Yolanda Garcia, Executive Director, Institute for Early Childhood Professional Development, narrates a presentation regarding the work of the Institute for Early Childhood Professional Development. Ms. Garcia introduces members of the Institute staff and reminds Commissioners that the Institute was initiated primarily due to the sensitivity of the CFFC to the needs identified by early childhood professionals to improve the service quality and retention of early childhood professional staff. Ms. Garcia comments that the Institute is a collaborative of four major community-based partners, including the Compensation and Retention Encourages Stability (CARE) Program, Go Kids, Kidango, and People Acting in Community Together (PACT).

Ilene Hertz, Institute for Early Childhood Professional Development, provides an overview of the preliminary results of the CARE Program which has completed its first phase of operation. Ms Hertz notes that 2,616 stipends were distributed to licensed providers throughout the County. Ms Hertz states that approximately 24 percent of the workforce in Santa Clara County that participates in the CARE Program has less than six units in early childhood education and emphasizes the need for an increase in educational standards for the early childhood professional workforce. Ms Hertz advises that the CARE Program was designed to provide financial incentives for workers to enhance their education, and she suggests that there be a connection between achievement of early childhood education college units

and stipends that are awarded. She points out that only two percent of the early childhood workforce has reached Step 8, which is the highest education level in the CARE Program. In addition, Ms Hertz advises that the Program will work on increasing the number of individuals that qualify for various steps and will work with community colleges to offer additional classes that will meet the needs of the CARE Program recipients.

Ms Hertz advises that the second phase of the Program will begin in January 2002. Ms Hertz reports that the Program works with partners to help distribute applications, hold workshops in various languages, and encourage participation in the Program.

Ms Garcia comments that many workers do not understand the requirements for stipends. In response to an inquiry by Commissioner Sillen regarding the criteria for participation in the Program, Ms Garcia advises that participants are required to work for the same provider for at least a year.

Ms Garcia continues by highlighting that the data reflects that a large majority of the County's childhood workforce meets a minimum level of educational requirements, and that a large majority of the County's early childhood workforce has completed some or all of their education outside of the United States. She further advises that there is an increased demand for college classes as a result of the CARE Program and that improved coordination is needed between community colleges and training organizations. In addition, Ms Garcia reports that a pilot program has been developed to provide college credit to infant-toddler caregivers.

Ms Garcia invites Commissioners to attend a public policy summit on October 4, 2002 at Santa Clara University to discuss methods of improving

educational systems. In addition, she informs Commissioners on the development of a professional guide that will be translated into Vietnamese and Spanish relating to pursuit of formal training. Further, Ms Garcia states that a statewide training session with the State Child Development Training Consortia will be held at Mission College in Santa Clara regarding professional advancement. Ms Garcia concludes by requesting an opportunity to present information at a future date regarding data analysis and the challenges in directing efforts to improve the quality of services for young children in the County.

Commissioner Ferrer comments that the data regarding the workforce represents children between the ages of 0 and 5-years only. He expresses the need to explore issues relating to eligibility for school age childcare. In addition, Commissioner Ferrer points out that the data only reflects individuals who have applied for a stipend and who work directly with children, and cites a concern supporting staff have been excluded. He emphasizes the importance that the data accurately reflect the full workforce in the field of early childhood education. Commissioner Ferrer additionally comments on issues relating to the necessity of identifying methods for the Commission to support implementation of actions in response to the data analysis and Commission planning for the future efforts of the Program. Commissioner Tomalinas comments that there are a large number of grandparents, who do not have formal training in the United States, who provide childcare services for their grandchildren. Commissioner Tomalinas expresses the desire that professional development efforts also include training for individuals who have not previously received formal training.

Sohyla Fathi, Director of Program Services, Community Child Care Council of Santa Clara County, Incorporated, comments that the stipend seems to have been provided for center-based providers, and that center-based providers are required to have Early Childhood Education (ECE) units. She further notes that family daycare providers are not required to have ECE units. She requests that a distinction be made between daycare providers, exempt providers, and center-based providers in the data analysis. Ms Garcia advises that the family childcare providers were included in all aspects of the first phase of the CARE Program.

5. **PROGRAM DEVELOPMENT AND COMMUNICATIONS COMMITTEE REPORT**

a. Discuss Customizing the Kit for New Parents

Julie Grisham, Project Consultant, Kit for New Parents, provides background information regarding the customization of the Kit for New Parents. Ms Grisham advises that the goal of the project is to provide every eligible new parent in the State a free kit of information and material to promote their infant/child's optimal growth and development. She states that all expectant parents or caretakers who have one or more children up to the age of 5 are eligible to receive a Kit. Ms Grisham continues by reporting that First 5 of California has developed a comprehensive distribution plan through a network of providers. Ms Grisham continues by reporting on the process for ordering Kits and receiving training. In addition, Ms Grisham states that the Kits will be customized to provide information on local community resources, to maintain partnerships with community providers, and to increase the visibility of the Commission with providers.

Ms Grisham continues by discussing distribution methods, noting that hospitals will receive Kits first. Ms Grisham advises that a pilot study was conducted to determine the effectiveness of the Kit and states that 80 percent of mothers and 52 percent of partners who used the Kit material reported an increase in the knowledge of early childhood development and the care of safety of children.

Ms Grisham continues by informing the Commission that the Kits include six videos on raising healthy and self-confident children, a parents' guide relating to information and services available in their communities, parenting brochures designed to supplement the videos, and a child's book to encourage parents to read to their children.

Ms Grisham advises that the PDCC Committee has reviewed and approved the contents of the materials, and the Personnel and Finance Committee has considered the cost for the customizations. She advises that the PDCC recommends that the Commission approve the expenditure of $100,000 to customize 20,000 Kits for new parents. Ms Grisham reports on the ability to negotiate a lower cost to customize the Kits at $100,000, as opposed to $113,000 as noted on the agenda. She reports that the PDCC recommended customizing only 20,000 Kits to determine whether the additional materials are effective tools for the parents in the County. She provides a list of additional materials to be distributed in the Kits, including a special needs children resource bookmark and brochure, a baby toothbrush with a message about oral health, cardiopulmonary and Heimlich "pocketpals", local resource brochure, a colorful plastic holding packet for all customized items, and a child's book entitled "Goodnight Moon."

Commissioner Tomalinas moves that the CFFC approve the customization of 20,000 Kits for new parents in an amount not to exceed $100,000. Commissioner Punches seconds the motion. Commissioner Sillen comments on the lack of inclusion of information in the Kits regarding the Children's Health Initiative and comments that the Kits would provide an excellent method of advising families about the Program. Ms Grisham responds that including information on the initiative would not add to the cost of the Kit and that a list of the Commission's initiatives is included in the Kit.

Chairperson Alvarado expresses agreement and suggests that an emphasis be placed in the area of art enrichment programs. Commissioner Ferrer recommends that information regarding childcare providers be included in the Kits during the second phase of the distribution process. He expresses the opinion that individuals who have worked with families would be able to provide necessary training on the Kits and expresses a willingness to assist with the second phase of the distribution process. Ms Grisham advises that childcare providers and pediatric providers will be involved in the second phase of the distribution process. Commissioner Ferrer further recommends that information regarding the library system and the Children's Discovery Museum be included in the Kit.

Commissioner Ferrer expresses the importance of advising organizations whose phone numbers are included in the Kits be advised that their contact numbers have been included in the Kits. He additionally comments that the organizations will then be aware that some of their clients are contacting them in response to information provided in the Kit.

Commissioner Ferrer expresses concern relating to the information brochure on Commission initiatives. Jolene Smith, Deputy Direct, CFFC, advises that the information brochure is a sample for Commission review and feedback this date. She states that a final version will be presented to the Commission at a future meeting date.

Commissioner Sillen recommends that the CFFC approve the expenditure of funds for the customization of 20,000 Kits. However, he expresses the desire that the Commission further review the materials and discuss further customization of the Kits at a future date.

Commissioners Tomalinas and Punches amend the motion to reflect that the CFFC approve the customization of 20,000 Kits for new parents in an amount not to exceed $100,000 and that the suggestions from Commissioners Sillen and Ferrer be implemented.

It is unanimously ordered that customization of the 20,000 Kits for new parents be approved in an amount not to exceed $100,000 and that the suggestions by Commissioners Sillen and Ferrer be implemented prior to distribution of the Kits.

6. PERSONNEL AND FINANCE COMMITTEE REPORT

Commissioner Ferrer reports that the CFFC held a closed session before the regular Commission meeting this date to discuss personnel issues and to set goals and objectives for the Executive Director for Calendar Year 2003.

Commissioner Sillen provides an update of the development of the CFFC's 10-year financial plan. He states that the Personnel and Finance Committee has worked for several months to develop a long-term financial framework within which each year's budget can be placed and developed a 10-year financial plan so

that the Commission, staff, and members of the public may be aware of the long-term sustainability of the programs supported with Proposition 10 funds. He references the draft 10-year-financial plan report and requests Commissioners to review the plan and to provide feedback at a future Commission meeting so that the Commission may take appropriate action. Commissioner Sillen expresses appreciation to Ralph Oda and Barbara Riley, the consultants who worked on the development of the plan.

Chairperson Alvarado recommends that the 10-year financial plan be agendized for discussion at the Commission retreat and subsequent Commission action at a future meeting date.

7. EVALUATION COMMITTEE REPORT

Commissioner Flynn introduces Karen Peifer, Ph.D., newly hired Evaluation Director, to the CFFC. In addition, she expresses appreciation to Pablo Stansbery, Senior Research Associate, Harder & Company, for his outstanding work on the Evaluation Committee.

9. PROPOSED 2003 MEETING CALENDAR

Chairperson Alvarado recommends that the meetings in July and December be reflected as "no meeting" on the calendar instead of "cancelled."

Commissioner Flynn comments on community outreach efforts and recommends that staff attempt to identify additional sites within the community in which to hold some of the CFFC meetings. Commissioner Sillen suggests that additional evening meetings be held in community locations.

Chairperson Alvarado recommends that no changes be made in the dates and times on the calendar. In addition, she directs staff to research alternative locations for community meetings.

On motion of Commissioner Tomalinas, seconded by Commissioner Punches, it is unanimously ordered that the 2003 meeting calendar be approved, as submitted.

10. EXECUTIVE DIRECTOR'S REPORT

Ms Blinstrub informs Commissioners that six additional AmeriCorp volunteers with bilingual skills have been recruited to educate families about School Readiness initiatives.

11. COMMISSIONER REFERRALS

There are no Commissioner referrals.

12. ANNOUNCEMENTS

Ms Blinstrub announces that the CFFC will co-sponsor the Mid Autumn Festival on Sunday, September 22, 2002 from 10:00 a.m. to 4:00 p.m. at Evergreen Valley College in San Jose.

13. ADJOURN

On Commission consensus, there being no objection, the meeting is adjourned at 12:07 p.m. to the next regular meeting scheduled on Wednesday, October 9, 2002, at 10:00 a.m. in the Chambers of the Board of Supervisors, County Government Center, 70 West Hedding Street, in San Jose, California.

Respectfully submitted,

Stephanie Wong
Deputy Clerk of the Board