



July 22, 2021

INFORMATION ACTION

SUBJECT: ADOPTION OF A NORTH STAR STATEMENT AND AUDACIOUS GOAL

Strategic Priority Area 1: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

Strategic Priority Area II: Child Development

Goal: All children birth through age 5 have high-quality, nurturing environments that ensure their learning readiness.

Strategic Priority Area III: Family Functioning

Goal: All families have the knowledge, skills, and resources to support their children's optimal development.

RECOMMENDATION

First 5 California (F5CA) staff recommends the Commission adopt the following North Star Statement and Audacious Goal:

- **North Star** (Value statement that guides prioritization decisions and measures performance):

“Healing-centered, trauma-informed systems promote safe, stable, nurturing relationships and environments necessary for children's healthy development.”

- **Audacious Goal** (Mission statement that serves as a unifying focal point and quantifies specific achievement at some point in the future):

“In a generation, all children 0–5 will have safe, stable, nurturing relationships and environments.”

SUMMARY OF THE ISSUE

As a follow-up to the April 1 and 22 Commission Meetings, which focused on the future strategic direction of F5CA, this action item will provide:

1. An opportunity for Commissioners to review and approve a North Star Statement and Audacious Goal that provides direction to implement the 2019–2024 Strategic Plan.
2. Next steps in the development of SMART (Specific, Measurable, Achievable, Realistic, and Time-Bound) Goals, population indicators, and prioritization of future projects and investments.

BACKGROUND AND SUMMARY OF PREVIOUS COMMISSION DISCUSSION

To provide an opportunity to inform the strategic direction of F5CA and build relationships that support future actions, the State Commission held a retreat on April 1, 2021, to accomplish the following:

- Build an understanding of, and contribute to, refining goals and expectations for 2021 and beyond; and
- Build relationships among Commissioners and staff that support ongoing collaboration and alignment.

In a conversation facilitated by Janelle Kubinec, Chief Administrative Officer at WestEd, Commissioners were invited to share what they care about and why, and what motivates their involvement in the work of F5CA. F5CA staff presented an overview of current projects within the Strategic Plan, including strategic areas, goals, and planned activities. Commissioners had an opportunity to share input and provide guidance to staff regarding the implementation of the Strategic Plan.

A few takeaways from the retreat included the growing recognition and support for investments in early childhood, the importance of early brain development, and breaking the cycle of poverty through two-generation approaches. Through the Children and Families Commission Act, F5CA is able to address large scale challenges facing children and families by leveraging the unique strengths of the agency. Lastly, Commissioners charged F5CA staff with identifying a clear NorthStar with measurable goals.

During the April 22, 2021, Commission Meeting, partners from WestEd presented a follow-up discussion from the April 1 Commissioner Retreat to refine goals and expectations for the work of the Commission aligning to F5CA's 2019–2024 Strategic Plan. Commissioners and staff agreed that in order to maximize alignment, there should be a strategic statement defining F5CA's "why."

Staff were charged with developing a North Star statement and an Audacious Goal to bring back to the Commission for adoption during the July 2021 Commission meeting. To complement the North Star statement and Audacious Goal, staff have been working on the development of a Theory of Change and identifying population-level indicators to further define the Audacious Goal and connect the work to the F5CA Strategic Plan.

Staff will continue working with Commissioners on the Strategic Plan Advisory Committee to finalize the indicators and F5CA's SMART Goals that will help frame our current and future investments and activities.

ATTACHMENTS

- A. First 5 California Strategic Plan Theory of Change
- B. Adoption of First 5 California North Star Statement and Audacious Goal PowerPoint