



**Santa Cruz County Office of Education  
Childhood Advisory Council  
Early Childhood Education Master Plan Revise  
Master Plan Committee Meeting Notes 11/16/17**

**I. Welcome, Agenda Review, Introductions**

- Carole Mulford welcomed the group and introduced Shebreh Kalantari-Johnson and Martine Watkins as co-facilitators for the Master Plan Revise process.
- Shebreh Kalantari-Johnson provided an agenda overview including-the purpose of the Master Plan, establishing the process & timeline for the revision of the Master Plan; looking at existing needs assessment to identify where we are at; and begin discussing the Early Childhood Education principles.
- Martine Watkins asked the group to introduce themselves by providing their names, affiliations, and responding to the following statement: **I am committed to the work of the Childhood Advisory Council because.....**
- A summary of the responses is provided (these do not reflect exact statements made but are synthesized to provide a summary):
  - Being a parent, mother, grandmother
  - Children are the most vulnerable members of our community---we need to advocate for them.
  - Every child needs quality early childhood education experience
  - Provide support to those in this workforce
  - This is an important issue and noone is talking about it
  - Increase level of quality and access and bridge our goals around training and need
  - What the positive effects of quality care for all children and families
  - This work services the entire community
  - Children are the key. They will change the world.
  - Children are central to the state of the health of our community
  - Work towards equity across the board
  - Want to work towards equity, increased access, and to inspire investment

**II. Purpose, Process and Timeline**

a. Purpose

Martine Watkins provided an overview of the overall purpose of revising the ECE Master Plan. Raising of America was brought up as a reference point that really articulates why this work is important and the need for local communities to seize opportunities to inspire investment. This revise provides us with an opportunity to take a pause and really look at where we need to focus our efforts in the next five years.

### b. Process & Planning Groups

Martine Watkins gave an overview of the Master Plan revise process which will include a series of Master Plan Committee meetings and the Childhood Advisory Council. Specifically, the groups and their roles are:

- Master Plan Committee (the group meeting at this date): A smaller core group that will have 'work group' meetings regularly to do the bulk of the revision work. There will be minimal if any work outside the meetings.
- Childhood Advisory Council: To provide additional input to draft goals, objectives, and activities; to provide approval of plan. Will meet 3 times between December-June
- Core planning team: Martine, Shebreh, Diane---take the work of the Master Plan Committee and the Advisory Council and develop materials and put the master plan together.

### c. Timeline & Milestones

Shebreh Kalantari-Johnson explained that the Master Plan Committee will meet regularly (approximately monthly) between now and June (which is the submission date). This Committee will take the place of the Executive Committee.

The proposed dates and times for the Committee meetings were provided and it was noted that a March, May, and June date would have to be selected. Some of the group members expressed that Tuesdays from 9-11 would not work. A tally was taken regarding best times and best days. The Core planning team informed the group that they will review the tallies and provide a new set of dates and times, including ones for March, May and June. **The updated dates and times are provided below.**

A list of proposed milestones for each Committee meeting as well as the set dates for the Advisory Council Meetings was provided.

#### Master Plan Committee Meetings & Milestones:

- 11/16/18 9-11am---Intro to process; Assessment; Principles
- 11/28/17 9-11am---Principles Continued; Goals; Planning for Advisory Council
- January 30<sup>th</sup>, 11-1--- Measuring Success; Objectives & Activities, Planning for Advisory Council
- March 6, 11-1--- Continue with Measuring Success; Objectives & Activities; Begin Drafting Plan
- April 17<sup>th</sup>, 11-1---Continue Drafting Plan; Planning for Advisory Council
- May 29<sup>th</sup>, 11-1---Revision of plan based on Advisory Council input
- June 5<sup>th</sup>, 11-1--- (if needed) Finalize Plan; **Submission of revised Master Plan**

#### Childhood Advisory Council Meetings:

- 12/14/17 2-4:30
- 2/8/18 2-4:30
- 5/10/18 2-4:30-**Final input and Approval of Plan**

### d. Who's missing?

Shebreh KJ then asked the group who might be missing from the Advisory Council who's expertise and input we would want to include during the Master Plan revise process. The following list was generated:

- Board of Supervisor Aides

- Community Foundation-Susan True; Christina Cuevas
- Cradle to Career-Allison Guevara
- Santa Cruz Credit Union/Community Ventures-Maria Cadenas
- Santa Cruz Toddler Center-Sandy Davey
- Family Childcare---Hendrika Sheldon
- San Andreas Regional Center-Vanessa Oamelda
- Human Services Department: Leslie Goodfriend; Andy Stone (WIOA); Emily Baily
- Santa Cruz County Chambers-Casey
- Monterey Bay Economic Partners--Bud Colligan or Kate Roberts
- County Mental Health
- El Pajaro Community Development Center-Carmen Venture Herrera

Core planning team members will strategic and reach out to these members to invite them to the upcoming Childhood Advisory Council meetings

### **III. Needs Assessment Review**

Shebreh KJ led the group in a review and discussion of the needs. The group was provided the Exeuctive Summary of the Early Care and Education Needs Assessment as well as a one page infographic draft.

Some descrepencies in the infographic led the group to focus on the information provided on the Executive Summary.

The group was asked a series of questions that led to a discussion regarding data needed, the stories our current data tells and what ‘needles’ we want to move. Below is a list of the questions and the summary of responses.

#### 1. Do we have the data that we need to highlight root causes? If not, what’s missing? How can we get to those root causes?

- We need better data on homeless children and families. The Point in Time only provides a snapshot but is not the full picture.
- Children who are served ages 5-12 in ACES
- Income & eligibility data for families (how many children are eligible for low income services)
- Kindergarten readiness
- Economic impact in the community
- Classroom turnover data
- Review number of single parent households
- Review change in income data

#### 2. What stands out in the data that we do have? What are the stories behind the data?

- Infant/toddler care is a huge unmet need—why?
  - Workforce

- Teachers
- Expensive
- Availability
- We are not able to keep our students; classroom turnover with students at Cabrillo transferring out, leaving community.
- Living wages and cost of living → unsustainable for ECE workforce
- Working families that don't qualify but struggle to stay afloat
- How many single parents are out there and what is their need?

### 3. What should keep in mind as we develop our Master Plan? What are our ideas moving forward?

- Creation of a sustainable revenue source
- Policies-i.e. Tax relief/fee waivers/Children's Fund
- Bring story/context to the numbers
- Alignment of Master Plan with county/city goals, plans and initiatives
- Measurement -- indicators that work for all
- Workforce
- Family childcare-facilities access to revenue

### 4. What needle do we want to move?

- Equity
- More dollar investment ....which will lead to...
  - More childcare access/continuity/expansion
  - Workforce development
  - Increased facilities

### 5. How do we know that children are thriving?

- Basic needs are met--- healthcare/housing/food
- Readiness for preschool and Kindergarten
- Family well-being
- Families and children are engaged, happy, comfortable, social/emotional well being
- *Note: Look at successful assessment tools used in other communities*

During the discussion, the group generated a list of potential future strategies. These included:

- Increased investment
- Empty house tax---for 2<sup>nd</sup> home owners
- Centralized and integrated eligibility list
- Sustainable policies

## **IV. ECE Principles: Current and Future**

Martine Watkins led the group in discussion regarding the existing Principles (from the 2013 Master Plan) and given our discussion on data how these might shift for the revised Master Plan.

Principles from 2013 Master Plan include:

1. Access & Capacity
2. Quality Improvement
3. Educate and Advocate

A discussion led to the following revised list (not set and will continue to be revised):

Principles (Revised list)

Overarching: Equity & Thriving (? Will come back to this)

1. Access: Early care, Education, Services and Supports
2. Children and Families First—Impact; Commitment (will work on how to word this)
3. Sustainable Quality Improvement
4. Alignment, Partnership and Collaboration
5. Economic Vitality
  - a. Workforce development
  - b. Businesses

## **V. Closing & Next Steps**

Shebreh KJ and Martine Watkins provided a wrap up of the session.

There is clearly more work to be done around early childhood education across the nation and locally. We want to use the momentum of this process to work towards equity and children and families thriving. We hope to inspire investment and dedication in others through this work.

In our commitment statements at the start of the meeting, we showed that we are aligned with the values expressed in Raising of America: We want children “growing & learning and being all they can be”.

The group was reminded that the next meeting will be on **Tuesday November 28<sup>th</sup> 2017 9-11am at Campus Kids Connections at 820 Bay Avenue.**

The meeting ended with the following quote:

***Never doubt that a small group of thoughtful committed citizens can change the world; indeed it is the only thing that ever has.***

***- Margaret Mead***