



Master Plan Committee Notes
Tuesday, November 28, 2017
9:00 – 11:00 am
Campus Kids Connection, 820 Bay Ave. Capitola

I. Welcome, Agenda Review, & Recap of 1st Meeting

Martine Watkins provided an agenda review. During the meeting the group will review milestones achieved by the Advisory Council in the last five years. The group will also revisit and discuss the Master Plan Principles and begin developing goal statements for each Principle. An overview of the first meeting was also given (see notes from 11. 16.17).

II. Introductions & Opening Question

The attendees were asked to participate in an opening exercise: *Think of a person you admire. Name one characteristic you admire about the person.*

Characteristics shared were:

- Ivette-Fearless
- Jane-Steadfast values
- Larry-Creativity
- Nicole-Visionary
- Jude-Kindness & Non-violence
- Carole-Grit & Tenacity
- Elaine-Fortitude
- Diane-Perseverance
- Martine-Determined & Commitment
- Shebreh-Grounded & Passion

We can only see in others what we have within us. These characteristics are what each individual brings to this room and to this work. As we move through the next several months together we will be reminded of our contributions to help us develop a robust and achievable master plan.

III. Mapping Current Reality & Celebrating Successes

Defining Terms

Martine reviewed some of the terms used in the Master Plan so that the group will have a common understanding of the language use:

- **Principles**-Overarching Focus Area
- **Goals**-End results that you want to achieve
- **Objectives**-Sub goals with measurable results that get you to your end goal
- **Activities**- Actions you take to support goals & Objectives

The 2013-2018 Master Plan can be found at:

http://www.childcareplanning.org/documents/Master_Plan2013.pdf

Advisory Council Milestones-Diane

Diane highlighted some of the milestones achieved in the last five years. A summary is provided here:

Goal 1 Milestones:

- Child Care Expansion Priorities Report timely annual submissions
- Coordination of the Subsidized Programs Consortium meetings (state funded child care administrators network)
- 2016 Needs Assessment

- County Developer Fee Loan Program - development & implementation
- Advocacy for Funding
- Facilitation of Voluntary Temporary Transfer of Funds
- TA to new family child care homes

Goal 2 Milestones:

- CA Teaching Pyramid Framework Trainings (social emotional development)
- Nutrition & Sugar Education
- Development and Implementation of the California Transitional Kindergarten Stipend Program (CTKS)
- Developed Santa Cruz County AB212 Plan
- Establishment of Professional Learning Community (in partnership with First 5 and Head Start)
- Together for Kindergarten Forums
- TA for new family child care home and centers
- TA for State & Federally funded centers on contracts and mandated requirements
- Partnership with Cabrillo College on Career Pathways for Early Childhood Education
- Coordination of Annual Central Coast Early Care & Education Conference
- Partnership with California Preschool Instructional Network (CPIN) in Professional Development Trainings

Goal 3 Milestones:

- Maintaining of Child Care Planning Council Website
- Advocacy for Local, State, Federal funding
- Supported the Race to the Top (RTT) and the Quality Rating Improvement System (QRIS) county efforts.
- Tri County Partnerships—Development of AB300 - Individual Child Care Subsidy Plan
- Advocacy for Restoration of AB212
- Member of the Cabrillo College Early Childhood Education Department Advisory Board
- Member of the Santa Cruz County Children’s Network
- Attend the Human Development Services monthly meetings
- Updating of State Child Care Family Income Eligibility Chart
- CA State Preschool Expansion Funds
- Rebranded the Child Care Planning Council to be the Childhood Advisory Council
- Opinion Editorials & Letters of Support
- Raising of America viewings
- Development of ‘How to Find Child Care’—a brief video for the Oaxacan community, in Mixteco Bajo language, who live in Watsonville that described how and where to find childcare (distributed to agencies where the Oaxacan population frequent); (This video was developed in collaboration with seven community partners).

NEXT STEP: The group suggested that the video gets added to the Childhood Advisory Council’s website. The group also suggested that we watch the video to showcase one of our milestones at an upcoming full Advisory Council meeting.

Community Milestones

Martine highlighted some of the community/state-wide milestones in the last several years including:

- Local Initiatives Focus on Early Childhood—Children’s Network-tracking state legislation and how to do policy advocacy at the local level; work of Cradle to Career
 - Local Policy & Investment---Thrive by Three; Core Investment; City of Santa Cruz Cannabis Tax
 - State Legislation--AB300 Child Care Subsidy Plan
 - Margaret Brodtkin—a movement state wide to get child focused ballot measures
 - Community Foundation’s new ED-Susan True—has a strong background in early childhood
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Mandatory Activities

Diane provided an overview of the activities that are mandatory for us to maintain. This will be important for us to acknowledge and think about as we begin developing new goal statements.

Goal 1: To engage community partners to advocate for adequate funding and facilities that support early care and education for children 0-12.

Activities:

- Annual Childcare Expansion Priorities Report---recording need in each zip code
- Needs Assessment-every 5 years
- Voluntary Temporary Transfer of Funds---keep our funding in the county

Goal 2: To work with community partners to strengthen the early care and education workforce through professional growth and career development.

Activities:

- Early Care & Education Retention Project (AB212)
- Partnership with CA Pre-School Instructional Network

Goal 3: To clearly articulate the importance of quality early care and education.

Activity:

- Maintain the Childcare Planning Council website---so community has access to resources

IV. Master Plan Principles

The group was asked to revisit the Principles created in the last meeting and rework them given what we just learned about our milestones in the last 5 years and mandatory activities.

The *existing Principles* are:

1. Increase Access & Capacity
2. Quality Programs Through Professional Development
3. Educate & Advocate

The *revised Principles* proposed at the 11.16 meeting are:

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

A summary of the discussion that ensued is provided below:

- Overlap of existing principles and new principles – proposal to consolidate proposed principles
 - Education – sustainable quality improvements
 - Economic vitality – connected to alignment, partnership and collaboration. It is an impact area rather than a principle
 - Sustainable – should be integrated into the community norm (fabric of society, not only funding)
 - Quality-keep as separate from sustainable– programs to continue... do we have it or are we growing/declining/tools to monitor and review
 - Access – connecting to quality and quality improvement (keep jobs afloat) – connected to economic vitality
 - Sustainable – tied to ongoing education/workforce related
 - Principles – vs. strategies to get there...
 - Access, affordability, quality and sustainable systems are overarching areas
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- Workforce development cuts across all areas; access is about supply and demand; affordability is the cost; and advocacy around eligibility and voluntary transfers
- Economic vitality-money related and investments, thrive by three and cannabis tax possibly an impact as a result of the activities... roll over economic impacts... live-able wages, affordable cost of living, and business
- Parent engagement and quality improvement and education
- Measureable sustainability through rating systems – sustainability of quality, not the programs
- The umbrella is that we have an ECE crisis in SC County---there is a lack of investment in ECE in SCC.

Proposed Principles after discussion:

- Accessibility – space and capacity
- Affordability – affordable
- Sustainability – quality programs
- Quality – experience of the child (growing movement)
- Throughout each principle (the how's): Economic vitality, Advocacy, workforce development, community education.
- Umbrella statement similar to ECE crisis, embed the strength of the council – partners and collaborators with community programs and government – we are an arm of the B.O.S. and C.O.E and include in the plan and define what the council can do to ensure the principles are met.
- The group suggested that for the purposes of planning and for working with the full Advisory Council, that we use the term **Focus Area or Priority Categories/Area** instead of Principles. Principles can have the meaning of values. The group agreed to use either Priority Area moving forward.

V. Goal Development

The group was then asked to get into small groups of 2-3 and begin discussing goal statements for each Principle. The group was asked to review the current goals (see below), keep in mind milestones achieved and mandatory activities, and to respond to the following question to help generate a goal statement for the new Focus Areas: What needs to shift to create the largest impact we envision in the selected Principle area?

Existing Goals:

- Goal 1: To engage community partners to advocate for adequate funding and facilities that support early care and education for children 0-12.
- Goal 2: To work with community partners to strengthen the early care and education workforce through professional growth and career development.
- Goal 3: To clearly articulate the importance of quality early care and education.

Nicole Young asked to clarify if the goals were for the Advisory Council (as a stand alone) or for the whole community.

Ideally we would like for these goals to be relevant and used by the entire community.

The group discussed the importance of integrating and linking various stakeholder groups to the purpose of the plan; engaging the larger community so that there is buy-in and ownership; and aligning our goals, objectives and strategies with other community wide strategic plans.

Small groups then developed drafts of goal statements for each Priority Category. Below is the report out:

1) **Accessibility**

Goal statement: To ensure accessibility to childcare for all families in Santa Cruz County by engaging all

community partners to commit to the following objectives....

2) Sustainability

Goals statement: To strengthen and integrate public and private funding, policies, best practices and partnerships. To increase the economic vitality to the community.

Other input on this goal area: Think about these for objectives or activities: How to engage diverse partners into ECE (how policy makers can play a role, business can by a role, how we fit into every thing?)

3) Affordability

Goals statement: There is diversity of funding streams for families that need childcare (0-12 years).

Other input on this goal area: Childcare is a right like public education and healthcare. A potential objective-Cost of childcare remain within XX% of family income.

4) Quality

Goals statement: To create a community that has equitable access to quality Early Care and Education (ECE) for all.

The group was reminded that this was a first go at development of goal statements and that we would be revisiting the goal statements in future meetings and refining them.

VI. December Meeting Agenda & Preparation

An outline of the December 14th Childhood Advisory Council meeting agenda was provided. The group provided input on opening question, how do deliver the 'Celebrate Successes' and how to obtain input on Focus Areas and Goals. Below is a draft of the agenda.

Agenda Outline Draft

- I. Call to Order & Introductions
- II. Agenda Review & Quorum Check
- III. Approval of Consent Agenda
- IV. Public Comment & Communication
- V. Introduction to Master Plan Process & Facilitator
- VI. Opening question: Recall a time when you were successful, delivered something brilliant, or when beyond what you that you did as an advocate for ECE?
- VII. Overview of Master Plan Process
- VIII. Highlight and Celebrate successes – via Childhood Advisory Council website presentation by Carole. Ask group: What was the most powerful thing to you on there that you feel had the best an impact. **NEXT STEP:** Carole to develop webpage for presentation
- IX. Present Draft Priority Areas & Goals & obtain feedback: The group had a few different ideas on how to engage the council:
 - Present what we came up with, have the group weigh in on the Priority Areas (link gap/needs data to the priority categories) and provide input by rotating to different tables (5-7 minutes per table)
 - Present the Priority Categories, have people select one category and work on developing goal statements for 15-20 minutes.
 - Do a combo of the two above.
 - The group agreed to not yet present the draft goal statements created at the this meeting to the larger group at this point but let the council develop goal statements and see where there is overlap.

The Core planning team will meet to discuss further and develop a plan on how to move on this

agenda item.

X. Next Steps and Closing

VII. Next Steps & Closing

The group was reminded that the next Master Plan Committee meeting will be held on January 30th 11-1. The dates of all of the committee meetings are provided below. Diane will send calendar invites for each of these meetings.

Ivette volunteered to read the closing quote: ***“The uncreative mind can spot wrong answers, but it takes a very creative mind to spot the wrong questions.” Anthony Jay***

The meeting was adjourned at 11:05.

Master Plan Committee Meetings (location TBD):

Tuesday January 30 th , 11-1--- Measuring Success; Objectives & Activities, Planning for Advisory Council
Tuesday March 6, 11-1--- Continue with Measuring Success; Objectives & Activities; Begin Drafting Plan
Tuesday April 17 th , 11-1---Continue Drafting Plan; Planning for Advisory Council
Tuesday May 29 th , 11-1----Revision of plan based on Advisory Council input
Tuesday June 5 th , 11-1--- (if needed) Finalize Plan; Submission of revised Master Plan