



## CHILDHOOD ADVISORY COUNCIL OF SANTA CRUZ COUNTY MEETING MINUTES

Thursday, April 8, 2021 1:30 – 4:00 PM

Zoom link:

<https://santacruzcoe-org.zoom.us/j/87902448586?pwd=TFVwVDJlN2FGdUNvZkNjd3k3UT09>

Passcode: 960514

### I. CALL TO ORDER/INTRODUCTIONS

- B. Griffin welcomed everyone to the meeting.
- The CAC mission and vision was read

### II. APPROVAL OF CONSENT AGENDA ITEMS - **ACTION ITEM**

- M. Watkins asked if a member would like to move to accept the consent agenda items.
- L. Mendoza moved to accept all consent agenda items and I. Freiberg second the motion.

### III. PUBLIC COMMENTS AND COMMUNICATIONS

- D. Munoz shared that this time is set aside for anyone from the public to address the council on issues that are not on the agenda.
- J. Weed Pomerantz shared information about the Encarta, Calcutta India zoom call where positive discipline information was going to be shared - will send the flyer to distribute to members.
- L. Hindman Holbert reported there is a great need for teachers and subs and they have openings for children.
- J. Gallagher Heil reported that Cabrillo has a new student recruitment policy. Flyers/outreach materials need to be posted on student website at Student Employment. Send J. Gallagher Heil employment flyers and she will distribute them and post on Canvas.
- I. Freiberg shared that April is Child Abuse Prevention Month - Pin wheels for children are being distributed to make and display, to bring awareness to the child abuse issue.

### IV. EQUITY, INCLUSION AND DIVERSITY: WHAT HAVE WE LEARNED?

- E. Guerrero, Encompass Head Start presented an overview of lessons learned from equity, inclusion and diversity discussions. Members and guest were asked to reflect and think about the quick review of what we talked about and learned.
- Members and guests were asked to consider the role CAC wanted to have in this conversation. It's about children and equity, inclusion and diversity is essential to early learning and care.



- At past CAC meetings, N. Young presented information on creating inclusive spaces, built shared language, reviewed racism & anti-racism and how to use the equity lens.
- This inquiry came out of the recent social movements in our county. We Ended this session by taking on white supremacy, and what is socially accepted.
- Part II the member learned about the value of sharing the learning ladder incorporating what we know and what we are learning and we will make mistakes but will continue to move forward,
- Intension verses impact - what is the result in what we can do.
- Oppression - how we live and experience oppression.
- Guest speaker at the February CAC meeting - Maria Elena De La Garza, CAB Executive Director presented strategies to move through this continuum walking the talk - take action. Diversifying leadership in the organization is key to creating an inclusive and equitable agency. Bringing in board members that reflect the community they are working in.
- B. Griffin stated she feels fortunate to be included in these discussions because CKC will use this information to rebuild their agency. I appreciate the time to reflect on this topic.
- J. Gallagher Heil shared, it's hard to have these conversations, and community of practice, but the more familiar we become, and the easier it will be to step into these hard moments. Cabrillo is going to change their name; you see the equity piece is happening in the community.
- J. Weed Pomerantz, it's going to be a long haul, glad to be on the journey – I've found meaningful ways to find justice and greater equity, I'm involved in study groups and national level conversations.
- M. Castro, if I'm searching for an English flyer allowing your selves to go through the clumsy search is important lesson.
- L. Drury, we are all under the pressure to get things done. We fail to stop and look at what we are doing. It takes time to do this type of work. Need to take the time. I have to look at everything I am doing in a thoughtful way so I don't offend anyone.
- L. Mendoza, I appreciate the openness, but what has changed for me is that people are willing to talk and assess the situation. 12 yrs. ago our county was divided, now we have changed to looking at the whole county. This is a shift. White supremacy – these are strong words, now people are talking about it. We have moved as a community to prepare our staff and are working together. This is a big shift since I graduated in 1979. We are moving forward. I appreciate having this conversation.

- E. Guerrero stated, now is the time when members need to have shared views and statements, so we are ready to speak with one voice when members are at various tables and when we approach elected officials, economic development, facilities discussions, etc. keeping equity, access, inclusion and diversity in mind.

#### V. EQUITY, INCLUSION & DIVERSITY – SPEAKING WITH ONE VOICE

- M. Watkins the child care field needs to take advantage of this opportunity to approach local, state elected officials about the important role that child care plays in economic development.
- Other Industry's and employers are much more aware of child care as it relates to their employees effectiveness and participation.
- Recognize the human humility and the willingness to grow and push, knowing this was hard and to continue to learn.
- The nexus to this discussion, economic recovery and future of city and state where do we go from here?
- I have hope for the field child care is the essential component in the recovery and economic drought and downturn. We need to recognize women of color in the field.
- How do we share this information - get the message across integrating child care into the economic recovery. We need to accelerate change because now child care is front and center.

Key points policy makers and the community need to know about the child care industry

- There is an opportunity and focus on child care as it connects to the economy. Need to collectively raise our concerns, wages, education and fees, etc.
- Some elected officials are being approached by many to learn more about the needs of the field.
- L. Mendoza – there are more women in the labor force - increasing the need for child care. Be ready to address the trauma and families and healing them as a result of the COVID - Labor force and education data is important to have on hand.
- Y. Brooks - As a mom, I have an option to work from home. Can there be systems in place to meet the needs of families so they have options. All directors know that families need care and flexibility from child care programs.
- J. Gallagher Heil - This is so deeply concerning to me, enrollment at the College, the entire College has been holding steady. The pandemic has had a dramatic impact in south county Early Care and Education classes. Courses in Spanish have had the lowest enrollment number we ever seen. Impacting future workforce development.

To see the numbers as low as they are – is frightening. The economy can't recover without ECE teachers. We can't recruit without the living wages and the Mentor teacher program has been defunded – another gap for new teachers.

- L. Drury – we need to take advantage of this crisis, so change occurs. We are on the cusp of change. Closed centers need staff to open, but without the workforce it will be hard to expand programs. Crisis is what drives change.
- J. Weed Pomerantz - we are in the midst of real hurt in terms of equity, inclusion, and diversity and advocates are needed to make child care important to economic development.
- Build the network to take care of ourselves because we are going to do a lot of work in the coming year.
- B. Griffin - we have been sending the same message and we need to demand it.
- E. Guerrero - structural compensation wages, benefits etc. the messaging is nice but we need to demand.
- D. Munoz - this is a social justice issue, child care affects women of color and we need to use terminology that other industries use.
- L. Hindman Holbert - nonprofit and state funded, have revenue coming in, staff salaries are taken care of state, but if we raise salaries, it's not easy, meaning tuition for families. How are they going to pay for the increases? We do have an opportunity. Unintended consequences are going to change TK/K will change because of the lack of child care. Because children will not have
- N. Young - the value of data is an important piece. The impact is better with data. Is there an action step to collect the data? So we can figure how to construct the messaging. Links in the chat and framing messaging. This is a moment, while legislatures have been - need a clear concise message they can act on.

#### Key Advocacy Strategies to Consider:

- How do we design messaging for different policy makers?
- Where do we spread the messages?
- How much will our country get from federal/state and where are those decisions being made?
- L. Hindman Holbert - need salary data, we don't have much in our county. Workforce registry may have the data. CTE needs to reach high school students, in North County to expose high school students to the early care field, need a communication marketing campaign – early childhood is still a viable career.
- D. Munoz – asked if members are interested in continuing this discussion at a child care advocacy subcommittee? Members volunteered to join the committee.



- T. Pastor – the Cabrillo College Trustee’s need a presentation from CAC Executive Committee and or meet with CTE administrators to share the importance of the Cabrillo College ECE Dept. in supplying and sustaining the ECE workforce.
- L. Mendoza – there are strong advocates on the Cabrillo College Board. They need a presentation, the commitment is there but they are bombarded with other things. Perhaps the Sentinel might be interested in a child care story.
- B. Griffin - it’s sad that we can’t accommodate the children because we don’t have staff.
- L. Hindman Holbert - the story behind the data, we need to collect testimonials.
- N. Young - Thrive by Three home visiting coordination are doing an environmental scan including quantitative and qualitative could be part of the scan.

#### VI. REOPENING PROGRAMS & SHARING YOUR KNOWLEDGE

- Tabled to next meeting.

#### VII. ANNOUNCEMENTS

- No announcements

#### VIII. ADJOURNMENT

- Meeting adjourned at 4:00 pm.

***Our Mission*** is to present a unified voice for an early care and education system that meets the needs of all children and families in Santa Cruz County

***Our Vision*** is that every child in Santa Cruz County has access to quality affordable early care education and after-school programs