

One Vision



One Voice



Santa Cruz County

**Early Care, Education and After-School Care
Master Plan**

2018 - 2023

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The Santa Cruz County Board of Supervisors and the County Superintendent of Schools appoint members of the Childhood Advisory Council.

The Needs Assessment section is developed with support from Applied Survey Research.

CHILDHOOD ADVISORY COUNCIL MEMBERS AND ACKNOWLEDGEMENTS

The Childhood Advisory Council extends gratitude to the many partner agencies that contributed to the 2018-2023 Early Care, Education and After-school Master Plan. In its role as the united voice for early care, education and after-school programs in Santa Cruz County, the needs of children and their families have been identified, and a plan to address these needs has been developed, for the community to support.

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CHILDHOOD ADVISORY COUNCIL MISSION AND PURPOSE

“These are all of our children; we will all profit by, or pay for, whatever they become.” - James Baldwin

The Santa Cruz County Childhood Advisory Council (CAC) is a clear and consistent voice for the early care and education of our children (including birth-13). Our ongoing message is designed to shape public policy so that the needs of young children come first. Our role as a council is to make the case that providing safe and nurturing early learning environments for children from birth through age 13, is critical to the overall health of our community. Based on solid data, as well as our collective experience as early care educators, we want the public and policy-makers at all levels to know what we know - **that investing in the early care and education of our children yields life-long benefits.**



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.

Our **strategies** for achieving this vision are deeply rooted in decades of neuroscience and economic research that prove that rich experiences in a child’s earliest years ensure healthy brain development, prepare children for school, and can help close the education achievement gap.

Appointed by the County Board of Supervisors and the County Superintendent of Schools, the Local Planning Council’s (LPC) purpose, is to ensure that there is relevant input on federal and state resources apportioned to counties. The Santa Cruz County Childhood Advisory Council (CAC) members are comprised of parents, community members, educators and early care and education professionals. The Council convenes to assess trends in early care, education and after-school needs, set local priorities for the use of state and federal child care funds, advocate on behalf of children and the early care education profession, and influence policy decisions regarding quality early care, education and after-school programs.



INTRODUCTION

“Educating the mind without educating the heart is no education at all.” - Aristotle



Every child deserves to be happy, healthy, and have equal opportunities to thrive and reach their full potential. Yet not all children are provided the chance to build a strong foundation for lifelong health and well-being. Lack of access to affordable high-quality early care and education for many of our families, in particular low- and middle-income families, means that our children are entering the school system with significant readiness gaps, contributing to achievement gaps.

Systemic inequities limit children’s optimal development and learning. Scientists and economists agree that investing early produces the greatest benefits to children, families and society, and improves life outcomes related to health, education, employment, and social behaviors. Investing early will positively impact public safety and community well-being. **What is often socially fair and just, is also economically efficient.**

The Center for the Study of Child Care Employment’s report, *Transforming the Financing of Early Care and Education*, acknowledges that the current system is “neither sustainable nor adequate to provide the quality of care and learning that children and families need — a shortfall that further perpetuates and drives inequality.”¹

Our current cultural norm of placing a child’s early development and after-school care as solely the concern of individual families is antiquated.

There is an urgent need to shift to a new cultural norm of collective responsibility.

This five-year master plan builds on previous plans and outlines the goals, objectives and action strategies focused around **accessible and affordable care, quality care, and sustainable systems and workforce.** These strategies will generate lasting results to move us towards wellbeing for all children and a prosperous community.

The Childhood Advisory Council is willing to disrupt the status quo and engage in open discourse to achieve these results.

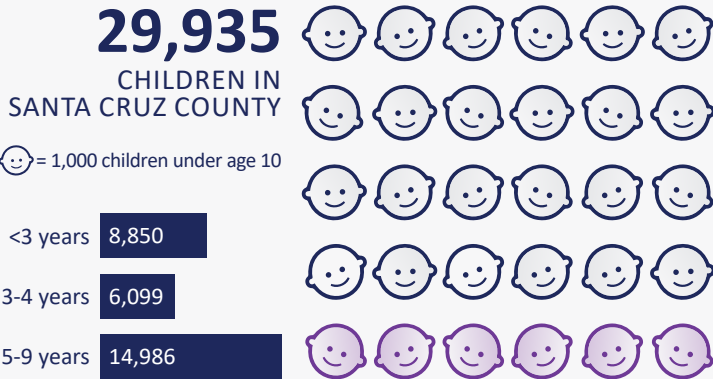
We invite each of you to join us in advancing our future generations - the future of humankind.



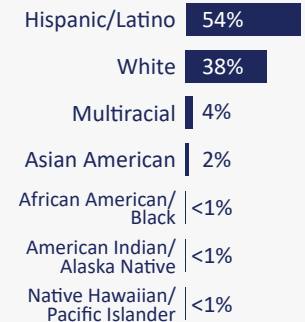
Needs Assessment

Access and Affordability, Quality, and Sustainability

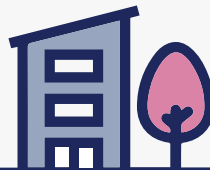
County Profile²



ETHNICITY



The cost of living for low and middle-income families is very high.



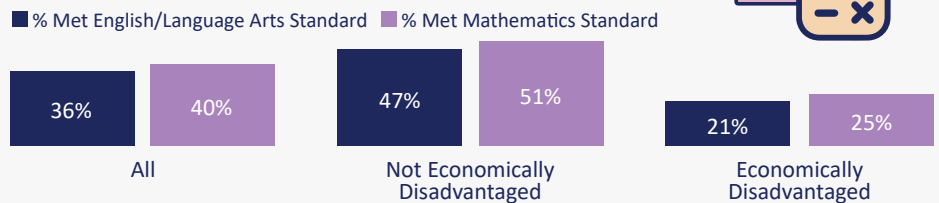
Family households earning the county median income need to spend **41%** of their income on rent to afford a median cost 2-Bed apartment³

At 30%, Santa Cruz County has the **highest** child poverty rate in California when adjusted for the cost of living and safety-net program benefits.⁴

ADJUSTED STATEWIDE POVERTY RATE: 23%

Most 3rd Graders are not meeting state standards for English/Language Arts and Math.⁵

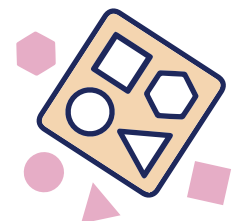
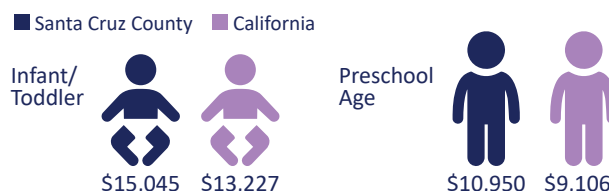
Economically disadvantaged students are half as likely as non-disadvantaged students to meet the standards.



Focus Area 1: Child Care Affordability and Access

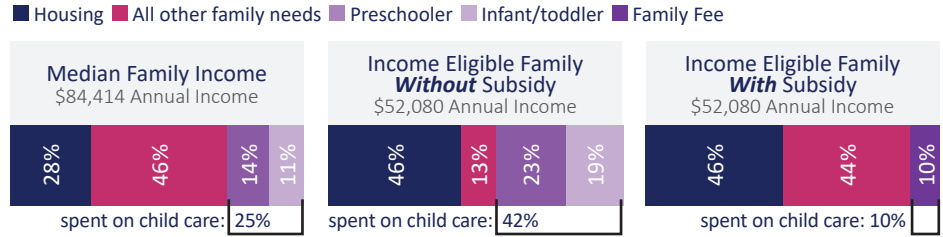
Licensed Child Care Centers in Santa Cruz County cost **\$150** more per month than the state average.⁶

In 2015, Santa Cruz County exceeded statewide average annual enrollment costs for both Infant/Toddlers and Preschoolers at licensed child care centers by nearly \$2,000.

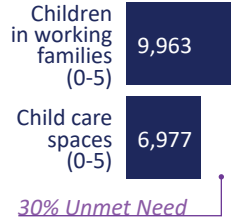


Nearly half of all Santa Cruz County children under age 5 qualify for state subsidized child care.⁷

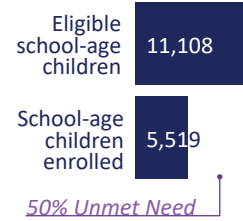
HOW SUBSIDIES AFFECT CHILD CARE COSTS FOR LOW-INCOME FAMILIES, BY CHILD CARE AND FAMILY BUDGETS⁸



There are not enough child care spaces available for children in working families.⁹



Many eligible school-age children are not participating in subsidized after-school programs.¹⁰



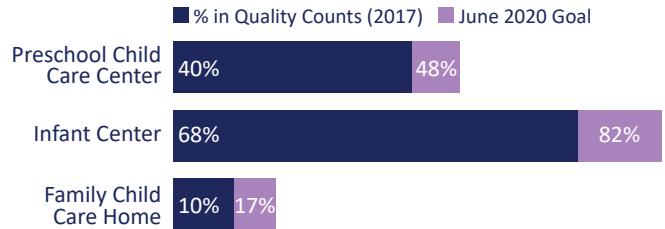
Focus Area 2: Quality

The quality standard for child care must be set high.

Research has shown that children who participate in high quality early learning and care programs are more likely to succeed in school and acquire stable employment, and are less likely to need remedial education or to commit crimes.¹¹

Santa Cruz County is implementing a quality measurement system, Quality Counts Santa Cruz County, for child care providers, and has set goals for increasing participation in that system by 2020.

Since 2015, participation in the quality improvement system has grown 20% (from 60 to 72 providers), and many providers have already improved their quality ratings.

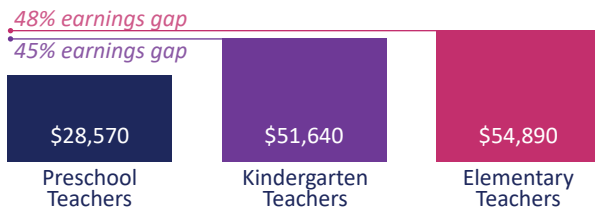


Focus Area 3: Sustainability

Greater investments in the child care workforce are necessary to sustain an accessible and high-quality child care system.

The child care field struggles to attract and retain highly qualified professionals. Preschool teachers and other child care professionals earn significantly less than other educators, some little more than minimum wage. The high cost of living in Santa Cruz County means our community faces even greater challenges in developing and compensating a highly trained and sustainable early child care workforce.

NATIONAL MEDIAN ANNUAL WAGE¹²



AVERAGE NATION-WIDE EARNINGS¹³



A typical child care worker in California spends 51% of their earnings to put their own child in infant care. Nationwide, the families of child care workers are more than twice as likely to live in poverty as other workers' families (15% and 7%, respectively).¹⁴

Additional information can be found in the Santa Cruz County Early Care and Education Needs Assessment 2016-2021, found online at: http://www.childcareplanning.org/documents/santa_cruz_county_early_care_education_needs_assessment_2016-2021.pdf

Focus Area 1: Accessibility and Affordability



“If we expect our children to thrive at our colleges and universities, and succeed in our economy once they graduate – first we must make quality, affordable early childhood education accessible to all.” – Kirsten Gillibrand

FOCUS AREA 1: ACCESSIBILITY AND AFFORDABILITY

Our Commitment to Accessibility and Affordability:

A core value of the Santa Cruz Childhood Advisory Council is that all children and families have access to quality, affordable early care, education and after-school programs that reflect their socioeconomic, cultural and geographic needs.



Understanding the Challenges of Accessibility and Affordability:

The social divide is expanding and economic difficulties impact families across the full spectrum of the population. U.S. residents work more hours, the middle class is shrinking, social mobility is declining, and more children are born into poverty. In fact, in Santa Cruz County, nearly **one in five children under the age of five is living in extreme poverty**, and only 50% of all families report being able to afford basic living expenses.¹⁶

The cost of child care is often more expensive than rent. This matters. In 2017, the Demographia International Housing Affordability released a staggering report, registering Santa Cruz County as **the fourth most expensive places to live in the world!**¹⁷

Decreased household incomes coupled with the high cost of living in Santa Cruz County, continues to negatively impact the ability of working and low-income earning families to access quality early care and after-school programs. Additionally, Santa Cruz County does **not have enough facility space** to accommodate the number of children who need early and after-school care. These compounding factors significantly impact the health and well-being of our children, families and community.

Opportunities for Accessibility and Affordability:

The Childhood Advisory Council provides data and expertise to **inform local policymakers, so they can address the need** for more adequate funding for early care and education. Santa Cruz County will impact the accessibility and affordability of early care, education and after-school programs by developing and expanding local policy initiatives that overcome federal and state barriers.

The Childhood Advisory Council will also collaborate with stakeholders to develop a centralized system and continuum of care so that families can access up-to-date, current early and after-school care available to them, as well as other supportive resources. **Each strategy will be grounded in the Childhood Advisory Council's principle of equity – recognizing all children deserve to happy, healthy, and provided opportunities to reach their full potential.**



FOCUS AREA 1: ACCESSIBILITY AND AFFORDABILITY - IMPLEMENTATION PLAN

Goal Statement 1:

Families of all socioeconomic levels have access to integrated, equitable care, education and after-school opportunities for children birth to 13.

Community Value	Objective	Action Strategies	Leads and Partners
EQUITABLE ACCESS TO AFFORDABLE EARLY CARE, EDUCATION AND AFTER-SCHOOL PROGRAMS	1a. Advance a local policy to surmount state imposed regulatory barriers to county's achievement of desired outcomes for early care, education and after-school programs.	<ul style="list-style-type: none"> Develop and implement individualized child care subsidy pilot plans, starting with State Assembly Bill 300 - Child Care and Development services: individualized county child care subsidy plans. Create a countywide subsidy funding matrix of all state and federal programs. 	<ul style="list-style-type: none"> * Childhood Advisory Council * Community Partners * Early Care, Education and After-School Partners * Monterey County * San Benito County * Santa Clara County * Santa Cruz County Office of Education
	1b. Increase early care, education and after-school facilities and family child care homes that are safe, quality learning environments.	<ul style="list-style-type: none"> Pursue the expansion of diverse facility funding support for local and state programs, including strategies for partnering with businesses to support facilities' needs. Advocate for facility funding, including policies imposing developer fees on new development to go to licensed early and after-school care facilities and programs. 	<ul style="list-style-type: none"> * Childhood Advisory Council * Child Development Resource Center * Community Partners * Early Care, Education and After-School Partners * Local Partners in trades: developers, community banks, and volunteers * Untraditional Partners to support facility locations: senior centers, private schools, churches
	1c. Develop a centralized system to improve coordination, communication and linkages that will provide a continuum of early care, education and after-school support for all families.	<ul style="list-style-type: none"> Produce a system of care single point of entry service model/framework and a centralized eligibility list, so that families can access current early and after-school care availability and other resources. 	<ul style="list-style-type: none"> * Bay Area Coordinators Association * Childhood Advisory Council * Community Partners * Santa Cruz County Human Services Department * Santa Cruz County Office of Education * Thrive by Three Advisory Council

FOCUS AREA 1: ACCESSIBILITY AND AFFORDABILITY - INDICATORS OF SUCCESS

INCREASING AFFORDABILITY

- ▶ **Decrease the percentage of income** families dedicate to early care, education and after-school programs aiming to make it less than 10% of family income. *(Source: California Child Care Portfolio)*

INCREASING AVAILABILITY

- ▶ **Decrease** the number of children in the county experiencing **shortage of space** available. *(Source: Childhood Advisory Council Needs Assessment)*
- ▶ **Increase the number of spaces** in early and after-school care centers including family-based programs. *(Source: Childhood Advisory Council Needs Assessment)*

INCREASING UTILIZATION

- ▶ **Increase the number of families aware of their qualifying circumstances** and access to available early and after-school care. *(Sources: Child Development Resource and Referral Directory; Childhood Advisory Council Records; California Childcare Portfolio)*



“Without the Cabrillo Children’s Center I wouldn’t be able to attend school and finish my education. Having a safe, and nurturing place for my child while I attend school is a godsend for families like ours who are trying to get a good education in this really tough economy.”

- Cabrillo College Student

“The COE’s trainings that I’ve attended this year are so useful in my every day work with children. The information is really helping me feel better prepared for classroom challenges that have been hard for me to manage. Since these trainings, I’ve been able to share the tools and information with families, so we can work together to help their children learn and feel more successful in school.”

- Preschool Teacher



Focus Area 2: Quality



*“Every day, in a 100 small ways, our children ask, ‘Do you hear me? Do you see me? Do I matter?’
Their behavior often reflects our response.” - L.R. Knost*

FOCUS AREA 2: QUALITY

Our Commitment to Quality:

A common value families share is a desire to see their children happy, healthy, and thriving – developing to reach their fullest potential.

Our responsibility, and our collective best interest, is to commit to making that possible for everybody’s children by providing quality early care, education and after-school programs. The Childhood Advisory Council is committed to supporting quality programs that are safe and engaging learning environments for children.



Understanding the Challenges of Quality:

Families have too few early and after-school care options, coupled often with a limited understanding of what quality care is. Most agree in a general sense that children must get their basic needs met while in care - they are fed, safe, and clean. Although some validated tools are available, determining providers’ abilities in attending to a child’s emotional and developmental needs, as well as engagement in age-appropriate learning activities, remains difficult to define.

The California Department of Education, Early Education and Support Division and the National Association for Education of Young Children are leading organizations in the field - confirming **common characteristics of quality care that translate into markedly better developmental results for children.**

These organizations recognize quality programs as:

- Having **appropriate child/adult ratios,**
- Having positive relationships amongst caregivers, teachers, children, and the community,
- Fostering **meaningful family engagement,**
- Having educational curriculum and materials to meet all children’s developmental and cultural learning styles,
- Implementing **good management and effective leadership,**
- Utilizing assessments to monitor children’s learning and developmental progress,
- Building **staff competence** through mentoring, trainings and support.

The county has many high-quality programs. However, high-quality early and after-school education remains out of reach for many low-and middle-income families. These families often do not meet the eligibility requirement for high-quality subsidized programs and therefore struggle to access affordable quality care and education.

Opportunities for Quality:

Research shows that quality early care and education programs help prepare children to succeed in kindergarten and beyond. Long-term studies demonstrate that children who attend high-quality early learning programs have advanced social skills and self-regulation, finer math and reading skills, and are more likely to complete high school and go on to college. **Ninety percent of a child’s brain develops in the first 5 years. It is important that young children have the best possible environment for learning and development.**

In response, Santa Cruz County has built a local Quality Rating and Improvement System (QRIS) as one strategy to assess and improve the quality of care among all participating providers, called Quality Counts Santa Cruz County. Quality Counts supports, rates and rewards early care and education in Santa Cruz County.

FOCUS AREA 2: QUALITY - IMPLEMENTATION PLAN

Goal Statement 2:



Every child thrives socially, emotionally, and academically because they receive quality early care, education and/or after-school programs

Community Value	Objective	Action Strategies	Leads and Partners
EVERY CHILD IN SANTA CRUZ COUNTY IS THRIVING	2a. Increase the number of providers engaged in quality improvement systems .	<ul style="list-style-type: none"> ▪ Childhood Advisory Council will provide quality professional development opportunities, extend professional development services to nonsubsidized providers, and explore the development of a countywide training calendar. ▪ Increase participation in Quality Counts Santa Cruz County, the local Quality Rating and Improvement System (QRIS). ▪ Develop a public awareness campaign for parents on the importance of quality standards. ▪ Continue to participate in countywide efforts in developing trauma informed organizations, services, and policies. ▪ Partner with early care, education, and after- school programs’ stakeholders to identify the diverse federal, state, and local evidence-based tools that measure quality programs to be implemented as a measurement of quality in our community. 	<ul style="list-style-type: none"> * Cabrillo College Early Childhood Education Program * Childhood Advisory Council * Child Development Resource Center * Early Care, Education and After-School Partners * Family Child Care Providers * First 5 Santa Cruz County * Santa Cruz County Mental Health, and Human Services Departments * Santa Cruz County Office of Education * Santa Cruz County Quality Counts Consortium * Trauma Informed System - Santa Cruz County
	2b. Increase kindergarten readiness countywide .	<ul style="list-style-type: none"> ▪ Identify and develop strategies to ensure continuity of learning as children transition from early care to K-12 systems. ▪ Partner with school districts to implement a universal kindergarten readiness assessment tool. ▪ Connect all early care and education providers to the K-12 system to increase communication and coordination between the two. 	<ul style="list-style-type: none"> * Childhood Advisory Council * Early Care, Education and After-School Partners * First 5 Santa Cruz County * Santa Cruz County Office of Education and School Districts * Santa Cruz County Quality Counts Consortium

FOCUS AREA 2: QUALITY - INDICATORS OF SUCCESS

INCREASING QUALITY

- ▶ **Increase the number of providers** participating in quality improvement frameworks including, but not limited to, Quality Counts Santa Cruz County, the local Quality Rating and Improvement System (QRIS). *(Source: Quality Counts annual reports and other sources explored through the Childhood Advisory Council)*
- ▶ **Increase quality** for early care and education sites participating in Quality Counts, as shown by improved ratings. *(Source: Quality Counts Santa Cruz County Annual reports)*
- ▶ **Improve the well-being** of incoming kindergartners through assessment of basic health indicators and social emotional indicators to be monitored and assessed through school district Local Control Accountability Plans (LCAP) process. *(Sources: Childhood Advisory Council Records and District Local Control Accountability Plans)*
- ▶ **Increase the number of children** ready for kindergarten. *(Source: Universal Kindergarten Readiness Assessment tool to be developed)*

“As Delaine Eastin says, ‘our budgets are moral documents and they reflect our values.’ Our community spends less than one half of one percent on children 0-3. When you look at the science of brain development, that is not adequate. Zach Friend and I started the Thrive by Three program because we have to start investing early, and we have to start investing right. We need to grow this program and other programs that help reduce trauma and stress and offer support to moms and their babies so that we give them an equal opportunity in life. With your support and with your pressure and with you asking us to do more, we will be able to do more. We need your help.”

- Santa Cruz County Supervisor, Ryan Coonerty

“As our cities and county governments begin to make child well-being a high priority in their budget processes, utilizing the Childhood Advisory Council’s Master Plan for Early Care and Education as a compass, and bringing early educators into the conversation, would lay the groundwork for giving every child a stronger start in school. It’s not too late.”

- Michael C. Watkins – Santa Cruz County Superintendent of Schools



3

Focus Area 3: Sustainability



“It’s not a ‘nice to have’ – it’s a ‘must have’. It’s time we stop treating child care as a side issue, or a women’s issue, and treat it like the national economic priority that it is for all of us.” – President Obama

FOCUS AREA 3: SUSTAINABILITY

Our Commitment to Sustainability:

It's time to be bold and embrace our values, our commitment to equity and to assume our collective responsibility toward the health and well-being of all children in Santa Cruz County. The Santa Cruz County Childhood Advisory Council will unite policymakers, business leaders, and educators to shape private and public policy that invests in early care, education and after-school programs.

Understanding the Challenges of Sustainability:

Funding sources for early care, education and after-school programs are fragmented. Varying revenue sources and eligibility constraints result in **families bearing the burden of substantially covering the costs of care.** The need for policy makers to take action and invest in building an infrastructure of early care education and after-school care is imperative.

Nationally, according to the US Census Bureau, 51% percent of mothers with infants are in the labor force, yet there remains **inadequate supply of high-quality care** for infants and toddlers, particularly for families struggling economically to live in our community.¹⁸ In Santa Cruz County, in 2017-2018, 75% of infants and toddlers in low-income working families qualified for full-time subsidized child care but were not enrolled.¹⁹ Although this may partially reflect parent choice, it more likely reflects a family's difficulty in accessing quality programs. Moreover, inadequate paid parental leave policies drive families to heavily rely on early and after-school care in their communities.

Children have little to no political power and families don't have the time, resources, and tools to assume the lobbying power to drive the early care and education policy agenda. Many policymakers and business leaders are unaccustomed to the societal relevance and impact of quality early care, education and after-school programs. **Experts agree that investing in high-quality early childhood development yields high annual rates of return and produces long-term societal rewards.** According to the work of James Heckman, Nobel Laureate, and many other economists, investing in high-quality early childhood development programs for disadvantaged children can deliver a 13% annual return on investment, improving personal and social gains.²⁰ Although there is extensive information substantiating the value of investing in early care and education, **public policy has yet to align with the science and economics of investing in early childhood.**

Opportunities for Sustainability:

To reach quality, accessible and affordable care, education and after-school programs that meet the needs of all families, and afford Santa Cruz County's youngest children the opportunity for the best possible start in life, will take longstanding dedication, political will and leadership. **A unified system of public and private resources will be essential to the creation of a sustainable infrastructure of care.**

In order to provide sustainable quality care, education and after-school programs, communities **need a qualified workforce that is well-compensated, and supported through ongoing professional development opportunities.** Sustainability requires creating a strong early care, education and after-school programs workforce pathway that attracts qualified providers entering the field. Sustainability further requires Santa Cruz County to address the wage gaps providers experience working and staying in the field long-term.



FOCUS AREA 3: SUSTAINABILITY – IMPLEMENTATION PLAN

Goal Statement 3:



There will be community and political commitment for sustained investment in high quality early care, education and after-school programs.

Community Value	Objective	Action Strategies	Leads and Partners
<p>SANTA CRUZ COUNTY VALUES CHILDREN'S EARLY DEVELOPMENT AS FUNDAMENTAL TO OUR SHARED PROSPERITY</p>	<p>3a. Increase public and private investment in early care, education and after-school programs.</p>	<ul style="list-style-type: none"> ▪ Build community awareness and political will in support of investing in early care, education and after-school programs through policy advocacy, advisory participation, community forums, marketing campaigns, and grassroots organizing. ▪ Develop economic impact report for Santa Cruz County early care, education and after-school programs. ▪ Generate more early care, education and after-school programs' revenue resources through strategies such as ballot measure, local children's funds, developer fees and support, and government set asides. ▪ Solicit private investments such as employer-funded child care. 	<ul style="list-style-type: none"> * Central Coast Early Childhood Policy Advocacy Network * Childhood Advisory Council * Early Care, Education and After-School Partners * Local, state, and federal decision makers * Business Partners * Funders – Government, Foundation, and Corporations
	<p>3b. Increase the number of early care, education and after-school program professionals.</p>	<ul style="list-style-type: none"> ▪ Work with school districts to include early care, education and after-school services within their local control accountability plans. ▪ Work with school districts, community college, and vocational training programs to develop and/or increase early care, education and after-school Career Pathway Programs. ▪ Participate and engage in appropriate workforce development efforts to address shortage of early care, education and after-school program professionals. ▪ Support emerging family providers with licensing permit and workforce registry. 	<ul style="list-style-type: none"> * Central Coast Early Childhood Policy Advocacy Network * Childhood Advisory Council * Child Development Resource Center * Santa Cruz County School Districts * Cabrillo College * Human Services Department Workforce Development * Workforce Investment Board
	<p>3c. Increase the number of early care, education and after-school professional providers earning a living wage.</p>	<ul style="list-style-type: none"> ▪ Advance a 'Worthy Wage' Campaign (use Workforce Study by Center for the Study of Child Care Employment-to be published in 2019). ▪ Develop a method to quantify wage disparities within the early care, education and after-school labor market. 	<ul style="list-style-type: none"> * Business Partners * Central Coast Early Childhood Policy Advocacy Network * Childhood Advisory Council * Local and State elected officials * State and local advocacy organizations * Human Services Department – Workforce Development * Workforce Investment Board

FOCUS AREA 3: SUSTAINABILITY – INDICATORS OF SUCCESS

INCREASED SUSTAINABILITY

- ▶ **Increase the wages** for early care, education and after-school professionals.
(Source: To be pursued by Childhood Advisory Council)
- ▶ **Increase the number** of early care, education and after-school professionals in the field.
(Source: To be pursued by Childhood Advisory Council)
- ▶ **Increase the retention** of early care, education and after-school professionals.
(Source: To be pursued by Childhood Advisory Council)
- ▶ **Increase the investment** in early care, education and after-school through ballot measures, government and/or children’s fund, government set-asides.
(Source: Childhood Advisory Council Records)

“What’s really important about these conversations that are going on in our community is that it raises awareness about the importance of this issue of taking better care of our children. I left the Raising of America Film series that we had in October really inspired. I realized, yes, there is something we can do even if we have limited dollars. We can’t support all the child care needs in our county, but we could do something to help early childhood professionals get the word out and educate the rest of the public that doesn’t really understand the complexity of this field, so they can advocate to our public officials.”

- Christina Cuevas
Santa Cruz County Community Foundation

“Education is about social justice.”

- Faris Sabbah, SC County Superintendent- Elect



CALL TO ACTION

“Live a life of bold and courageous action inspired by powerful dreams.” – Jonathan Lockwood Huie

We all must play a key role to shift from our current inadequate structure to a sustainable system that ensures that ALL of our children are thriving and that our community is prosperous.

HERE IS WHAT YOU CAN DO AS:

BUSINESS & PRIVATE SECTOR **Invest!** Government cannot and will not be able to do it alone. **Provide funding and resources**, include facility space for on-site child care, paid parental leave and adopt family friendly workplace policies. **Support the workforce** through resource linkages and provider discounts.

COMMUNITY PROGRAMS **Stay informed!** Work collaboratively with those in the early care, education and after-school field, non-profit community, education, and government. Contribute to being a united voice for early care, education and after-school programs.

EDUCATIONAL INSTITUTIONS **Align! Develop career pathways** that support the growth and development of this field by working with partners such as the Workforce Investment Board and Cabrillo College. **Provide opportunities** for professional development of providers in the early care, education and after-school field and ways for them to connect with kindergarten teachers for successful child and family transitions into the school system.

FUNDERS **Join us!** Support the plan by providing the resources needed for implementation strategies that generate systems changes, such as support for the development of a universal kindergarten readiness tool and an updated economic impact report. **Prioritize funding** early care and education and **involve providers** in conversations.

PARENTS & COMMUNITY MEMBERS **Be civically active!** Educate the community on the needs and challenges by sharing your story with employers, community members, private sector leaders and most importantly, elected officials. **Participate** in any way that fits with your life, career, and capacity. Demand elected officials to respond to your needs and **continually advocate** for children focused policies and vote for elected officials that share your values.

POLICY MAKERS **Be bold!** Use data driven policy decision-making. Hold yourself and colleagues accountable to your policy choices and inspire others to **choose policies that support kids**. **Invest, Invest, Invest!** Make tough tradeoffs and allocate scarce resources to early care, education and after-school programs.

PROVIDERS, PRACTITIONERS & TEACHERS **Inspire!** Actively seek an action strategy from this Master Plan that you want to work toward and lead or join with others to work on it. **Mentor and support** the next generation of early care, education and after-school professionals.

ALL

Get Involved in the Childhood Advisory Council by contacting:
 Diane Munoz at 831-466-5822
 or dmunoz@santacruzcoe.org

As the Santa Cruz County Childhood Advisory Council, we invite you to join us in advancing change for our future generation and for the future of humankind.

ENDNOTES

- 1 <https://nap.edu/catalog/24984/transforming-the-financing-of-early-care-and-education>
- 2 U.S. Census Bureau. (2016). 2012-2016 American Community Survey 5-Year Estimates. Note: Seventeen percent (17%) of families have Incomes below the Federal Poverty Line while 22% of children under 18 rely on income assistance.
- 3 Rentcafe.com. (2018, May 2). Median Rent Data. Retrieved from: <https://www.rentcafe.com/average-rent-market-trends/us/ca/santa-cruz-county/santa-cruz>. U.S. Census Bureau. (2016). Median income for households with children under 18. American Community Survey 5-Year Estimates. Note: Graphic adopted from Apartment by elmars from the Noun Project.
- 4 Public Policy Institute of California. (2017, October). Child Poverty in California. Retrieved from: <http://www.ppic.org/publication/child-poverty-in-california/> Note: This rate is based on the California Poverty Measure (CPM), developed by the California Public Policy Institute and Stanford University. The CPM adjust the federal poverty rate of each county to account for the cost of living and the benefits of safety net programs including CalWORKS, CalFresh, and the Earned Income Tax Credit (EITC).
- 5 California Department of Education. (2017). Smarter Balanced Assessment Test Results. Note: Math graphic adopted from Math by Jevgeni Striganov and English/Language Arts graphic from Stanislav Levin, both from the Noun Project.
- 6 Santa Cruz County Needs Assessment, June 2016-2021. (2016). Note: Preschooler graphic adopted from Toddler by Gan Khoon Lay and building blocks graphic from Preschool by Made by Made, both from the Noun Project.
- 7 Santa Cruz County Needs Assessment, June 2016-2021. (2016). Note: 45% of children under 5 (6,938 children) qualify for state-subsidized child care.
- 8 California Child Care Resource and Referral Network. (2017). Portfolio. Retrieved from https://www.rnetwork.org/2017_portfolio
- 9 Santa Cruz County Needs Assessment, June 2016-2021. (2016). Note: Total after-school spaces are not known.
- 10 Childhood Advisory Council. (2018). 2018 Child Care Expansion Priorities Report.
- 11 Ansari, Arya, Planta, & Robert C. (2018, April 5). Variation in the long-term benefits of child care: The role of classroom quality in elementary school. Retrieved from <http://psycnet.apa.org/doiLanding?doi=10.1037/dev0000513>; Bassok, D. Gibbs, C.R. & Latham, S. (2018), April 17). Preschool and Children’s Outcomes in Elementary School: Have Patterns Changed Nationwide Between 1998 and 2010? Retrieved from <https://onlinelibrary.wiley.com/doi/10.1111/cdev.13067>
- 12 First 5 Santa Cruz County. (2017, December).
- 13 U.S. Department of Education. (2016, June 14). Fact Sheet: Troubling Pay Gap for Early Childhood Teachers. Retrieved from: <https://www.ed.gov/news/press-releases/fact-sheet-troubling-pay-gap-early-childhood-teachers#footnote-1>
- 14 U.S. Department of Education. (2016, June 14). Fact Sheet: Troubling Pay Gap for Early Childhood Teachers. Retrieved from: <https://www.ed.gov/news/press-releases/fact-sheet-troubling-pay-gap-early-childhood-teachers#footnote-1>
- 15 Economic Policy Institute. (2016, April). The Cost of Child Care in California. Retrieved from: <https://www.epi.org/child-care-costs-in-the-united-states/#CA>
- 16 Children Now 2016-17 California County Scorecard (<http://pub.childrennow.org/2016/county/santa-cruz/>)
- 17 Demographia: Demographics Development Impacts Market Research, Urban Policy. (n.d.) Retrieved April 12, 2018 from <http://www.demographia.com>
- 18 U.S. Census Bureau, “Table B13012: Women 16-50 who had a birth in the past 12 months by marital status and labor force status,” American Community Survey
- 19 Childhood Advisory Council. (2018). 2018 Child Care Expansion Priorities Report.
- 20 Heckman, J. 2014. Invest in Early Childhood Development: Reduce Deficits, Strengthen the Economy. www.heckmanequation.org

CHILDHOOD ADVISORY COUNCIL OF SANTA CRUZ COUNTY

GROWING A STRONGER COMMUNITY – ONE CHILD AT A TIME



Raising Awareness, Building Bridges, Informing Public Policy