



The Santa Cruz County Child Care Planning Council
El Consejo de Planeación de Cuidado Infantil del Condado de Santa Cruz
www.childcareplanning.org

CCPC MEETING MINUTES

Wednesday, September 25, 2013, 2:00 - 5:00 p.m.

Community Foundation Santa Cruz County, 7807 Soquel Dr. Aptos, CA

Member Attended: Vicki Boriack, First 5 Santa Cruz County, Dana Cox, SCCOE, Early Start, Larry Drury, Go Kids Inc., Sohyla Fathi, UCSC, Jean Gallagher Heil, Cabrillo College, Barbara Griffin, Campus Kids Connection, Karen Hamman, PVUSD, Christina Herrera, CDRC, Leticia Mendoza, YWCA of Watsonville, Sita Moon, CDRC, Jerri Winner, CDFP: Head Start, and Nicole Young, Optimal Solutions.

Absent Members: Irene Freiberg, First 5, Elaine Henning, Santa Cruz County Parents Assoc., Jim Hopper, Child Care Ventures, Rosario Navarro, SCCOE/MHS, Tricia Pastor-Cross, LOSD, Denise Powell, Early Head Start, Hendrika Sheldon, Santa Cruz County Family Child Care Assoc., and Ann Wise, San Lorenzo Valley.

Guests: Guests: Mary Anne James, SCCOE, Eric Biter, Pacific Elementary State Preschool and Ashley Romele, Sutter Hospital.

Staff: Diane Oyler, Child Care Planning Council, Coordinator.

I. CALL TO ORDER/INTRODUCTIONS

- S. Fathi brought the meeting to order and ask all members and guest to introduce themselves.
- Guests were: Mary Anne James, SCCOE, Eric Biter, Pacific State Preschool and Ashley Romele, Sutter Hospital.
- Everyday Leadership: Lollypop Moment video, by Drew Dudley, was shared during the opening session of the meeting.

II. AGENDA REVIEW AND QUORUM CHECK

- Review of the agenda and quorum check was conducted.
- L. Mendoza asked members to review the agenda.
- There were no additions or changes to the agenda.
- Quorum was established.

III. APPROVAL OF CONSENT AGENDA

- Motion to approve May consent agenda items was made by: J. Winner and seconded by L. Drury.

IV. PUBLIC COMMENTS AND COMMUNICATIONS

- N. Young announced that First 5 Santa Cruz County has hired a new executive director, David Brody, from Santa Clara Co. First 5. A farewell celebration for outgoing executive director, Susan True will be announced soon.
- S. Fathi, updated the Council on the UCSC Planning Grant and thanked V. Boriack and D. Oyler for their participation on the committee.



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V. GUEST SPEAKER: SUPERVISOR ZACH FRIEND, SECOND DISTRICT

- Supervisor Zach Friend was introduced by C. Mulford. To familiarize Supervisor Friend with the many programs represented on the Council, members introduced themselves with:
 - What is important about the work they do and,
 - How does the Council support their work?
- In response to Council members share out, Supervisor Friend suggested members develop succinct core messages that are Twitter friendly and focus on one issue you would like the public to know about your agency.
- Supervisor Friend led the Council through messaging exercises from his recently released book, “On Message.”
- He asked members to tell a story that will “make me care” about the work that you do. The message has to make a connection with people, so people will care about what you do and who is impacted by your work.
- He suggested supporting your message with data or facts that will convince or hook your audience.
- Core messages don’t have to change, simply use different supporting information that is relevant to each audience.

VI. COUNCIL MEMBERS HOT TOPICS DISCUSSION:

- RELINQUISHED STATE PRESCHOOL FUNDING:
 - B. Griffin, Campus Kids Connection, reported the CKC Board voted to relinquish the part day preschool State Contract. The cost of the audit and insurance made the program impossible to sustain. The Gault preschool was licensed to serve 24 preschoolers.
 - CKC is writing a Kellogg grant to replace the lost child care slots at Gault Elementary School for migrant children.
 - YWCA of Watsonville applied for the relinquished funding and expects a confirmation call today.
- STATE RESTORATION CHILD CARE FUNDING UPDATE:
 - D. Oylar presented an overview of the state child care restoration funding process and why funding was reallocated to existing child care contractors.
 - Restoration funding will allow programs to serve additional children for one year.

VII. OAXACAN FAMILIES UPDATE:

- L. Mendoza shared the Watsonville Community Connections Collaborative, Oaxacan Action Group subcommittee was close to completing the child care information video and video cover.
- A draft of the video was shared with a select number of community members for review and input.
- OAG Members will finalize edits and plan on sharing the video with Ventura, Oxnard, Modesto, Monterey and San Benito counties, so migrating Oaxacan families will receive consistent child care information.



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VIII. AB212 – RACE TO THE TOP & CFDP:HEAD START UPDATES:

AB212 Staff Retention and Professional Development Program Update:

- D. Oyler reported on coordination efforts to offer two Desired Result Developmental Profile, DRDP, workshops this year to state funded child care program staff.
- In addition, the CA Teaching Pyramid Infant and Toddler Overview training will be offered on Saturday, December 7th at COE.
- It was suggested to research the possibility of tapping into local trainers to provide DRDP trainings at a cost savings to COE. D. Oyler will provide follow up information at next the CCPC meeting.

Race to the Top, RTT, Update:

- J Winner and V. Boriack reported that most participating programs have received Ages and Stages Questionnaire, ASQ, training. Program staff recognizes the value in using the child screening tool and plan on using it on a regular basis.
- The Classroom Assessment Scoring System, CLASS, the tool measures interactions in three domains.
- L. Gonzalez is offering CLASS training to all programs participating in the RTT Quality Early Learning Challenge Grant.
- Plans are in place to hire an independent CLASS assessor to evaluate 7 sites. CLASS scores will indicate where staff improvements need to be made to improve CLASS scores in all domains.
- M. Reilly is working with programs to develop their quality improvement plans. Soon coaches will begin working with RTT sites to offer implementation support.
- First 5 will have an opportunity to receive supplemental RTT funding. If counties with existing RTT programs choose to accept the additional supplemental funding they are expected to expand the number of programs receiving quality improvement training, and to mentor a neighboring county. Santa Cruz County stands to receive an estimated \$260,000 in additional funding.
- First 5 Santa Cruz will host two meetings to discuss the feasibility of accepting the additional funding. An invitation email will be forth coming.

IX. ANNOUNCEMENTS

- S. Moon reported the Resource and Referral Network has released information on the new minimum wage rate, which will change to \$10.00 per hour.
- D. Oyler announced that Monica Grimes Burger, CDD Program Analyst will be the guest speaker at the Subsidized Programs Consortium meeting. If members have questions they would like Monica to answer, please send them via email by Monday, September 30th. Questions will be forward to Monica prior to the SPC meeting on Wednesday, October 2nd.



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X. ADJOURNMENT

- Meeting was adjourned at 4:50 pm.

Next meeting: Wednesday, November 13, 2013. Community Foundation Santa Cruz County, 7807 Soquel Dr. Aptos, CA.