



Minutes: Advisory Committee Meeting

330 North D Street, Fifth Floor, San Bernardino, California 92415

Meeting Date, Time and Location July 15, 2013
Ron Griffin, Vice Chair, called the meeting to order at 1:40 p.m.
First 5 San Bernardino – large conference room
330 North D Street, Fifth Floor
San Bernardino, California 92415

Pledge of Allegiance The Pledge of Allegiance was led by Ron Griffin.

Special Presentation Camille Maben, Executive Director – First 5 California

Karen Scott introduced Camille Maben, who replaced Kris Perry as Executive Director of First 5 California. Ms. Maben worked in the child development division at the California Department of Education where part of her responsibilities in that role included providing leadership and oversight to 700 Early Care and Education contractors with a 1.7 million dollar budget. She most recently served as co-chair of the State Advisory Council on Early Learning and Care. She was instrumental in securing the Race to the Top grant and served as division director in school and district Improvement and Accountability Division at the California Department of Education. She then worked as senior advisor to the former State Superintendent Delaine Eastin and has worked as a consultant to the Assembly Education Committee.

Ms. Maben spoke to the Advisory Committee about her prior experience which, in addition to what Ms. Scott shared, included working 10 years in a preschool in Roseville, California and her love of engaging young children.

Ms. Maben comes to First 5 California at a time when the Commission is interested in building relationships with county commissions and with the legislature. Currently, legislators don't know specifics about First 5, such as how much is being invested, what we're investing in, and the quality of the work First 5 does. If legislators don't understand the benefit of First 5, it's easier for them to justify cutting funding. Ms. Maben has made a commitment to visit all the county commissions this year. Though county commissions have different programs, we all serve the same children, no matter through what medium, and it's important that we work together and look at ways to leverage funds and manpower. In improving our relationships, we can begin to talk about a common message. Ms. Maben is also working closely with the First 5 Association to forge a partnership. She has a standing weekly call with Moira Kelley and has met with the association's communications department to discuss how to best leverage funds and jointly build or combine campaigns, for example in First 5 California's literacy campaign. She is also working to ensure that both First 5 California and the Association communicate earlier with the county commissions.

Ms. Maben discussed that First 5 California is also in the process of building staff and internal systems. Governor Brown recently appointed George Halvorson as the

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new Chair of the First 5 California Commission. Mr. Halvorson is President and CEO of Kaiser Permanente and is interested in work about children 0-5, specifically, finding the tipping point of changing behavior and the trajectory of young lives. Another new Commission member is Dr. Muntu Davis, who is currently the Public Health Department Director and County Health Officer in Alameda County, and brings a wealth of experience with the health needs of families. Internally, First 5 California is committed to their child signature programs, becoming conveners and developing systems.

Ms. Maben discussed the progress that First 5 California has made in the review of their Strategic Plan. First 5 California has contracted with the Glen Price Group to facilitate their strategic planning process. The online survey of stakeholders was recently completed. Additionally, they conducted 45 phone interviews across the state. They anticipate having the revisions completed in six months.

Ms. Maben opened the discussion to the Advisory Committee. Ron Griffin asked Ms. Maben to clarify the signature programs. There are currently three signature programs for children, parents and teachers. The child signature program centers on improving classroom quality, Power of Preschool, and Educare systems. The parent signature program is the Kit for New Parents. The teacher signature program is CARES Plus.

Ed Pare commented that First 5 San Bernardino doesn't expend the total amount contracted and inquired if the same is true for other county commissions. He asked what other counties are doing that's successful. Ms. Maben suggested looking at and evaluating programs individually, getting more stakeholder feedback and insight when developing a program and having conversations prior to releasing a Request for Proposal.

Erin Brinker asked if there is any one thing that's going extremely well. Ms. Maben said each county is unique and that there's not any one thing, but what is critical is communication among us all. Great things are happening all over the state. If interested in a specific program, First 5 California and the First 5 Association can facilitate connections between county commissions.

Attendees

Advisory Committee

Venus Mixon, Volunteers of America; Erin Brinker, THINK Together; Dr. Pat Krizek, San Bernardino City Unified School District; Ed Pare, Parent Advocate; James Moses, Child Care Resource Center; Stacy Iverson, Children's Fund; Ron Griffin, Hope Through Housing; Michelle Dusick, Department of Behavioral Health; Amy Cousineau, Children's Network; Dr. Beth Higbee, San Bernardino County Superintendent of Schools; Jose Davila, Parent Advocate

First 5 San Bernardino

Karen Scott, Cindy Faulkner, Debora Dickerson-Sims, Scott McGrath, Mary Jaquish, Jeffrey Pontius, Will Kariuki, Leslie Fountain, Staci Scranton

Harder+Co

Joelle Greene

Guests

Camille Maben, Executive Director of First 5 California; Damian Wright, Children and Families Services; Ellen Cervantes, Child Care Resource Center; Alicia Torres, Loma Linda School of Public Health

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Consent A motion was made by Michelle Dusick and seconded by Stacy Iverson to approve the following consent item. Without further comment or objection, motion carried.

Item No.	CONSENT ITEMS
1	<p>Approve minutes from the Advisory Committee Meeting of May 2, 2013.</p> <p>An error was noted in the May 2, 2013 minutes. The minutes were corrected as follows: <i>California sought \$100 million dollars in Race to the Top funds.</i> The original minutes stated that California sought \$150 million dollars. <i>Ellen Cervantes, Child Care Resource Center</i> replaces Elaine Cervantes, CC Response Center.</p> <p>A motion was made by Michelle Dusick and seconded by Ron Stacy Iverson to approve the revised minutes. Without further comment or objection, motion carried.</p>
2	<p>Approve minutes from the Advisory Strategic Plan Subcommittee Meeting of June 27, 2013.</p> <p>An error was noted in the June 27 Strategic Plan Subcommittee minutes. The minutes were corrected as follows: <i>Ken Johnston</i> replaces Ken Johnson on page 1 and <i>Joelle Greene</i> replaces Joelle Green throughout.</p> <p>A motion was made by James Moses and seconded by Stacy Iverson to approve the revised minutes. Without further comment or objection, motion carried.</p>

	DISCUSSION ITEMS
3	<p>FY 2013-14 Tentative Meeting Schedule</p> <p>Karen Scott distributed a tentative meeting schedule for fiscal year 2013-2014, noting that the September meeting is on September 26 instead of September 19 because of the Children's Network Conference. The subcommittees will meet on alternate months.</p>
4	<p>Subcommittees Progress Reports</p> <p>Joelle Greene of Harder + Co. discussed the work of the Strategic Planning Subcommittee. The subcommittee shared their previous strategic planning experience and best practices and set goals and a timeline.</p> <p>Karen Scott shared the subcommittee's statement of intent: "Create a coordinated strategic plan with the intention of contributing to a measurable positive collective impact for children 0-5 and their families."</p> <p>Jeffrey Pontius will create collaboration folders on Box.com for the Advisory Committee and each of the subcommittees.</p>
5	<p>FY 2011-12 Client Level Data (Resource)</p> <p>Ms. Scott introduced the new members Erin Brinker of THINK Together, Beth Higbee of San Bernardino County Superintendent of Schools, and Ellen Cervantes of Childcare Resource Center. Ms. Cervantes will be part of the research subcommittee.</p> <p>Karen Scott discussed the client level data that First 5 San Bernardino collects from its funded contractors. That data is given to Harder + Co. and becomes part of our annual report. Karen has posted the reports for the Advisory Committee to</p>

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	<p>review in the collaboration folder on Box, which is encrypted and password secured.</p> <p>Cindy Faulkner, Scott McGrath and Mary Jaquish shared that the data book included data that is not completed. Most of this is due to contracted agencies not entering completed data correctly into Persimmony. The only way First 5 can show outcomes, the success of initiatives and the data that legislators want is through data collected in Persimmony.</p> <p>Pat Krisek asked whether the contracted agencies have clerical support for data entry in their budgets. Mary Jaquish explained that during contract negotiations each agency is informed that they need to have a dedicated data person.</p>
6	<p>Think Tank (Budget Review/Proposal Discussion)</p> <p>Debora Dickerson-Sims distributed a Contract Matrix Summary and Focus Area Summary. She discussed the contracted dollar amounts for Fiscal Years 2013-2014 and 2014-2015 and the remaining funds left in each focus area.</p> <p>Ed Pare asked the reason for the decreased contracted amount for the second year of the Education contracts. Debora explain that the Education contracts are three year contracts beginning in Fiscal Year 2012-2013 and that the first two fiscal years of the contracted budgets include additional funds for startup.</p> <p>Erin Brinker asked do we plan on spending the remaining funds or leaving them in the fund balance. Ms. Scott answered that the information is being brought to the Advisory Committee for their recommendation. Ms. Scott explained how we've just completed putting out two Requests for Proposal and that though we have not historically accepted unsolicited proposals, she'd like to form a subcommittee to reviews the recently submitted unsolicited proposals. Amy Cousineau, Ron Griffin and Erin Brinker volunteered to sit on that subcommittee.</p> <p>Amy Cousineau asked if the Commission had a policy on unsolicited proposals. Ms. Scott clarified that the Commissions policy is that it is up to the Executive Director's discretion; however, since the Advisory Committee is in the process of reviewing the Strategic Plan, it's important to consider how any additional funding will align with the revisions.</p> <p>Erin Brinker asked if the unspent funds could be used for communications, grad student assistants to help with data collection, or for capacity building. Ms. Scott stated that First 5 San Bernardino contracts with Social Entrepreneurs, Inc. (SEI) to provide capacity building to our contracted agencies. The Advisory Committee brainstormed about the challenges and possible new directions for capacity building utilized SEI.</p>
7	<p>Members Roundtable</p> <p>Leslie Fountain, Media Specialist for First 5 San Bernardino, shared the new commercial she developed and the updated website. In addition to targeted areas of San Bernardino County, the commercial will also be shown in portions of Los Angeles and Riverside counties. It will run on BET, ESPN, VH1, SoapNet, Disney, and Food Network channels.</p> <p>Ms. Scott informed the Advisory Committee that First 5 San Bernardino will be moving to a new location as of November 1, 2013. The new location, pending Commission approval of the lease, is 735 E. Carnegie Drive, San Bernardino, California 92408. A celebration for the 15th year anniversary of First 5 is tentatively scheduled for November 21, 2013 at the new office location.</p>

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**Public
Comment**

Alicia Torres from the Loma Linda School of Public Health presented information regarding their asthma program. Their program is unique, targeting parents and teachers, but also engaging children with an interactive puppet show at Head Start Preschools in Riverside County. Thirty percent of the children they screened had asthma. They have a holistic approach that includes discussing natural remedies. They are interested in serving San Bernardino County and are available to provide more detailed information regarding their program.

Adjournment

A motion was made to adjourn the meeting by James Moses and seconded by Dr. Pat Krizek. Meeting adjourned at 3:39 p.m.

Next Meeting

September 26, 2013
12:00 p.m.
First 5 San Bernardino
330 North "D" Street, Fifth Floor
San Bernardino, CA 92415

Attest

Ron Griffin, Vice Chair

Ann M. Calkins, Advisory Committee Secretary
