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Arizona Early Childhood Development and Health Board La Paz/Mohave Regional Partnership Council

Meeting Minutes

Call to Order/Welcome/Introduction of Guests

The regular meeting of the La Paz/Mohave Regional Partnership Council was held on April 24, 2014, at 9:30 a.m. at the Bullhead City Elementary School District, 1004 Hancock Road, Bullhead City, Arizona 86442.

Chair Mongeau called the meeting to order at 9:33 a.m. Council members, staff and guests introduced themselves.

Members Present

Alisa Burroughs, Jose Garcia, Terri Holloway, Betsy Lewis, Nancy Mongeau, Vijette Saari, and Catie Sondrol
Lenore Knudtson attended telephonically

Members Absent

Riley Frei, Debra Weger and Howard Weiske

Recognition of 2014 Champion for Young Children Nominees

Chair Nancy Mongeau briefly reviewed the reasons each of the 2014 nominees for the Champion for Young Children award were recommended. Nominees Barbara Wanland, Denise Roby and Sheral Rolfe were presented their certificates. The winner, Diana Grazier, was presented her award at the La Paz County Board of Supervisors meeting on April 21. The other nominees, Sharon Kewish, Jill Gilbank and Tonya Ford will be sent their certificates.

Recognition of Council Member Anniversaries

Senior Regional Director Gary Arnold recognized all the members of the regional partnership council, and thanked them for their years of service.

Call to the Public

There were no responses to call to the public.

Approval of Meeting Minutes

Member Sondrol made a motion to approve the February 27, 2014 meeting minutes. Member Holloway seconded the motion. Motion carried unanimously.

Declarations of Conflict of Interest

There were no declarations of conflict of interest.

Possible Approval of Contract Renewals for SFY 2015

Senior Director Arnold reviewed the contract renewal recommendations, going into detail regarding current expenditures, proposed renewal amounts, and current service units. Senior Director Arnold explained that grantees should be between 30-60% at this time. Only Child and Family Resources would receive a slight increase next fiscal year, due to a decrease in the amount the Healthy Families program is charged for training and evaluation by the Arizona Department of Economic Security. Following discussion, members requested that Senior Director Arnold follow up with the family support team regarding an issue with providing services to children in foster care. Member Saari made a motion to approve the contract renewals for SFY 2015, with us also looking at Child and

Family Resources, and Arizona's Children Association being allowed to see children who are in foster care for prolonged time. Member Garcia seconded the motion. Motion carried unanimously.

Update on Beaver Dam Elementary Preschool

Phyllis Leavitt, Principal of Beaver Dam Elementary, gave an excellent presentation about the preschool, and described some of the hurdles they had to overcome this school year when their early childhood grant changed. Ms. Leavitt told the council how critical the program is to their area, and spoke of a child who was coming to school hungry every day, but was able to get needed nutrition there. Ms. Leavitt thanked the council for "feeding our tummies, our minds and our souls. We appreciate you and all the resources that you have provided for us."

Possible Approval of Benchmark for SRI #10

Senior Director Arnold reviewed the background for the benchmarks, and reminded the members of their extensive discussion at the last meeting. A public vetting was held on March 14, with discussion about the benchmark and other early childhood issues (including a desire for TEACH scholarships to expand to include bachelor degrees). There was also an online survey, but there was no change suggested to the 69% benchmark the council had previously recommended. Member Holloway made a motion to accept the proposed benchmark of 69% for indicator 10 as initially discussed at the February council meeting. Member Garcia seconded the motion. Motion carried unanimously.

Community Outreach and Awareness Report

Community Outreach Coordinator Erin Taylor reviewed the outreach report, highlighting events held during the Week of the Young Child, April 6 – 12. She noted the Special Needs Advocacy Coalition (SNAC) Parent Support Group meeting resulted in some great ideas, and she plans to attend those monthly. Coordinator Taylor also announced that Michele Leyendecker, Director at Tiny T Birds preschool will be presenting at the next coordination meeting in May. Chair Mongeau announced that Backpack Buddies will provide clothing and supplies to pre-kindergarten and elementary school children May 16-17 at Mohave High School. On May 31, Kids' Day will be held at Kingman Regional Medical Center, with a large turnout expected.

Possible Approval of Community Outreach Plan and Budget

Coordinator Taylor reviewed the community outreach plan for next year. She noted the new focus is on building engagement, in addition to building awareness. Coordinator Taylor will continue attending community events, as well as reach out to new organizations, businesses and elected officials. Coordinator Taylor noted the budget has remained the same, with the exception of a \$2,000 shift from event sponsorships to children's books. She noted that this outreach plan encompasses three regions, which accounts for the larger book budget, and outlined a plan for targeted outreach with the Lake Havasu History Museum using science-themed Scholastic books. Member Garcia made a motion to approve the community outreach plan and budget. Member Saari seconded the motion. Motion carried unanimously.

Review and Discuss Finance Committee Recommendation to the State Board for SFY 2016

Senior Director Arnold reviewed the plan for sustainability in light of the 23% reduction in tobacco revenues over the last five years. Chair Mongeau serves on the finance committee responsible for making recommendations to the State Board, and possible alternatives will also be discussed at next week's chair/vice chair forum. Senior Director Arnold outlined the three alternatives, explaining the impact to multi-year and multi-regional strategies. The alternative recommended by the Finance Committee allows for nine to fifteen years of consistent funding, enabling the council to make commitments during the strategic planning process. The council discussed the ramifications if the State Board sets more parameters for regional decision-making, as well as some ideas for public/private partnerships. The consensus was to retain local control of funding, and to determine how best to fund our programs through maturation. Council members encouraged attendance at the Early Childhood Summit in August.

Senior Regional Director's Report

Senior Director Arnold reviewed the SFY 2014 Financial Report.

Senior Director Arnold provided an update on the regional council member nominating committee.

Senior Director Arnold advised that council member Howard Weiske was attending the Best for Babies court team training for La Paz County in Parker today.

Senior Director Arnold advised members that a Board/Regional Council Forum will follow the meeting on May 22 in Kingman.

Senior Director Arnold reminded members the First Things First Early Childhood Summit will be held August 18 – 19 in Phoenix at the Convention Center.

Next Regular Meeting

The next meeting of the La Paz/Mohave Regional Partnership Council will be at 9:30 a.m. on Thursday, May 22 at the Mohave County Administration Building located at 700 West Beale Street in Kingman, Arizona, 86401.

Adjourn

Member Garcia made a motion to adjourn at 11:12 a.m. Member Sondrol seconded the motion. Motion carried unanimously.

SUBMITTED BY:

APPROVED BY:

Sandy Smith, Administrative Assistant

Nancy Mongeau, Chair

DRAFT

COMMUNITY OUTREACH PLAN FY 2015: LA PAZ/MOHAVE REGION



FY14-FY16 Statewide Strategic Communication Plan Goals

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.

Focus on Engagement

First Things First's community outreach and engagement efforts are directly supported by regional partnership councils and the FTF Board through two strategies- Community Outreach and Community Awareness. The FY14-FY16 Strategic Communications Plan includes a more formalized, deliberate community engagement program that focuses on moving stakeholders to take action on behalf of young kids. Engaging others will help us expand our outreach and awareness efforts.

The work of engagement begins by connecting with and identifying likely supporters and then motivating them to take action through tactics such as sharing success stories or showing the impact of early childhood programs through a site tour. This is followed by providing continual training and tools to support the efforts of these Friends, Supporters and Champions¹. This three-tier program offers stakeholders an opportunity to be involved at whatever level they feel most comfortable. Specific calls-to-action for each of the three-tiers are employed.

Measurements and benchmarks help us focus our work, track the progress of awareness and engagement efforts and make adjustments as needed, using tactics outlined in this plan. Outreach staff are working toward several benchmarks, including:

1. Individual staff will work to recruit 30 people at the Friend level per month.
2. As a team, move 25% of the total number of Friends recruited to Supporters each quarter (about 22 per quarter regionally).
3. As a team, move 12.5% of the total number of recruited Supporters to Champions each quarter (about 3 per quarter regionally).
4. Secure two referrals per month from a Friend for FTF to present to another group or to share information at an event or with another group or organization.
5. Secure two commitments per month from Supporters or Champions to represent FTF at outside events.

¹ See FTF FY14-16 Strategic Communications Plan for detailed information on tiered engagement program.

Regional Priority Audiences:

- Parents/Caregivers
- Preschool-12 Schools
- Public and Elected officials
- Faith-based organizations
- Business

Tactic: Presentations/Outreach Events

- Presentations, one-on-one or networking meetings in the community, and attending community events to share information about First Things First and the importance of early childhood health and development to raise overall awareness and recruit Friends, Supporters and Champions.

Alignment with State Goals:

- *Presentations, networking and event participation help to raise general awareness and identify and recruit Friends. Aligned with State Goal #1.*

Tactic: Success Stories

- Success stories demonstrating the impact of FTF-funded early childhood programs will be developed for newsletter use, media submission, and for distribution by grantees and supporters.

Alignment with State Goals:

- *Stories inspire action. Aligned with State Goals 1, 2 and 3.*

Tactic: Site Tours

- Site tours of FTF-funded early childhood programs will be organized to demonstrate the impact of early education, health and family support programs on young children. Invitees may include Friends, Supporters and Champions to further their commitment and, if appropriate, other community members and community leaders to raise their awareness.

Alignment with State Goals:

- *Site tours are one of the top tactics to motivate people to action. Attendees leave with a greater understanding of the importance of the early years. Additionally, this is a specific engagement “call to action”, moving a friend to a supporter. Aligned with State Goals 1 & 3.*

Tactic: Earned Media

- Earned media opportunities will be secured through multiple outlets including radio, television and print media (including local newspapers and newsletters). The purpose is to spread the word of the importance of early childhood, share FTF updates and events and share success stories highlighting the impact of FTF funded services in the lives of children and families.

Alignment with State Goals:

- *Earned media helps to raise general awareness and reach broad audiences in local regions. Aligned with State Goals 1, 2 & 3.*

Tactic: Speaker’s Trainings

- Trainings for Supporters and Champions to empower them to share consistent messages about early childhood and FTF which is fundamental to increasing awareness and engagement across the state of Arizona. The trainings also provide tools to support their efforts.
- The trainings include:
 - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
 - The Write Way- *Writing and Sharing Effective Impact Stories*

Alignment with State Goals:

- *Training helps support Supporters and Champions to take action and use key messages that are research-based and used statewide. Aligned with State Goals 1 & 2.*

Tactic: Informal Networking Event

- Informal networking events are an opportunity to broaden support among existing Supporters and Champions and help to mobilize and empower them to connect with others who share their interest in early childhood. Key Supporters and/or Champions may be asked to facilitate an informal networking event by hosting an event, planning an event, speaking at an event or inviting friends to an event.

Alignment with State Goals:

- *Informal networking events helps encourage Supporters and Champions that they are part of a larger effort. Aligned with State Goals 1 & 2.*

Community Awareness

A variety of educational reinforcement items are used to engage various audiences in the community when presenting, participating in events and conducting trainings.

- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF Supporters, Champions and community partners** who have attended a speaker's training will also be eligible to distribute educational reinforcements, and will work with the **Community Outreach Coordinator** to determine where and how these items will be used.

Community Outreach: Regional Partnership Council Role

1. Provides input and expertise in the development of the community outreach plan.
2. As our highest-level Champion, works with **Regional Directors** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach and Awareness strategies.

To assist Regional Partnership Council members with conducting outreach and awareness, Community Outreach Coordinators offer the following trainings:

- Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
- The Write Way- *Writing and Sharing Effective Impact Stories*

SFY 2014 La Paz/Mohave Financial Report

	Grantee Name	Contract Number	Contract Period	Total Allotment	Awarded	YTD Expense	Expense Variance	% of Award Expended	% of Allotment Expended	Reimbursement Activity		
										Pending	Paid (Last 30 Days)	
Community Awareness	Community Awareness Strategy			Strategy	\$30,000	\$30,000	\$10,982	\$19,018	36.6%	36.6%		
				Subtotal:								
	First Things First (FTF-Directed)	PSC-STATE-14-0651-01	07/01/2013-06/30/2014		\$30,000	\$10,982	\$19,018	36.6%				
	Community Outreach Strategy			Strategy	\$83,000	\$83,000	\$49,890	\$33,110	60.1%	60.1%		
				Subtotal:								
First Things First (FTF-Directed)	PSC-STATE-14-0652-01	07/01/2013-06/30/2014		\$83,000	\$49,890	\$33,110	60.1%					
Goal Area Subtotal:				\$113,000	\$113,000	\$60,872	\$52,128	53.9%	53.9%			
Coordination	Court Teams Strategy			Strategy	\$400,000	\$400,000	\$300,000	\$100,000	75.0%	75.0%		\$100,000
				Subtotal:								
	Mohave County Superior Court	GRA-RC006-13-0537-01-Y2	07/01/2013-06/30/2014		\$400,000	\$300,000	\$100,000	75.0%				\$100,000
	Goal Area Subtotal:				\$400,000	\$400,000	\$300,000	\$100,000	75.0%	75.0%		\$100,000
Evaluation	Needs and Assets Strategy			Strategy	\$42,000	\$33,075	\$11,068	\$22,007	33.5%	26.4%		-
				Subtotal:								
	University of Arizona	ISA-STATE-14-0643-01	07/01/2013-06/30/2014		\$33,075	\$14,270	\$18,805	43.1%				-
	First Things First (FTF-Directed)	PSC-STATE-14-0662-01	To Be Determined		-	(\$3,202)	\$3,202	0.0%				-
	Statewide Evaluation Strategy			Strategy	\$193,948	\$193,948	\$193,948	-	100.0%	100.0%		
				Subtotal:								
First Things First (FTF-Directed)	PSC-STATE-14-0669-01	07/01/2013-06/30/2014		\$193,948	\$193,948	-	100.0%				-	
Goal Area Subtotal:				\$235,948	\$227,023	\$205,016	\$22,007	90.3%	86.9%			
Family Support	Home Visitation Strategy			Strategy	\$1,200,000	\$1,114,006	\$710,712	\$403,295	63.8%	59.2%	\$27,630	\$100,837
				Subtotal:								
	Arizona Department of Economic Security	ISA-MULTI-14-0636-01	07/01/2013-06/30/2014		\$17,914	\$13,641	\$4,273	76.1%				
	Arizona's Children Association	FTF-RC006-13-0356-08-Y2	07/01/2013-06/30/2014		\$420,589	\$223,760	\$196,829	53.2%			\$27,630	
	Child and Family Resources Inc.	FTF-RC006-13-0356-04-Y2	07/01/2013-06/30/2014		\$389,492	\$273,451	\$116,041	70.2%				\$54,906
	The Learning Center for Families	FTF-RC006-13-0356-01-Y2	07/01/2013-06/30/2014		\$286,011	\$199,859	\$86,152	69.9%				\$45,932
	Goal Area Subtotal:				\$1,200,000	\$1,114,006	\$710,712	\$403,295	63.8%	59.2%	\$27,630	\$100,837
Health	Child Care Health Consultation Strategy			Strategy	\$51,926	\$51,926	\$19,762	\$32,165	38.1%	38.1%		\$1,769
				Subtotal:								
	First Things First (FTF-Directed)	PSC-STATE-14-0649-01	07/01/2013-06/30/2014		\$3,188	\$3,188	-	100.0%				
	Maricopa County Dept of Public Health	GRA-STATE-14-0631-01	07/01/2013-06/30/2014		\$1,093	\$202	\$892	18.4%				



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										Pending	Paid (Last 30 Days)
	Pima County Health Department	GRA-STATE-13-0525-01-Y2	07/01/2013-06/30/2014		\$1,988	\$1,418	\$570	71.3%			\$161
	University of Arizona	GRA-STATE-14-0632-01	07/01/2013-06/30/2014		\$45,657	\$14,953	\$30,704	32.8%			\$1,608
	Family Support – Children with Special Needs Strategy			Strategy Subtotal:	\$150,000	\$150,000	\$101,911	\$48,089	67.9%	67.9%	\$8,676
	Child and Family Resources Inc.	FTF-RC006-13-0354-02-Y2	07/01/2013-06/30/2014		\$150,000	\$101,911	\$48,089	67.9%			\$8,676
	Goal Area Subtotal:				\$201,926	\$201,926	\$121,672	\$80,254	60.3%	60.3%	\$10,445
Professional Development	Community-Based Professional Development ECE Professionals Strategy			Strategy Subtotal:	\$400,000	\$400,000	\$225,708	\$174,292	56.4%	56.4%	\$31,558
	Association for Supportive Child Care	FTF-RC006-13-0375-01-Y2	07/01/2013-06/30/2014		\$400,000	\$225,708	\$174,292	56.4%			\$31,558
	Scholarships TEACH Strategy (Funded with Statewide Funds)			Strategy Subtotal:	\$0	-	-	-	0.0%	0.0%	
	Goal Area Subtotal:				\$400,000	\$400,000	\$225,708	\$174,292	56.4%	56.4%	\$31,558
	Quality and Access	Expansion: Increase slots and/or capital expense Strategy			Strategy Subtotal:	\$264,300	\$264,300	\$198,225	\$66,075	75.0%	75.0%
Arizona Department of Education		ISA-RC006-13-0625-01-Y2	07/01/2013-06/30/2014		\$264,300	\$198,225	\$66,075	75.0%			
Family, Friends & Neighbors Strategy			Strategy Subtotal:	\$100,000	\$100,000	\$73,052	\$26,948	73.1%	73.1%	\$3,979	
Association for Supportive Child Care		FTF-MULTI-13-0406-01-Y2	07/01/2013-06/30/2014		\$100,000	\$73,052	\$26,948	73.1%			\$3,979
Quality First Academy Strategy			Strategy Subtotal:	\$21,817	\$18,125	\$8,774	\$9,351	48.4%	40.2%		
Southwest Human Development		FTF-STATE-14-0431-03	07/01/2013-06/30/2014		\$18,125	\$8,774	\$9,351	48.4%			
Quality First Child Care Health Consultation Warmline Strategy			Strategy Subtotal:	\$994	\$994	\$479	\$515	48.2%	48.2%	\$159	
University of Arizona Cooperative Extension		GRA-STATE-14-0629-01	07/01/2013-06/30/2014		\$994	\$479	\$515	48.2%			\$159
Quality First Coaching & Incentives Strategy			Strategy Subtotal:	\$326,082	\$326,082	\$244,399	\$81,684	74.9%	74.9%		
Valley of the Sun United Way		FTF-STATE-14-0427-02	07/01/2013-06/30/2014		\$326,082	\$244,399	\$81,684	74.9%			
Quality First Inclusion Warmline Strategy			Strategy Subtotal:	\$4,852	\$4,852	\$2,521	\$2,330	52.0%	52.0%	\$286	
Southwest Human Development		FTF-STATE-13-0426-01-Y2	07/01/2013-06/30/2014		\$4,852	\$2,521	\$2,330	52.0%			\$286
Quality First Mental Health Consultation Warmline Strategy			Strategy Subtotal:	\$4,990	\$4,990	\$3,671	\$1,319	73.6%	73.6%	\$750	



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Grantee Name	Contract Number	Contract Period	Total Allotment	Awarded	YTD Expense	Expense Variance	% of Award Expended	% of Allotment Expended	Reimbursement Activity	
									Pending	Paid (Last 30 Days)
Southwest Human Development	FTF-STATE-13-0344-02-Y2	07/01/2013-06/30/2014		\$4,990	\$3,671	\$1,319	73.6%			\$750
Quality First Pre-K Mentoring Strategy		Strategy	\$78,507	\$78,507	\$78,507	-	100.0%	100.0%		\$19,656
		Subtotal:								
Arizona Department of Education	ISA-MULTI-13-0487-01-Y2	07/01/2013-06/30/2014		\$78,507	\$78,507	-	100.0%			\$19,656
Quality First Pre-K Scholarships Strategy		Strategy	\$1,365,583	\$1,245,242	\$934,125	\$311,117	75.0%	68.4%		
		Subtotal:								
Valley of the Sun United Way	FTF-STATE-14-0440-02	07/01/2013-06/30/2014		\$1,245,242	\$934,125	\$311,117	75.0%			
Quality First Scholarships Strategy		Strategy	\$450,948	\$450,948	\$287,311	\$163,637	63.7%	63.7%		-
		Subtotal:								
Valley of the Sun United Way	FTF-STATE-14-0440-01	07/01/2013-06/30/2014		\$450,948	\$287,311	\$163,637	63.7%			-
Quality First Warmline Triage Strategy		Strategy	\$1,941	\$1,941	\$1,462	\$478	75.4%	75.4%		\$161
		Subtotal:								
Southwest Human Development	FTF-STATE-13-0351-02-Y2	07/01/2013-06/30/2014		\$1,941	\$1,462	\$478	75.4%			\$161
Goal Area Subtotal:			\$2,620,014	\$2,495,981	\$1,832,527	\$663,454	73.4%	69.9%	-	\$24,992
Overall Total:			\$5,170,888	\$4,951,937	\$3,456,507	\$1,495,430	69.8%	66.8%	\$27,630	\$267,833