



FIRST THINGS FIRST

Ready for School. Set for Life.

AGENDA ITEM: Meeting Minutes

BACKGROUND: Meeting minutes of the May 16, 2014 Regular Meeting are included for review and possible approval.

RECOMMENDATION: The Regional Director recommends review and approval of the May 16, 2014 Regular Meeting minutes.



Arizona Early Childhood Development & Health Board
Gila Regional Partnership Council
Regular Meeting Minutes of May 16, 2014

Call to Order, Welcome and Roll Call

The Gila Regional Partnership Council Regular Meeting was held on Friday, May 16, 2014 at Besh Ba Gowah 1324 South Jesse Hayes Road Globe, Arizona 85501.

Regional Council Chair Yale called the meeting to order at approximately 10:08 a.m.

Regional Council Members in attendance:

Audrey Opitz, Ann Tolman, Debby Bunney, Kayla Van Cleve, Sharri Moody, Sherry Dorathy and Sue Yale (telephonic)

Regional Council Members not in attendance:

Carol Welsh, Diane Bricker, Fernando Shipley and Tashina Smith

Meeting Minutes

Vice Chair Tolman presented the minutes of the April 18, 2014 – Regular Meeting.

A motion was made by Member Moody to approve the meeting minutes as presented, seconded by Member Dorathy. Motion carried 7-0.

Call to the Public

Vice Chair Tolman announced the Call to the Public, there was no response.

Declarations of Conflict of Interest

Vice Chair Tolman requested Regional Council Members review the meeting agenda and declare any possible conflicts of interest at this time. Member Dorathy declared a conflict of interest with agenda item #5a and recused herself from any discussion and vote due to her employment by the district and overseeing of the preschool. Member Van Cleve declared a conflict of interest with agenda item #5b and recused herself from any discussion and vote due to her employment by the district.

FY2015 Expansion Strategy Government to Government Agreements

A. Miami Unified School District

Hazel Chandler, Gila Regional Director presented the Expansion strategy government to government agreement with Miami Unified School District. The agreement proposes \$40,000 to provide furniture, classroom materials, curriculum, licensure and supplies to open an additional classroom to provide full day early learning and child care to approximately 20 children ages three and four. Their sustainability plan includes funding from Quality First scholarships, parent fees, D.E.S. assistance and funding through A Stepping Stone.

A motion was made by Member Bunney that the Gila Regional Partnership Council approves the government to government agreement with Miami Unified School District for the Expansion strategy and move Expansion strategy funding from SFY2014 to SFY2015 in the amount of \$40,000 for the contract period of July 1, 2014 – June 30, 2015, seconded by Member Opitz. Motion carried 6-0-1. Member Dorathy abstained from voting due to conflict of interest.

B. Globe Unified School District

Ms. Chandler presented the Expansion strategy government to government agreement with Globe Unified School District. The agreement proposes \$35,000 to provide initial staffing, furniture, classroom materials, curriculum, licensure and supplies to open an additional classroom to provide full day early learning and child care to approximately 20 children ages three and four. Their sustainability plan includes funding from Quality First scholarships, parent fees and D.E.S. assistance.

A motion was made by Member Bunney that the Gila Regional Partnership Council approves the government to government agreement with Globe Unified School District for the Expansion strategy and move Expansion strategy funding from SFY2014 to

SFY2015 in the amount of \$35,000 for the contract period of July 1, 2014 – June 30, 2015, seconded by Member Moody. Motion carried 6-0-1. Member Van Cleve abstained from voting due to conflict of interest.

FY2015 Community Based Training – Parent Education Government to Government Agreements

Ms. Chandler announced that there are two pending agreements for this strategy. Tonto Basin School District has submitted their government to government agreement and Hayden/Winkleman School District’s agreement will be presented at the June Regular Meeting. Tonto Basin School District is proposing a center based parent education program for parents, grandparents, caregivers, kith and kin providers and their children ages two and three. The program will use the Love and Logic curriculum as in the other Community Based Training – Parent Education grantees and will be implemented by a teacher who implemented at the Pine/Strawberry program.

A motion was made by Member Bunney that the Gila Regional Partnership Council approves the government to government agreement with Tonto Basin School district in the amount of \$12,000 for the Community Based Training – Parent Education strategy for the contract period of July 1, 2014 – June 30, 2015, seconded by Member Van Cleve. Motion carried 7-0.

SFY2016 – 2018 Strategic Direction

Ms. Chandler informed the Regional Council that the First Things First State Board will be discussing regional allocations at upcoming meetings. The Regional Council allocation will be decreased by approximately 30% for the next three years, but will be stable in future years. Requests were made at the Chair and Vice Chair meeting that the State Board should not determine how Regional Council’s reduce funding allocations. Due to these drastic reductions, Ms. Chandler requested that the progress of current strategies be discussed at the June Regional Council meeting as well as the draft Needs and Assets Report. All future meetings will have strategic planning discussions as the funding plan needs to be prepared. Member Dorothy requested that community meetings be held with all programs aimed at ages zero through five to see what services are available in the region.

Regional Partnership Council Member Updates

Member Moody informed the Regional Council that the council member interviews went extremely well and that she presented First Things First Gila Regional Partnership Council information to a church group of 25 women.

Regional Director’s Report

Ms. Chandler reviewed the report and provided updates to the Regional Council.

Next Regional Partnership Council Meeting

The next Regional Council Meeting will be held on Friday, June 20, 2014 at the Tonto Apache Tribal Chambers Highway 87 Mile Marker 251 Payson, Arizona 85541 from 10:00 a.m. – 1:00 p.m.

Adjournment

Vice Chair Tolman adjourned the meeting at 11:21 a.m.

Gila Regional Partnership Council

Gila Regional Partnership Council

Ann Tolman, Vice Chair
Dated this 20th day of June 2014

Hazel Chandler, Regional Director
Dated this 20th day of June 2014



FIRST THINGS FIRST

Ready for School. Set for Life.

AGENDA ITEM: Quality First

BACKGROUND: The Regional Council has been funding Quality First for the last five years. As we move into the sixth funding year an overview of the program is provided to facilitate future funding plan discussions. Presentations from two Quality First Centers will be provided to help the Regional Council members understand the impact of the program.

RECOMMENDATION: This document is being presented for information and discussion purposes only.

Quality First Overview for FY2015

STRATEGY SUMMARY:

Quality First is Arizona's voluntary quality improvement and rating system designed to improve the quality of early care and education so that young children can begin school safe, healthy and ready to succeed. Quality First does not duplicate or replace, but builds upon state licensing regulations, addressing multiple aspects of early care and education through research-based indicators of quality.

Quality First is a multiyear strategy. Programs that provide care for children birth to age five and are regulated and in good standing with Arizona Department of Health Services (DHS), Department of Economic Security (DES), Tribal Authority or Military Government are eligible to participate in Quality First and are enrolled in Quality First throughout the fiscal year as funding is available. Programs are considered to be in good standing when their license/certificate is not in open enforcement action (legal action status), suspended or revoked.

Quality First addresses the cost of quality by providing **continuous enrollment** for eligible centers and family child care homes. This means that Quality First participating child care centers and family child care homes may remain enrolled in Quality First until:

- Program determines they will no longer participate
- Program is no longer eligible due to regulatory status
- Program is terminated due to corrective action or non-compliance with Quality First enrollment agreement
- Funding is no longer available to support participation

Enrollment Funding Options

Regional Councils may fund two types of enrollment options: **Full Participation** or **Rating Only Participation**.

1. **Full Participation** includes the following program components of Quality First:
 - a. Coaching
 - b. Financial incentives
 - c. Licensure fee assistance
 - d. Quality First Scholarships (*Full Participation can be funded without scholarships in Tribal Regions and for programs that typically receive funding to support program operations - i.e. Head Start, Title 1 and IDEA programs*).
 - e. T.E.A.C.H. Early Childhood Arizona® Scholarships
 - f. Program assessment/calculation of Quality First Rating
 - g. Child Care Health Consultation
 - h. Specialized technical assistance warmline in Health, Mental Health and Inclusion of Children with Special Needs

Full Participation is an enrollment option available for **all** eligible early learning programs that serve children birth through age five that are regulated and in good standing.

2. **Rating Only Participation** includes the following components of Quality First (Rating Only programs are required to have a 3-5 Star Rating):
 - a. Program assessment/calculation of Quality First Rating
 - b. 24 hours of coaching over the course of the fiscal year
 - c. Specialized technical assistance warmline in Health, Mental Health and Inclusion of Children with

Special Needs

- d. Quality First Scholarships (*Rating Only Participation can be funded without scholarships in Tribal Regions and for programs that typically receive funding to support program operations - i.e. Head Start, Title 1 and IDEA programs*)

Program Components

On-site coaching provides individualized technical assistance and quality improvement support for Full Participation and Rating Only programs. Coaching caseloads (average ratio 1:10) provide a differentiated coaching model determined by the Star Rating, with higher intensity supports at the 1 and 2-Star levels to move the Quality Improvement Plan forward, and less coaching intensity at the 3, 4 and 5 Star levels to prepare for Quality First Rating and continuous quality improvements.

Financial incentives assist programs in achieving quality improvement goals and meeting best practices. Financial incentives are available for Full Participation programs at a 1 and 2 Star Rating. Financial incentives are determined by the provider type (center or home) and size of program as identified by the licensed capacity of children birth through age five. Programs will access financial incentives with support from their coach to purchase materials, improve facility equipment and supplement professional development opportunities as prioritized by quality improvement planning. ***In Fiscal Year 15 programs who have a Quality First Rating of a 3, 4, or 5 will receive their financial incentives through Quality First Scholarships.*** The scholarship numbers that each program will receive are based on Star Rating and the size of the program. **Note: Quality First Scholarships are being reevaluated for FY2016-2018. More information will be available within the next month or so.**

Licensure Fee assistance is a financial component available for Full Participation programs regulated by the Department of Health Services. Quality First builds on the health and safety standards regulated by the Arizona Department of Health Services. Fifty percent of each Quality First provider's child care licensing fee, which is required every 3 years, will be paid through an agreement between FTF and DHS.

Quality First Scholarships are a significant component of the financing model, providing access to quality early care settings for low-income children. Quality First Scholarships will be available for all enrolled Full Participation programs who achieve a Quality First Rating of 2, 3, 4 or 5. ***In FY 16 Quality First Scholarships will be available only to 3, 4, or 5 Quality First rated programs. The numbers of scholarships are determined by the program size and Quality First Rating.*** Higher quality programs receive more scholarships and a higher reimbursement for each scholarship. Rating Only programs have the opportunity to apply for Quality First Scholarships if the region funds additional Quality First Scholarships above the Quality First "Base."

T.E.A.C.H. Early Childhood Arizona® Scholarships provide higher education professional development opportunities for all staff in Quality First enrolled programs. Every program in Quality First (Full Participation and Rating Only) has priority access to a statewide pool of T.E.A.C.H. Arizona scholarships as available. T.E.A.C.H. specialists are assigned in each regional area to provide assistance with application submission for T.E.A.C.H. scholarships.

Program Assessments are used to determine the quality of programs in both Full Participation and Rating Only. Three assessment tools are used in the calculation of a Quality First Rating:

1. Environment Rating Scales (ERS) measure the quality of the environment
2. Classroom Assessment Scoring System (CLASS) measure the quality of the interactions between adults and children

3. Quality First Points Scale Assessment assesses three additional evidenced-based areas including staff qualifications, administrative practices and curriculum / child assessment

Quality First assessors are trained to reliability on assessment tools through a rigorous 12 week training process. Assessors reach and maintain a reliability level of .85 on all Environmental Rating Scales and a .80 on the Classroom Assessment Scoring System. To assure reliability is maintained, assessor supervisors conduct reliability checks on every 10th assessment. Assessors who are unable to demonstrate reliability at the required levels are removed from assessment activities, provided additional training and do not conduct assessments until reliability has been re-attained.

Quality First Ratings are calculated for all enrolled programs in both Full Participation and Rating Only Participation as determined by the program assessment (*see attached rating scale*). The publication of the Quality First Rating is determined by the program's assessment cycle:

- Grandfathered programs (programs enrolled before July 1, 2012) receive a public rating on their 3rd assessment cycle.
- All programs entering Quality First after July 1, 2012 will have a public rating at their 2nd assessment cycle.
- Programs will have the option to publicize ratings at any assessment cycle if they choose by completing a Request for Public Rating form.

Child Care Health Consultation (CCHC) is available on-site to all enrolled Full Participation programs in Quality First. Child Care Health Consultants may provide onsite technical assistance and training as requested by coach and provider. There are three levels of service a Quality First Provider might receive based on the availability of the CCHC within the region:

- Tier One: Programs receive technical assistance via phone consultation with a trained CCHC. At this level, there is an opportunity for staff to participate in Health Champion training.
- Tier Two: Programs receive short term, on-site expert health advice to address a specific need. At this level, there is an opportunity for staff to participate in Health Champion training.
- Tier Three: Programs receive individualized, intensive, ongoing consultation services, including a health and safety assessment. At this level, there is an opportunity for staff to participate in Health Champion training.

Some changes are anticipated for Child Care Health consultation for FY2016-2018

Specialized Technical Assistance is a component of Quality First that makes available phone consultation to all Quality First coaches and providers in the areas of health, mental health and inclusion of children with special needs.

Program Enrollment

Programs are enrolled throughout the fiscal year on a five week selection cycle based on expansion funding or current vacancies. The selection schedule is created at the beginning of each fiscal year and is determined by selecting first in regions that have programs on the waitlist to fill the slots available and selecting in regions without a wait list later in the year. As programs decline or disenroll, these vacated slots are refilled in the current fiscal year in the five week selection cycles.

Quality First Outreach/Marketing:

- Quality First applications are accepted at any time and are available on the Quality First Website <http://www.qualityfirstaz.com/providers/apply-to-quality-first/>

- The Quality First website, www.QualityFirstAZ.com, offers families and providers information about Quality First enrolled programs and their public ratings.
- Designated contact information for all Quality First external users:
Email: qualityfirst@azftf.gov **Helpline:** (602) 771-5000 **Toll Free:** 1-877-803-7234

Gila Quality First Program Full Participation

Participating Centers

Payson Christian Child Care	614 W. Frontier St., Payson, AZ 85541	Phone 928-474-8050
Community Presbyterian Church	800 W. Main, Payson, AZ 85541	Phone 928-474-4637
Copper Rim Pre-School	1600 E. Mesquite, Globe, AZ 85501	Phone 928-402-5800
Karen’s Care Bears	103 W. Roundup Rd, Payson, AZ 85541	Phone 928-474-5273
Safe Haven	200 E. Tyler Parkway, Payson, AZ 85541	Phone 928-468-6924
Miami Vandals Pre-School	4739 Rangus Rd., Miami, AZ 85539	Phone (928) 425-3271

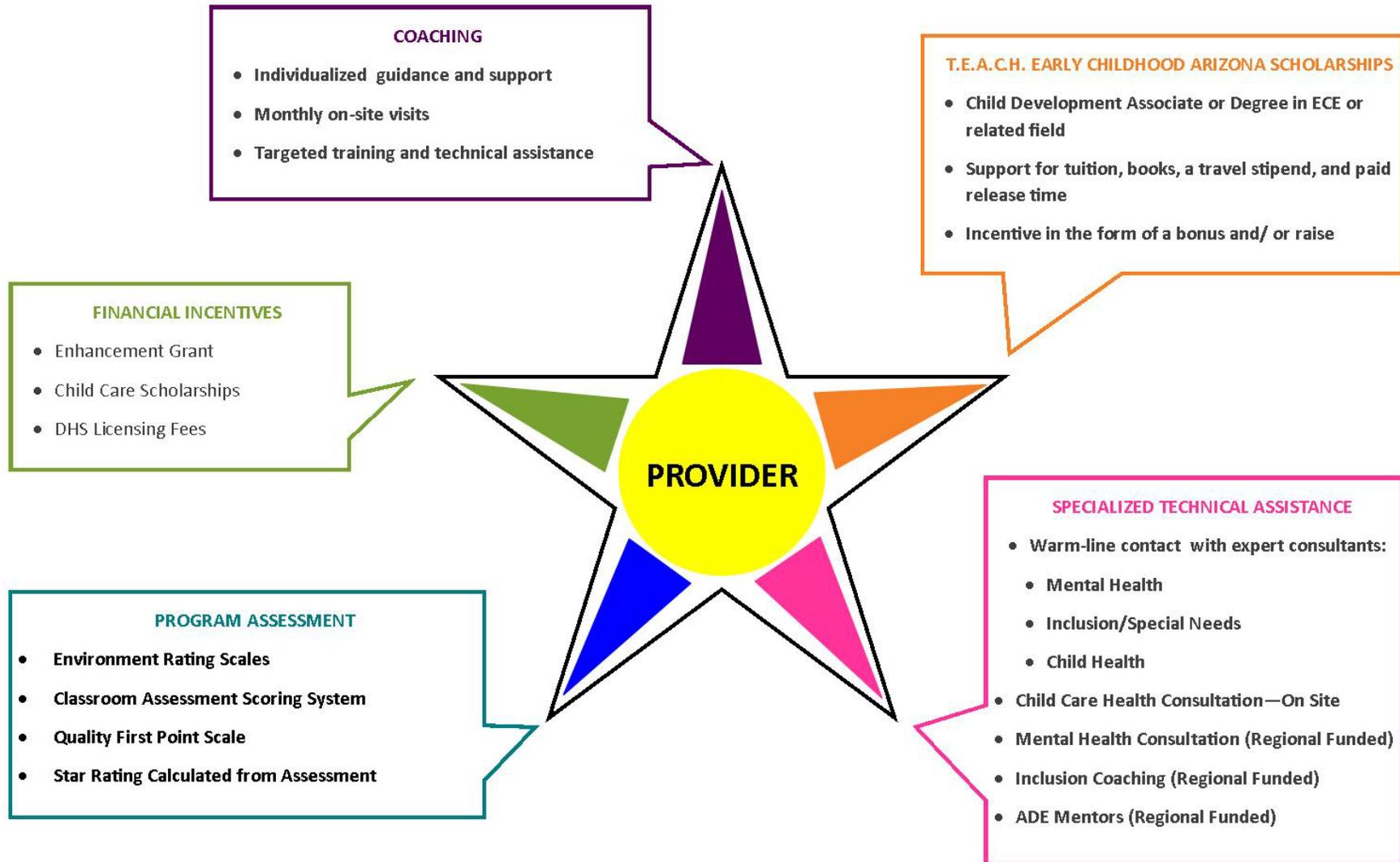
Participating Homes

Amy’s Daycare	503 E. McKamey St, Payson, AZ 85541	Phone 928-468-8797
Rhonda’s Child Care	561 W. Banker Ave, Globe, AZ 85501	Phone 928-468-8797
Sylvia’s Pre-School	155 Azul Lane, Globe, AZ 85501	Phone 928-402-9292

Rating Only – Potential Sites for FY2015

- Head Start – Miami
- Head Start – Globe
- Head Start – Payson
- Pine/Strawberry School District
- Hayden/Winkelman School District

Note: Miami Vandals Pre-school was originally slated for potential rating only. They are now fully participating in quality first.





STAR RATINGS

RISING STAR



Committed to quality improvement

PROGRESSING STAR



Approaching quality standards

QUALITY



Meets quality standards

QUALITY PLUS



Exceeds quality standards

HIGHEST QUALITY



Far exceeds quality standards

ERS Average Program Score 1.0 – 1.99	ERS Average Program Score 2.0 – 2.99	ERS Average Program Score 3.0 – 3.99 <i>No classroom score below 2.5</i>	ERS Average Program Score 4.0 – 4.99 <i>No classroom score below 3.0</i>	ERS Average Program Score 5.0 and above <i>No classroom score below 3.0</i>
CLASS™ Average Program Score N/A	CLASS™ Average Program Score N/A	CLASS™ Average Program Score (ES) (CO) (IS) 4.5 4.5 2.0	CLASS™ Average Program Score (ES) (CO) (IS) 5.0 5.0 2.5	CLASS™ Average Program Score (ES) (CO) (IS) 6.0 6.0 3.0
Quality First Points Scale N/A	Quality First Points Scale N/A	Quality First Points Scale <i>6-point minimum</i> (SQ) (AP) (CA) 2 2 2	Quality First Points Scale <i>10-point minimum</i> (SQ) (AP) (CA) 2 2 2	Quality First Points Scale <i>12-point minimum</i> (SQ) (AP) (CA) 4 4 4

ERS = Environment Rating Scales
 ECERS: Early Childhood Environment
 ITERS: Infant/Toddler Environment
 FCCERS: Family Child Care Environment

CLASS™ = Classroom Assessment Scoring System™
 ES: Emotional Support Domain
 CO: Classroom Organization Domain
 IS: Instructional Support Domain

Quality First Points Scale
 SQ: Staff Qualifications
 AP: Administrative Practices
 CA: Curriculum and Assessment



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- AGENDA ITEM:** FY2015 Community Based Training – Parent Education Government to Government Agreement
- BACKGROUND:** The Regional Council has approved expanding the Community Based Training Parent Education – Rural Schools program to include the Tonto Basin and Hayden/Winkelman School Districts in the FY2015 funding plan. The Regional Council chose the funding mechanism of a government to government agreement with Tonto Basin School District and Hayden/Winkelman School District to implement this strategy. Tonto Basin School District government to government agreement was approved at the May meeting.
- RECOMMENDATION:** The Regional Director recommends review and approval of the government to government agreement with the Hayden/Winkelman School District for FY2015.

Government to Government Agreement Recommendations

Grantee	Proposed Program	Target Service Numbers	Research on Program	Recommendation
<p>Hayden Winkelman Unified School District</p> <p>GRA-RC004-15-0707-01</p>	<p>The community based parent education program proposed by the Hayden/Winkelman will provide a center-based parent education play-based program for parents, grandparents, caregivers, kith and kin providers and their children focusing on families with children age birth to five. The NPP includes components for both families and their children. The proposed program will run four eight week sessions during the school year meeting for two hours twice a week. Parents will participate in parent education as well as interact with their children in the pre-k classroom. The program will operate when the pre-k is not in session.</p>	<p>Program will serve parents, grandparents, kith and kin providers and other caregivers and their children. The Target numbers are 10 unduplicated adults with at least 10 adults completing a series of sessions.</p>	<p>The Nurturing Parenting Programs are designed to empower individuals and families with new knowledge, beliefs, strategies and skills to make good and healthy lifestyle choices. The goal of prevention-education is to empower. Programs at this level are generally short-term approximately 5 to 18 sessions (dosage) in length.</p> <p>Nurturing Parenting Programs are included in SAMHSA's National Registry of Evidence-Based Programs and Practices, and are building Protective Factors for families.</p> <p>The program has significant research base for primary preventions as well Programs (NPP) are strength-based and designed to help families replace negative patterns with new, positive, nurturing patterns. The program is based on four core principals designed to strengthen families and provide protective factors to children and their families. The core factors are as follows:</p> <p>Parental Resilience: NPP builds resilience by helping parents develop a positive self-concept</p>	<p>Approval of Government to Government agreement in the amount of \$12,000 with a contract term of August 1, 2014 to June 30, 2015. This contact may be renewed for two additional years. The renewal periods are as follows:</p> <ul style="list-style-type: none"> • 1st renewal period: July 1, 2015 – June 30, 2016 • 2nd renewal period: July 1, 2016 – June 30, 2017 <p>Note: Need to add</p>

Government to Government Agreement Recommendations

			<p>and respond with empathy to their children as well as to themselves. Anger management, stress management and emotional regulation are emphasized. In addition, parents are encouraged in each lesson to consider the impact of their own childhood experiences on their current thoughts and behaviors.</p> <p>Social Connections: Through group-based sessions that are often tailored to families in a specific cultural group and/or geographic area, and by encouraging parents to involve family members and significant others in home-based services, NPP promotes the development and strengthening of social connections. The bond between parent and NPP facilitator also serves to model what a healthy, collaborative, nurturing relationship looks like. Parents can apply that in their parenting as well as in their family, friendship and romantic relationships.</p> <p>Knowledge of Parenting and Child Development: Building knowledge of parenting and child development is a primary focus of NPP. The parenting content in NPP emphasizes the importance of cooperative, empathic relationships with children and “discipline with dignity.” Programs</p>	
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Government to Government Agreement Recommendations

			<p>structured around the age of the child allow for the delivery of relevant information on brain development, ages and stages and other child and youth development topics. The goal is to develop appropriate expectations among parents.</p> <p>Concrete Support in Times of Need: NPP uses a wraparound approach to ensure that families are getting the support they need, particularly when referred to the program by social services. The Nurturing Skills Competency Scale is used to identify needed concrete supports in six areas.</p> <p>Social and Emotional Competence of Children: Children participate in activities that parallel what their parents are learning in their own NPP sessions, run by trained facilitators. A focus is on how to use “personal power” in a positive way. Children learn age-appropriate emotional regulation and relationship skills.</p>	
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- AGENDA ITEM: FY2014 Grantee Presentations
- BACKGROUND: The Regional Council has requested that grantees provide program updates approximately twice a year.
- RECOMMENDATION: This is provided for informational and discussion purposes only.



FIRST THINGS FIRST

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AGENDA ITEM: Needs and Assets

BACKGROUND: The First Things First statutes require that a Regional Needs and Assets report be completed every two years. In February 2013 the Regional Council approved University of Arizona – Norton School as the vendor to complete this report. Norton School has been working on this report and presented a rough draft of data in April 2014. The final draft was received in early June. The Regional Council and staff will review this report and provide comments to Norton School. These comments will be included in the final report which will be available in late July and will need to be approved by the Regional Council at the August meeting. Final approved reports are due to the State Board by September 1, 2014.

RECOMMENDATION: Norton School staff will attend the meeting and be available for questions or comments. It is recommended that Regional Council members review this document prior to the meeting to determine if they have questions or comments. Final comments need to be submitted to the Regional Director no later than June 26, 2014.



FIRST THINGS FIRST

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2014 Needs & Assets Timeline

Month	Tasks
February 2013	<ul style="list-style-type: none">Regional Council selects Needs & Assets vendor
April – June 2013	<ul style="list-style-type: none">Contract negotiated
July 2013	<ul style="list-style-type: none">Contract awarded
November 2013	<ul style="list-style-type: none">Tribal permission for data collected
June 2014	<ul style="list-style-type: none">Draft report is writtenRegional Director reviews reportRegional Council reviews reportChanges are made by vendor
July 2014	<ul style="list-style-type: none">Regional Council reviews changesFinal Needs & Assets report presentedFinal report formatted
August 2014	<ul style="list-style-type: none">Regional Council approves final Needs & Assets Report



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AGENDA ITEM: Community Outreach and Awareness

BACKGROUND: For SFY2015 the Gila Regional Partnership Council set aside \$13,000 for Community Awareness activities. A Community Awareness budget must be submitted to First Things First administration for approval each year. This year Regional Councils are also encouraged to submit a Community Outreach and Awareness plan. This is required for Regional Councils that have separate community outreach staff, but optional for regions like Gila that do not have outreach staff.

RECOMMENDATION: This is being presented for discussion and input. The Community Outreach plan will be further developed and will be presented at a future meeting.



FY14-FY16 Statewide Strategic Communication Plan Goals

Statewide 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.

Regional Priority Audiences:

Statewide:

Gila:

- Families (targeted messages)
- Churches
- Retired community members
- Collaboration with Schools

Tactic: Presentations/Outreach Events

Statewide

- 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.

Gila

Current:

Network Meetings:

- Safe Kids Coalition
- Southern Gila County Networking Group
- Payson Networking Group
- Hayden/Winkelman Networking Group
- Read On Stakeholders Groups – Globe/Miami and Northern Gila
- Early Childhood Network Meeting (Globe/Miami)
- Best for Babies (Payson)
- EQUIP Meetings (Payson)

- Freeport McMoRan Community Stakeholders Group
- Read On – Globe/Miami Stakeholders Group
- Read On – Northern Gila Stakeholders Group

Events

- STEM – Globe/Miami
- STEM – Payson
- Kindergarten Round-up – Globe/Miami
- Gila County Fair
- Cobre Valley Health Fair
- Mogollon Health Alliance – Health Fair
- Hayden/Winkelman Health Fair
- Read On Events
- Health and Fitness event – Potential (May be combined with Cobre Valley Health Fair.)

Community Presentations

- Payson Ministerial Association
- Globe/Miami Ministerial Association
- Methodist Church Group
- Rotary
- Lions

Potential

- Community Forums/Strategic Planning Sessions

Tactic: Success Stories

Statewide:

- 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.

Gila:

- Collect current success stories from each of the grantees – At least two to three per grantee including Quality First.
- Collect pictures from grantees with releases to allow the pictures to be used in newsletter, media and other distribution.
- Develop a video that shows the impact of programs.

Tactic: Site Tours

Statewide:

- 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.
- 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.

Gila Ideas:

Tactic: Earned Media

Statewide:

- 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. Earned media helps to raise general awareness and reach broad audiences in local regions.

Gila: Current

- Read On Articles
- Week of the Young Children – Series

Media Ideas

- Back to School – Series
- Health and Nutrition – Series
- Radio – Open Line
- Potential PSA – KIKO and other radio stations

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*

Gila:

- Work with the State Community Outreach and Awareness staff to schedule training in Globe/Miami and Payson.

Tactic: Informal Networking Event

Statewide:

- 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.

Gila ideas:

DRAFT



FIRST THINGS FIRST

Community Awareness Budget FTF Directed Strategy

Gila RPC
SFY 2015

Total Community Awareness Budget: \$ 13,000.00

Budget Category		Total Cost	Finance use below
CONTRACTED SERVICES	REPORT CATEGORY	\$ -	
FTF Hosted Event	Other Professional & Outside Services		6299
OTHER OPERATING EXPENSES	REPORT CATEGORY	\$ 13,000.00	
ACI folders, OfficeMax, Born Learning, printing by External Vendor	External Printing	\$ 1,305.00	7472
Community Awareness Equipment (cart, table, chair, etc.)	Office Supplies	\$ 247.00	7321
Community Awareness Supplies (educational, craft project, etc.)	Other Office Supplies	\$ 500.00	7381
ERI, Branded Items, Brown & Bigelow, Engagement Wheel	Entertainment & Promotional Items	\$ 3,603.00	7521
Event Sponsorships (\$), Media	Advertising	\$ 1,000.00	7461
FTF Hosted Event (event participation)	Conference Registration/Attendance Fees		7455
Printing of materials by FTF internal copier	Internal Printing		7471
Rent conference/meeting room	Rent of Facilities		7229
Children's Books	Books, Subscriptions, Publications	\$ 6,345.00	7541
Specify here if not listed above:			7599
Total Award:		\$ 13,000.00	

Budget Narrative: for each line item above, provide description below of the activities and rationale for funding level

CONTRACTED SERVICES	
FTF Hosted Event	
OTHER OPERATING EXPENSES	
ACI folders, OfficeMax, Born Learning, printing by External Vendor	This will include printing targeted materials for parent outreach and awareness. An example might include a Tot Trot event that will be co-sponsored by Cobre Valley Hospital and FTF to raise awareness around the Healthy Weight Benchmark. Another example might be materials on early literacy to support the Read On Community Collaboration. Funding for printing of posters/banners/brochures/flyers, etc. for events is also included. Materials will also be used for Week of the Young Child events in 2015 as well as other events throughout the year. Total \$1,305.00
Community Awareness Equipment	New table cloth - \$247
Community Awareness Supplies	Art supplies, planting supplies for Week of the Young Child events, STEM Fairs and Kindergarten Round-up. Total \$500
ERI, Branded Items, Brown & Bigelow, Engagement Wheel	Engagement Wheel (\$269.00) to use at events in the community. FTF-branded educational reinforcement items will be purchased over the course of the year to be utilized at community events such as: Head Start Resource Fairs, Health and Safety Fairs, and other parades and community events, Gila County Fair, Payson Round-up in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Order will include book labels: 3,500 at \$0.35 each, jumbo crayons: 600 at \$0.75 each, 1,000 Shopping Bags at \$1.44 each, 300 Magnetic Message Boards at \$.73 each. Total \$3,603
Event Sponsorships (\$), Media	\$1,000 has been set aside for event sponsorships. As the Strategic Initiatives and community collaboration activities move forward opportunities are expected to arise that would warrant FTF to become an event sponsor.
FTF Hosted Event	
Rent conference/meeting room	
Children's Books	3,000 books at \$2.00 per book (plus shipping) to be distributed at: Pre-K/Head Start events (500), community fairs (400), ECE-related events (300), hosted tables such as Cobre Valley Regional Health Fair (100), STEM Fair, Payson (200), Globe (200), STEM Earth Day Project (600), Payson Regional Health Fair (200), Kindergarten Roundup Payson (200) and Globe (300) that are related to the early childhood development and health. Note: Quantities in parenthesis are estimates with a \$345 allocated for shipping costs. Total \$6,345
Specify if not listed above:	



FIRST THINGS FIRST

Ready for School. Set for Life.

AGENDA ITEM: Regional Director's Report

BACKGROUND: The Regional Director will report any updates since the last Regular Meeting.

RECOMMENDATION: This document is being presented for information purposes only.

June 2014

Director's Report

Gila Regional Partnership Council

- Globe/Miami Read On Partners held a Strategic Planning/organization meeting on June 4 at Besh Ba Gowah. A Strategic Planning organizational meeting is scheduled for June 27 in the Payson area. Don't forget that children in Read On Communities will have free downloads of digital books from www.myon.com from April 15 – September 30, 2014. www.readonarizona.org. Please pass the word to everyone you know as this is a great resources for encouraging children to read this summer. Also encourage those you come in contact with to participate in the summer reading programs through the libraries. All of the libraries have very active summer reading programs. Many parents are unaware of the great resource. Regional Council members are encouraged to participate in Read on leadership, strategic planning and program development activities.
- Save the Date for 2014 Summit to be held August 18 and 19th. This is going to be an incredible event that we hope every Regional Council Member can attend. Please work with Jennika to get your registration complete. Current Regional Council members need to complete registration by June 30 and new Regional Council members by July 15. Please also spread the word about this great opportunity for our grantee and other community members to participate in one of the largest and most comprehensive Early Childhood conferences in the nation.
- Hayden and Winkelman are planning a Health Fair for October. I will keep you posted with any updates.
- Quality First Updates:
 - Final recommendation for incorporating the Toddler CLASS scores into a program's rating in FY 16 will be available this month. There will be no changes to the QF Rating Scale or assessment cut off scores for each rating level when the Toddler CLASS scores are incorporated.
 - FTF is working on a policy to allow centers and homes to buy into Quality First participation. These policies should be available for public distribution by July 1. Centers/homes that are on the FTF Quality First waiting list will have an option to buy into participation in the program. The funding would either be provided by the center or an independent funding mechanism.
 - The Crosswalk of Head Start, DHS, DES, QF, and accreditation standards is complete. A policy statement around the crosswalk is coming soon.
 - The QF annual provider survey is complete and data has been compiled.

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Next Regular Meeting

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Friday, August 15, 2014
10:00 a.m. – 1:00 p.m.



The survey data report went to the June board meeting and is available for review.

- First Things First has hired Ravenn Moore as a Quality First data coordinator. She will be working with the QF team and the evaluation team to support QF data collection and dissemination.
- QF team is working with Arizona Department of Education ADE on a curriculum and assessment rubric for early childhood programs. These rubrics may become part of the points scale assessment to assess curriculum and child assessments being used in early childhood programs in QF.
- QF Assessment recently had the developers of the Environmental Rating Scale ERS tools out to verify their reliability for the ECERS-R tool. They are 91% reliable!
- QF Academy is working on a marketing plan to begin spreading the word about the Academy and what trainings will be offered for coaches, mentors, and consultants working with QF programs. QF Academy is also currently working on developing the training curriculum. The goal of the QF Academy is to provide consistent training to all coaches, mentors and consultants working with the QF programs. There will be Summit session on QF Academy work.