



FIRST THINGS FIRST
La Paz/Mohave Regional Partnership Council
Regional Director Report

June 23, 2011



FIRST THINGS FIRST

Board Update

The following regional recommendations were approved by the Board June 14, 2011:

- All contract renewal recommendations for SFY 2012
- New agreement for SFY 2012 with Kingman Unified School District for Pre-Kindergarten Scholarships in Kingman
- New agreement for SFY 2012 with St. Mary's Food Bank Alliance for Food Security program in Mohave County
- New agreement for SFY 2012 with Yuma Community Food Bank for Food Security program in La Paz County.



Quality First Update

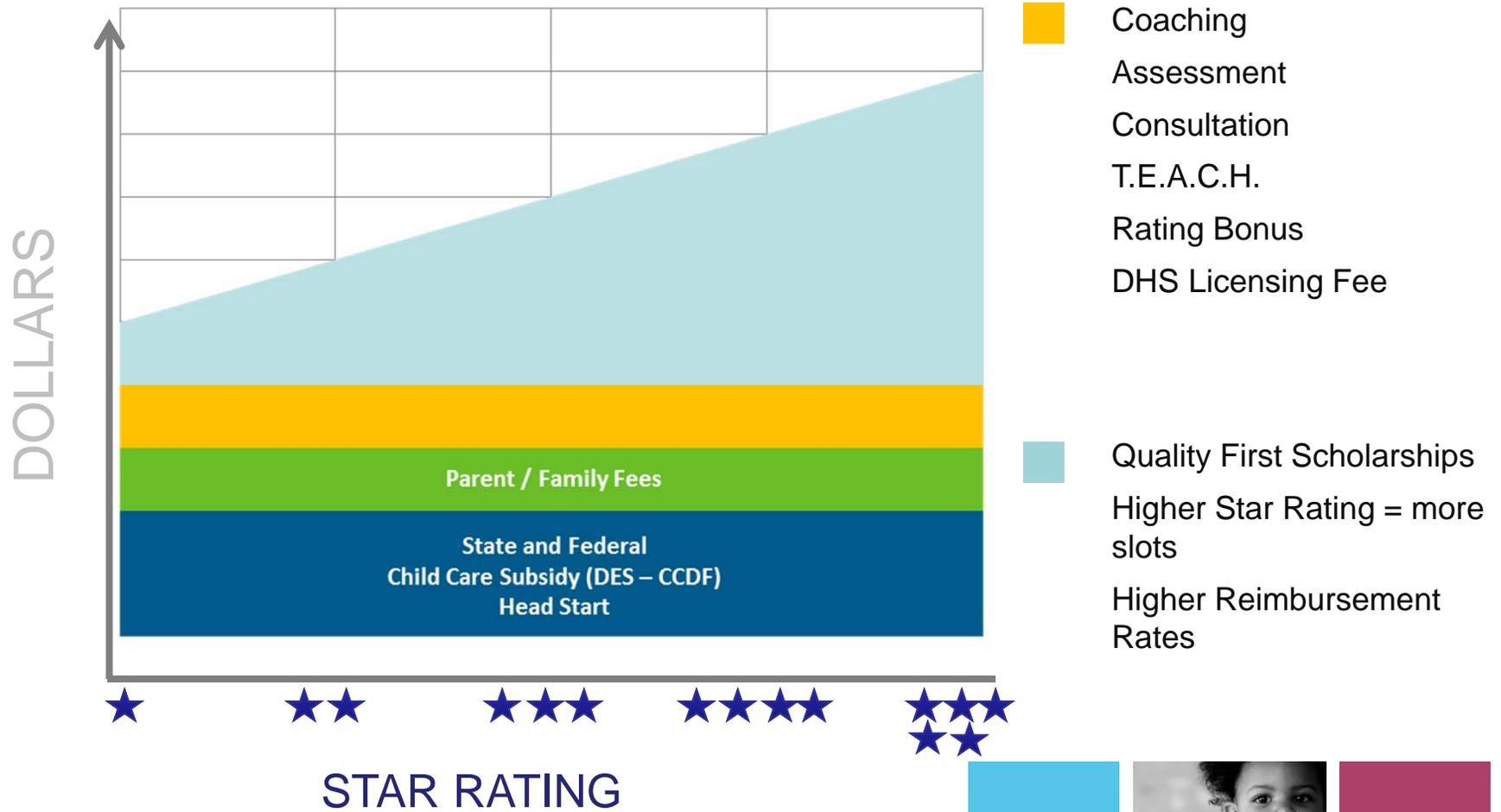
QUALITY FIRST RATING PACKAGES

	1 ☆	2 ☆	3 ☆	4 ☆	5 ☆
Fiscal Year 12 July 1, 2011—June 30, 2012	<ul style="list-style-type: none"> Individualized Coaching T.E.A.C.H. Scholarships Child Care Health Consultation Enhancement Grants Based on licensed capacity (0-5) Linked to improvement plan % designated for licensing fees % accessible for purchasing Annual Program Assessment 	<ul style="list-style-type: none"> Individualized Coaching T.E.A.C.H. Scholarships Child Care Health Consultation Enhancement Grants Based on licensed capacity (0-5) Linked to improvement plan % designated for licensing fees % accessible for purchasing Annual Program Assessment 	<ul style="list-style-type: none"> Individualized Coaching T.E.A.C.H. Scholarships Child Care Health Consultation Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated for licensing fees Program Assessment every 2 years. 	<ul style="list-style-type: none"> Individualized Coaching T.E.A.C.H. Scholarships Child Care Health Consultation Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated for licensing fees Program Assessment every 2 years. 	<ul style="list-style-type: none"> Individualized Coaching T.E.A.C.H. Scholarships Child Care Health Consultation Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated for licensing fees Program Assessment every 2 years.
Fiscal Year 13 and beyond Starting July 1, 2012	<ul style="list-style-type: none"> High Coaching Intensity T.E.A.C.H. Scholarships Enhancement Grants Based on licensed capacity (0-5) Linked to improvement plan % designated for licensing fees % accessible for purchasing Quality First Scholarships Technical Assistance Specialties Child Care Health Consultation Mental Health Consultation Inclusion - Special Needs Annual Program Assessment 	<ul style="list-style-type: none"> Medium Coaching Intensity T.E.A.C.H. Scholarships Enhancement Grants Based on licensed capacity (0-5) Linked to improvement plan % designated for licensing fees % accessible for purchasing Quality First Scholarships Technical Assistance Specialties Child Care Health Consultation Mental Health Consultation Inclusion - Special Needs Annual Program Assessment 	<ul style="list-style-type: none"> Rating Coaching Intensity T.E.A.C.H. Scholarships Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated or licensing fees Quality First Scholarships Technical Assistance Specialties Child Care Health Consultation Mental Health Consultation Inclusion - Special Needs Specialized** Instructional Support Program Assessment every 2 years 	<ul style="list-style-type: none"> Rating Coaching Intensity T.E.A.C.H. Scholarships Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated for licensing fees Quality First Scholarships Technical Assistance Specialties Child Care Health Consultation Mental Health Consultation Inclusion - Special Needs Specialized** Instructional Support Program Assessment every 2 years 	<ul style="list-style-type: none"> Rating Coaching Intensity T.E.A.C.H. Scholarships Enhancement Grants Based on licensed capacity (0-5) % *Quality Bonus % designated for licensing fees Quality First Scholarships Technical Assistance Specialties Child Care Health Consultation Mental Health Consultation Inclusion - Special Needs Specialized** Instructional Support Program Assessment every 2 years

*Quality Bonus - offers greater flexibility to quality providers to decide on which areas of improvement QF financial incentives will be spent. The provider's financial reporting would include identification of which quality areas were impacted.

**Specialized Instructional Support includes mentoring in the areas of curriculum, child assessment, and classroom instruction.

Quality First Update



Communications Update

Create a strategic communications plan to increase public awareness of the importance of early childhood development and health that is:

- Comprehensive
- Consistent statewide
- Based on research
- Focused on measurable outcomes



Communications Update

Statewide Communication Effort Includes:

- Community Outreach
- Brand Management
- Earned Media
- Email, Web and Social Media
- Paid Advertising



Communications Update

Measuring Success – Year 1 Goals and Achievements

BENCHMARK

Increase the perceived importance of early childhood from 76% to:

- 78% in SFY 2011
- 79% in SFY 2012
- 80% in SFY 2013

**Actual Achievement
in SFY 2011:**

80%



Communications Update

Measuring Success – Year 1 Goals and Achievements

BENCHMARK

Increase total awareness
of FTF from 20% at
baseline to:

- 24% in SFY 2011
- 27% in SFY 2012
- 32% in SFY 2013

**Actual Achievement
in FY 2011:**

34%



Communications Update

Measuring Success – Year 1 Goals and Achievements

BENCHMARK

69% of Arizonans surveyed who were aware of FTF strongly or somewhat support FTF. Increase support to:

- 75% in FY 2011
- 80% in FY 2012
- 85% in FY 2013

**Actual Achievement
in FY 2011:**

70%



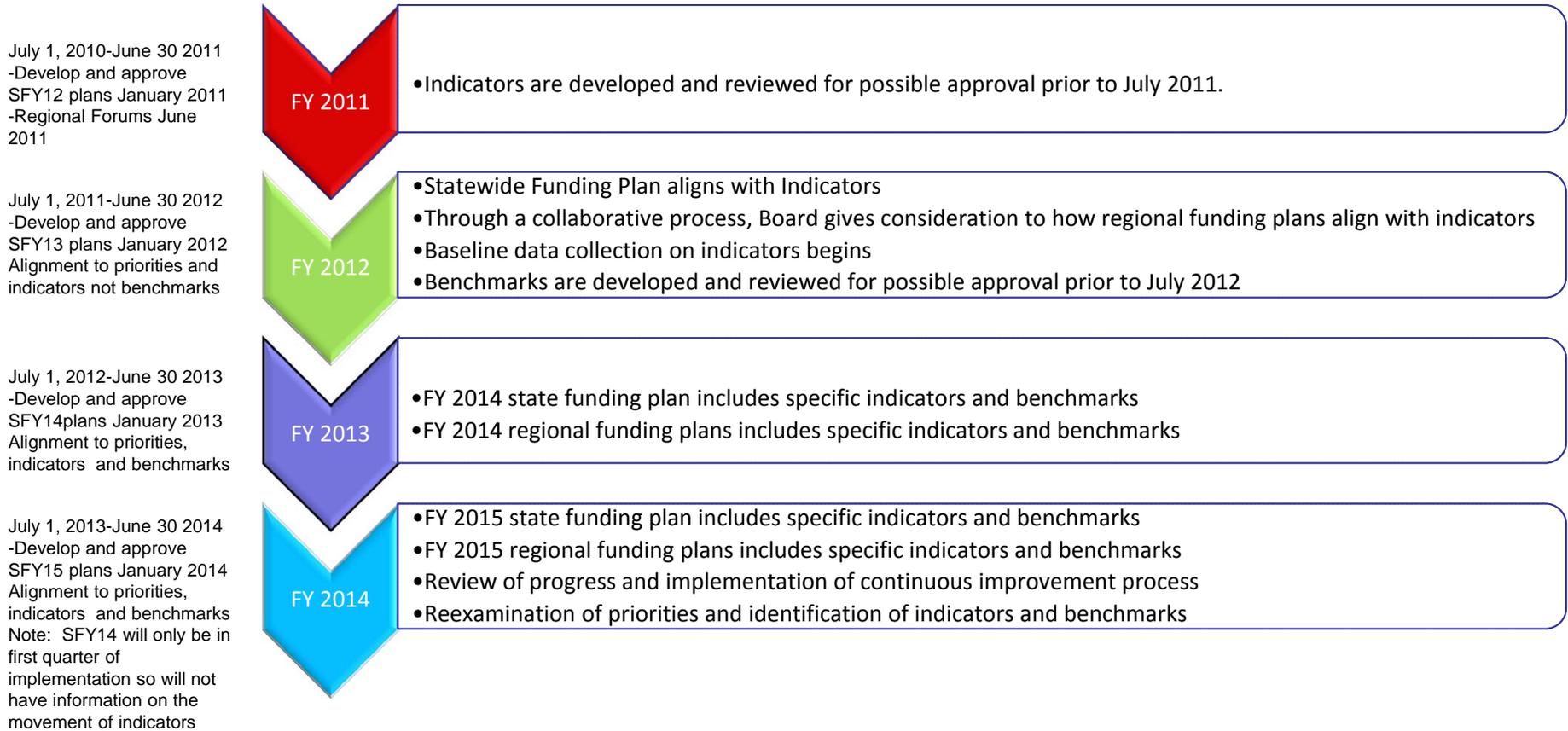
Communications Update

Of those who remember seeing, hearing or reading something about FTF recently:

- 28% are aware that FTF supports early childhood education and development (up from 16%)
- 21% remember most that FTF is about the importance of early childhood education/early intervention
- 78% say the message was positive (up from 57%)



Strategic Planning — Implementation Timeline



Funding Plan Development

Three Year Regional Strategic Direction 2013-2015



The collective set of strategies shape the regional system while also impacting the overall statewide early childhood system. In determining strategies will also define how much and how well.

