



FIRST THINGS FIRST

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD YUMA REGIONAL PARTNERSHIP COUNCIL June 18, 2015 Meeting Minutes

Call to Order

A Regular Meeting of the First Things First – Yuma Regional Partnership Council was held on Thursday, June 18, 2015 at 4:30 p.m. The meeting was held at the Yuma Regional Medical Center Administration Building, 2400 South Avenue “A”, Yuma, Arizona 85364.

Chair Hawkins called the meeting to order at approximately 4:332 p.m.

Members Present:

Rev. Dr. Darren C. Hawkins, Chair
Irene Garza, Vice Chair
Kim Fanning
Mary Beth Turner
Judy Watkinson
Rebecca Ramirez
Pilar Moreno

Members Absent:

Ricardo Perez
Dr. Mario Ybarra
Gloria Coronado

Conflict of Interest

Chair Hawkins asked the Regional Council members if there were conflicts of interest regarding items on this agenda. There were none at this time.

Consent Agenda

Member Turner moved to approve the matters on the Consent Agenda, seconded by Member Watkinson. Motion carried.

SFY2016 Yuma Regional Partnership Council Meeting Calendar

Member Watkinson moved to approve the proposed SFY2016 Meeting Calendar recommendations as presented by First Things First staff, seconded by Vice Chair Garza.
Motion carried.

Election of Officers for SFY2016

Member Watkinson moved to approve the nomination of Rev. Dr. Darren C. Hawkins as Chairman of the Yuma Regional Partnership for SFY2016, seconded by Member Fanning. Motion carried.

Member Turner moved to approve the nomination of Irene Garza as Vice Chair of the Yuma Regional Partnership for SFY2016, seconded by Member Fanning. Motion carried.

SFY2015 Financial Report and SFY2015 Quarter 3 Data Report

Rudy J. Ortiz, Regional Director, shared some a brief presentation of the SFY2015 financial expenditures which included the quarter 3 data report for SFY2015. It was added that the TEACH and NON-TEACH strategies will no longer be two separate strategies in SFY16 but rather become one strategy (College Scholarships for Early Childhood Professionals). The Arizona Board of Regents for and on Behalf of Arizona State University and its Eight-KAET, Arizona PBS won the statewide grant.

Update on Preschool Development Grant by Arizona Department of Education (ADE)

ADE Early Childhood Education Director Terry Doolan shared a presentation which reviewed the guidelines of the

grant, objectives and goals and the impact it will have on the high risk community selected. Funding consists of twenty million dollars over the next four years.

Regional Director's Update

Items included in the update were but not limited to: Unfunded Approaches, update on Quality First Scholarships, Family Support Transition, Yuma Back to School Rodeo on July 25, 2015 and the First Things First Early Childhood Summit scheduled on August 24-25, 201 in Phoenix, AZ. The Yuma Early Childhood Education Collaborative has established its vision and mission statement and the leadership team will be meeting soon to establish the meeting calendar for SFY2016.

Importance of Early Childhood Awareness Community Presentations

Nena Garcia, First Things First Parent Awareness & Community Outreach Coordinator shared a power point presentation on the importance of the Early Childhood Awareness Community Presentations. Ms. Garcia shared some research that helps support the neurological connections in the first few years of live of children. Ms. Garcia added that Arizonans have a shared responsibility to help Arizona children grow up health and ready to succeed.

Call to the Public

There were no members of the public who requested to speak at this time.

Announcements & Future Agenda Item Requests

There were no announcements or requests at this time.

Next Meeting

July 16, 2015, 4:30pm, Regional Center for Border Health, 214 W. Main Street, Somerton, AZ 85350.

Adjourn

There being no further discussion, the meeting was adjourned at approximately 6:38 p.m.

Respectfully submitted on this 16th Day of July, 2015

Approved

Marie Megui, Administrative Assistant III

Rev. Dr. Darren C. Hawkins, Chair

FIRST THINGS FIRST



Regional Director Update
July 2015

READY FOR SCHOOL. SET FOR LIFE.

Why Early Childhood Matters to ... MAYORS



"As both a mayor and a father, I believe it is extremely important to ensure our youngest in the community have every opportunity to succeed in life. Actively participating in early childhood development and education from day one is key to building strong families, and strong families are a vital component to building strong communities."

Mayor Douglas Nicholls
City of Yuma



AUGUST 24-25, 2015
PHOENIX CONVENTION CENTER

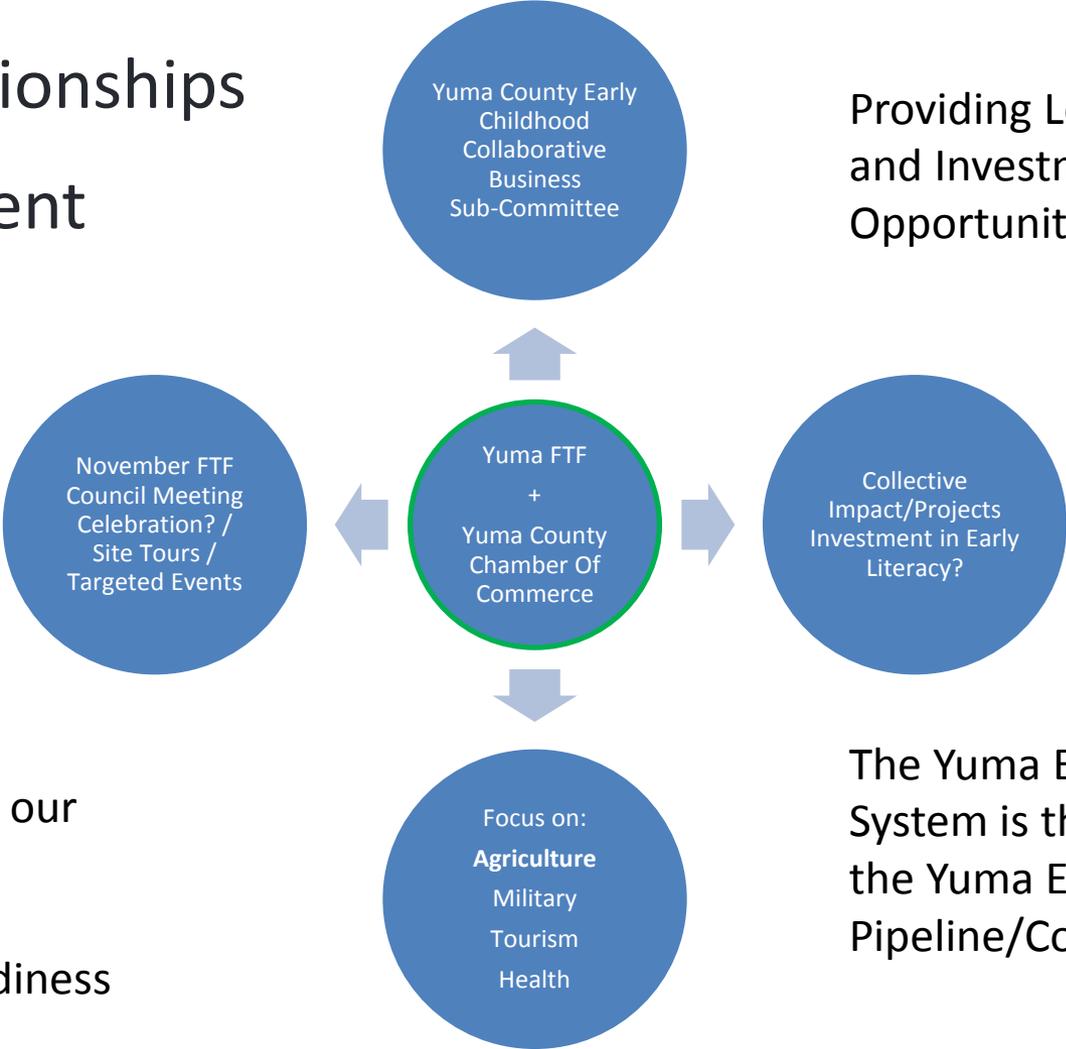
Read On Arizona Literacy Summit 2015

Please join us at the **Read On Arizona Literacy Summit**, to be held on **Tuesday, August 25, at 2:15 p.m., at the Phoenix Convention Center**, shortly after the conclusion of the First Things First Early Childhood Summit.

Public-Private Partnerships

Strong Relationships
to Engagement

Providing Leadership
and Investment
Opportunities



Investing in Early Childhood Supports our Yuma High School graduation rate/ College/Career Readiness

The Yuma Early Childhood System is the foundation of the Yuma Education Pipeline/Continuum

System Building- Unfunded Approaches

Approaches

Family Resource Fairs with Early Identification Screenings:

Collaborate with existing early childhood resources and strengthen families of young children by providing locally-based information and instruction on health and child development issues

Yuma County Early Childhood Collaborative:

Convene partners and provide leadership in the development and implementation of a family-centered, comprehensive, collaborative and high-quality early childhood system that supports the development, health and early education of all Yuma's children.

Ideas for the future:

Earned Media

Children with Special Needs

ADE Preschool Development Grant

System Building- Unfunded Approaches



YUMA COUNTY
Early Childhood
Collaborative

Vision

Our vision is a Yuma County where all children and families thrive and reach their full potential through a high quality interconnected early childhood system.

Mission

Our mission is to educate and empower all Yuma County families and children by coordinating efforts with our leaders and agencies.

Collaboratively, we strengthen and sustain a high quality early childhood system encompassing services in health, family support and early education.

Next Steps

Special Meetings:

SFY17 Funding Plan

Focus on Unfunded Approaches / PPP / Outreach

Quarterly Updates by Grantee and Partners:

System Approach: Early Learning / Health / Family Support / Outreach

Children with Special Needs Update:

Arizona Early Intervention Program (AzEIP)

Department of Developmental Disabilities (DDD/DES)

Council Retreat (SFY17):

In August after 1:1 with Regional Director



EARLY CHILDHOOD MATTERS TO

BUSINESS

74%

of business leaders say a skilled workforce is the most important factor to business success.

Zogby International (2005)

The competitiveness of small, medium and large companies depends on having a pipeline of talented, educated employees with the skills needed in today's economy:

- Problem-solving
- Communication
- Decision-making
- Critical thinking
- Motivation
- Collaboration

95%

of CEOs indicate that their companies suffer from skills shortages.

Business Roundtable (2012). Workforce Skills Survey

In Arizona, as in most of the United States, we don't have enough workers with the skills that employers need. Nearly half the American workforce lacks the basic education and communication skills required to get a job and advance. One quarter of Arizona's students don't graduate from high school.

That's the bad news. The good news is that we know how to solve this problem.



**INVESTED IN EARLY
CHILDHOOD YIELDS A
\$16 RETURN**

"The return on investment from early childhood is extraordinary."

Federal Reserve Bank of Minneapolis

90% of critical brain development occurs before kindergarten. The skills and abilities employers are looking for — focus, self-discipline, motivation and collaboration — all start to take root in the first five years of life.

The ROI from quality early education programs for children birth to age 5 is well established and quantifiable. Study after study demonstrates returns ranging from 4x to 16x, depending on the program analyzed, with strong, positive effects on:

- Kindergarten readiness
- Language, math and social skills
- K-12 test scores
- High school graduation
- College enrollment

Investing in quality early childhood programs for infants, toddlers and preschoolers is the only proven strategy to produce such returns. It also correlates strongly to less crime and less dependence on social services later in life.

The bottom line is clear:

- Quality early childhood education for children birth to age 5 increases school readiness, which leads to workforce readiness.
- Allocating resources to support the health and learning of our young children is a critical economic development strategy.

We know the importance of early childhood.

But don't take our word for it:

U.S. Chamber of Commerce

"(T)he capacity for developmental skills begins in the first five years of life. This is the beginning point for a person's creativity, communication, team working, problem-solving and critical thinking skills."

The Committee for Economic Development

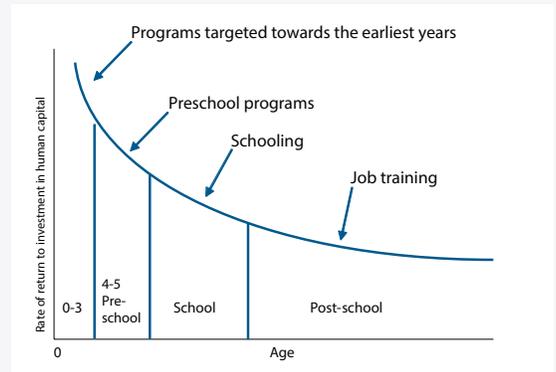
"Business leaders and policymakers should consider investment in young children one of the most effective strategies to secure the future economic strength of their communities and the nation."

The Business Roundtable

"America's continuing efforts to improve education and develop a world-class workforce will be hampered without a commitment to early childhood education."

Returns to a Unit Dollar Invested

Return to a unit dollar invested at different ages from the perspective of the beginning of life, assuming one dollar initially invested at each age



The Heckman Equation

James Heckman

Professor of Economics, University of Chicago
Nobel Prize Winner

What can you do?

The voice of business leaders like you is crucial to Arizona's economic future.

1

CONNECT

with First Things First in your Arizona community to learn more and join the early childhood movement.

2

SUPPORT

high-quality early learning programs in your area.

3

ADOPT

policies in your business that support working parents.

4

TELL

policymakers that you support public investment in early childhood.

FIND YOUR local First Things First regional partnership council at **FirstThingsFirstAZ.gov**.

A statewide organization created by Arizona voters, First Things First partners with communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed.



FIRST THINGS FIRST

Ready for School. Set for Life.



FTF Public-Private Partnerships Goal 4: Regional Implementation

Public-Private Partnership Plan Goal 4: *Develop relationships with Arizona businesses, individuals, and private sector foundations to secure philanthropic investments and partnerships.*

Large-scale social change requires broad cross-sector coordination and requires targeted and intentional partnerships that leverage the current early childhood system investments. When government, philanthropies, nonprofits, businesses, and the public come together around a common agenda to create collective impact, a sustainable early childhood system can advance and produce results for young children.

I. Advancing this work through a coordinated statewide approach

A coordinated statewide approach will be the catalyst for advancing the work of Goal 4. A coordinated statewide approach calls for identifying common priorities across FTF regions, and then aligning resources and efforts around these priorities for the purpose of public-private partnerships. For example, if home visitation were found to be a shared priority, then regions across the state could coordinate their public-private efforts around home visitation.

A coordinated statewide approach provides the opportunity for FTF to focus on key areas to build or expand public-private partnerships that may include expanding the scope and reach of services and programming across Arizona, addressing infrastructure and capacity needs in moving the early childhood system forward or, improving the quality of the services and programming provided.

In addition, a coordinated statewide approach provides the opportunity to engage the Board and all regional councils around a shared prioritized set of areas to develop and sustain public-private partnerships, thus impacting young children across the state.

Feedback from the spring 2014 regional chairs and vice-chairs meeting and the philanthropy and business seat focus group both suggested that a coordinated statewide approach is both a logical and preferred way to operationalize Goal 4.

The Mission Based Funding (MBF) Model as a framework for a coordinated statewide approach

A strategic partnership model, Mission Based Funding (MBF), is an outcomes based model where potential funding partners have aligned goals, strategies, and priorities which are often set at a statewide level. The Mission Based Funding model emphasizes an organization's mission and purpose while capitalizing on its strength. It promotes partnership development through the alignment of missions and leveraging those aligned missions through focused efforts to achieve larger shared goals.

DRAFT

FTF is positioned to utilize the MBF model as a frame for advancing the PPP plan as our mission recognizes that we are one of the critical partners in advancing an early childhood system.

The MBF model calls for a common agenda, outcome measurement that is shared, stakeholders engaged in mutually reinforcing activities towards systems change and continuous communication. This collective approach recognizes that results are achieved over time with the sustained commitment of key partners and community stakeholders.

Starting with an investment analysis to prioritize for a statewide approach

*The Center for High Impact Philanthropy*¹ suggests that partners, funders and other investors often start by asking and answering a series of questions relating to outcomes:

- Is the change/impact not only measurable but meaningful in the lives of others before determining when and how to partner?
- What do we know works? What doesn't?
- Where there has been success, how much does change/impact cost?
- What organizations are best positioned to deliver this change/impact?

Identifying and prioritizing areas of focus for a coordinated statewide approach should begin with an investment analysis. The investment analysis will be completed by reviewing the regional and statewide funding plans to assess funded strategies for scope, reach, infrastructure and quality. The investment analysis will also consider what regional councils no longer fund as well as the unfunded strategies that are being implemented to advance the early childhood system within their respective communities. This analysis will be used to develop a complete matrix for partnership development.

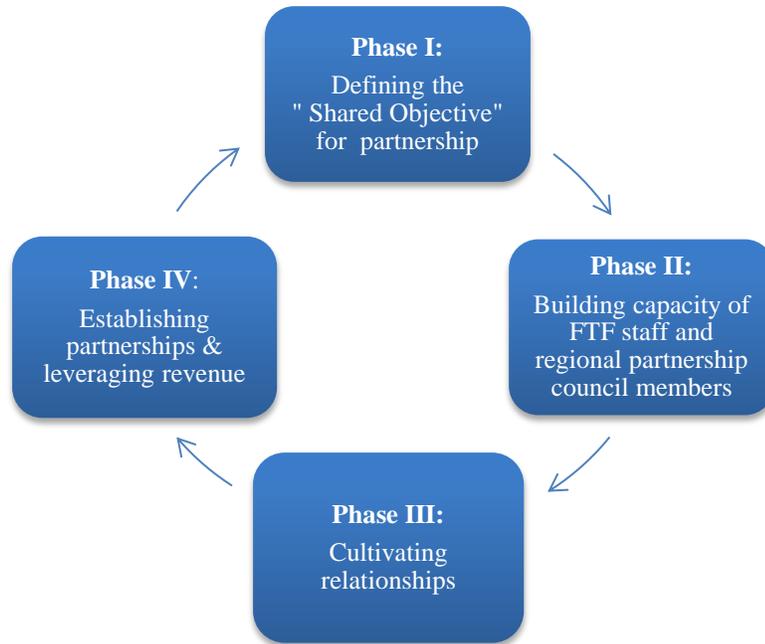
The investment analysis will provide a more objective basis for decision-making, focus on the results that are to be achieved through the prioritized strategies, involve regional councils and stakeholders in recommending priority areas and align to the ten school readiness indicators.

Decision-making criteria will be used to determine what should be the priority areas for the statewide approach. Decision-making criteria should focus on approaches that are the following:

1. results or outcomes oriented
2. reflect the diversity of the state (urban, rural and tribal).
3. ready to be advanced

Priority areas will be presented to the statewide Board for review and consideration. Upon approval by the Board, implementation will focus on the following phases:

¹ The Center for High Impact Philanthropy, University of Pennsylvania, *High Impact Philanthropy Blog*. (2014).



II. Establishing public-private partnerships at the regional level

While a coordinated statewide approach will initiate the work of PPP Goal 4, regional councils may be ready to pursue public-private partnerships within their regions now. The following partnership models present a continuum of partnership building from information sharing and awareness to leveraging FTF funding investments to direct resource generation.

Partner Models at a Local Level

Model 1: Public-Private Partnerships to increase awareness, knowledge of and supports for services, programs and information

Through public-private partnerships, new partners are brought together who are in a position to disseminate and share information about the importance of early childhood and early childhood services and supports available. Public-private partnerships focusing on information sharing will lead to the long-term awareness and importance of early childhood development in Arizona.

Target: Business/corporations.

Example: Reaching out to various businesses to disseminate key messages and information on resources/services/programs to employees through newsletters, list serves, and other company media outlets, etc.

Model 2: Public-private partnerships to leverage multiple funding streams and resources

DRAFT

Through public-private partnerships, partners work together to leverage individual funding streams and resources to increase capacity and infrastructure, expand services, streamline and coordinate service delivery. Through collaborative co-funding or grant match dollars the target is to increase capacity and service through the receipt of funds which may match or supplement FTF investments.

Target: Government, businesses/corporations/foundations (i.e., philanthropy)..

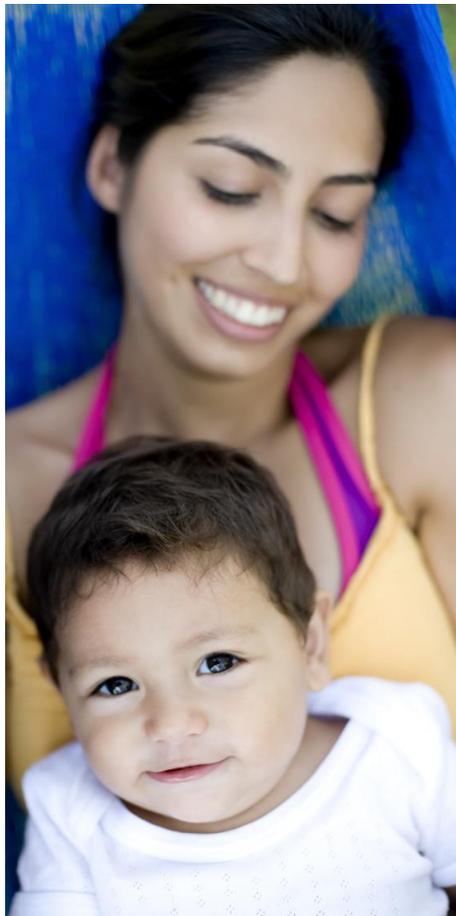
Example: Expansion of early care and education in a region—FTF, school district and business work together to expand an early care and education program. FTF funds the equipment and materials and enrollment in Quality First, the School District utilizes federal dollars to construct and renovate the early care and education classroom(s), the business partner supports the individual scholarships for children.

Model 3: Public-private partnerships generating new streams of revenue

New public-private partnerships that support sustainability of the system over time. The focus is on leveraging FTF's funding by bringing partners together that are able to contribute finances or other resources to FTF to execute the agency's mission. FTF will seek direct funding from business and philanthropy to support strategies and their implementation. The target is to bring new partners on board who can generate resources directly to FTF in support of the early childhood system which will lead to expanding scope and reach, quality and infrastructure and capacity.

Target: Business/ corporations and foundations (i.e., philanthropy).

Example: Businesses supporting early care and education providers by sponsoring their enrollment and participation in Quality First.



Early Childhood, Every Day

Simple ways to spread the word about early childhood and First Things First in your community.



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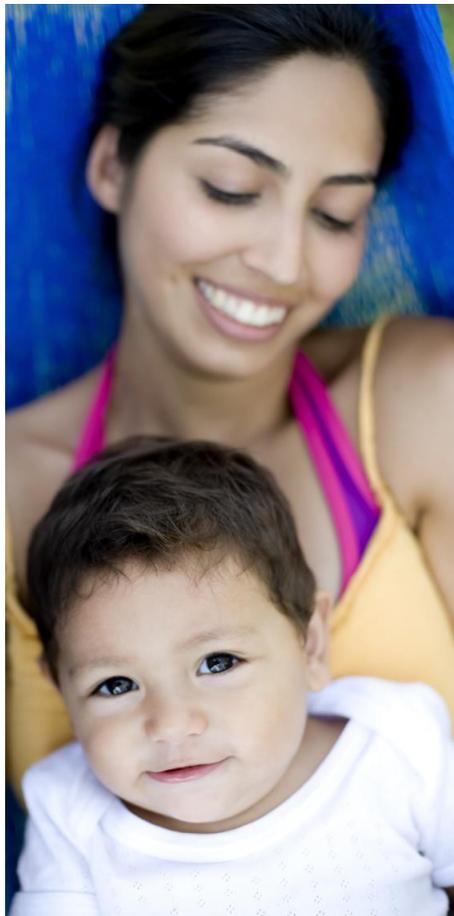
Ready for School. Set for Life.



TRAINING OUTLINE

- Why Outreach?
- Why is Early Childhood Important?
- Finding Your Outreach Strengths
- First Things First: The Basics
- Strategies, Tips and Tools
- Activity





BUILDING A MOVEMENT



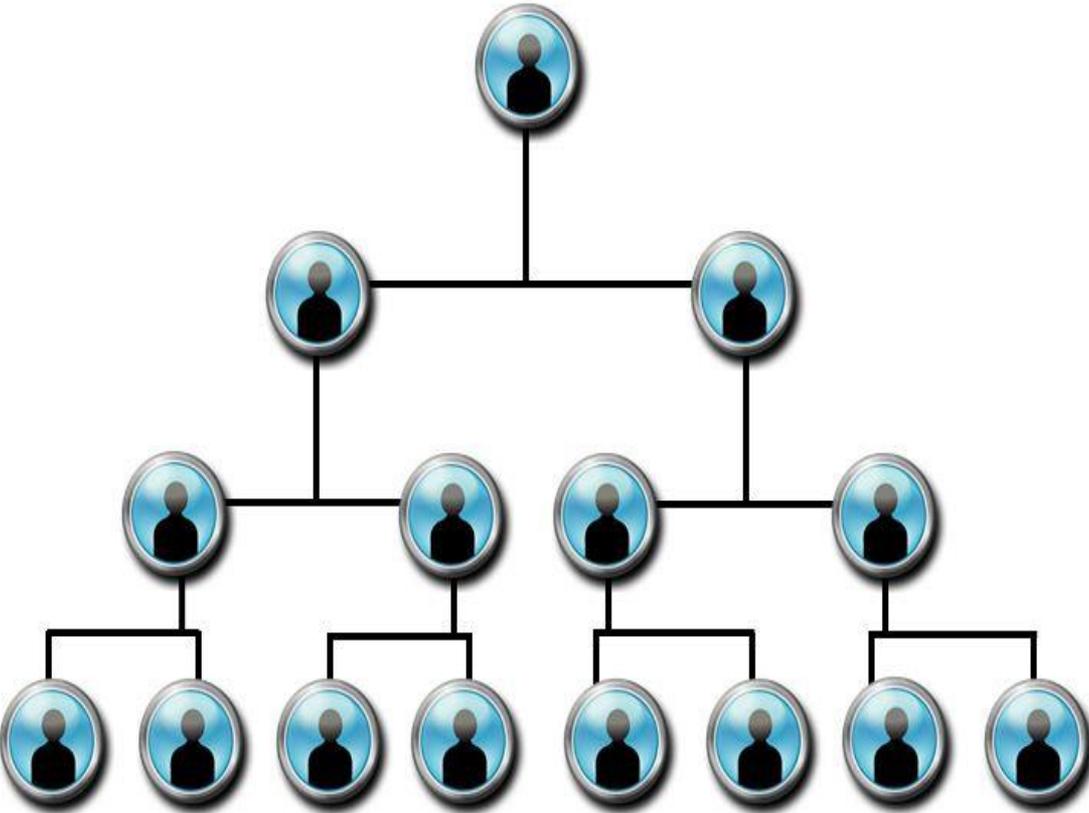
WHY DO OUTREACH?

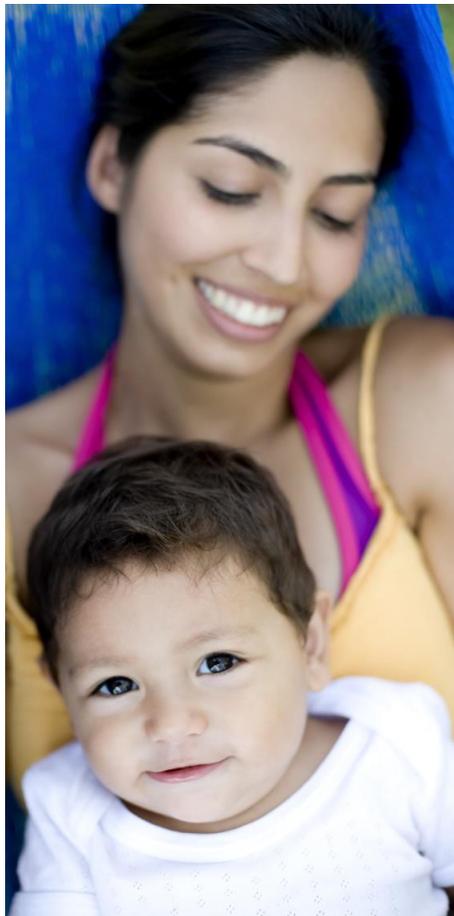
- Intense Grassroots Engagement
- Long-term Sustainability
- Intentional, Research-based





RAISING AWARENESS STARTS WITH YOU!





**WHY IS EARLY
CHILDHOOD SO
IMPORTANT?**

BORN LEARNING

Did you know that by the time a child is 5, most of their brain is already developed?



THINK FAST, THEY DO

Kids who start with a strong foundation have better outcomes.

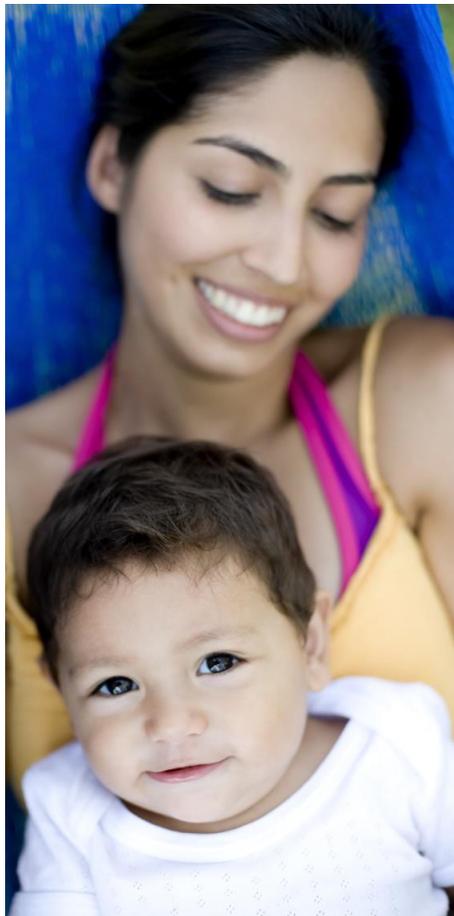


SUCCESS STARTS EARLY

Getting children ready for school means more than packing their lunches, filling their backpacks, and getting them to the bus on time.

The job of helping children succeed in school starts the day they're born.





FIND YOUR COMMUNICATION STRENGTHS



YOUR COMMUNICATION STRENGTHS

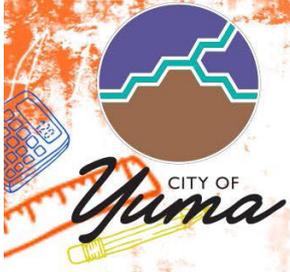
- Think of a subject or issue you are passionate about
- How do you feel most comfortable sharing your passion about the subject?
- Would your approach change based on your audience?



FIRST THINGS FIRST OUTREACH TACTICS

- 1:1 Conversations
- Presentations
- Social Media
- Articles
- Events





BACK TO SCHOOL RODEO



Rounding up the resources your child needs to head back to school.

Saturday, July 25, 2015

8am - Noon | Yuma Civic Center
1440 Desert Hills Drive

We have rounded up all the resources your child needs to prepare for the upcoming school year in a fun and safe environment!

For students in Pre K - 8th Grade

**FREE HEALTH & VISION SCREENINGS | ARTS & CRAFTS
DOOR PRIZES | FACE PAINTING | AND MORE!**

Local public, private and charter schools as well as pre-schools will have representatives on hand to answer questions.

FREE ADMISSION

FREE DRAWSTRING BACKPACKS FOR THE FIRST 500 CHILDREN THROUGH THE DOOR!
(Child must be present. One backpack per child with voucher only.)



Door Prizes Include...
Bicycles, Kindle Fire, Games, Toys, & More!

For more information, contact Miriam Limon at 928.373.5020 or at miriam.limon@yumaaz.gov

Help local families and bring a canned food item for the Yuma Community Food Bank. Donation boxes will be available.



FIRST THINGS FIRST

Ready for School. Set for Life.

Thank You For Your Participation!

If you need any support please contact your community outreach coordinator: mgarcia@azftf.gov

