



**Arizona Early Childhood Development & Health Board
Central Phoenix Regional Partnership Council
Meeting Minutes – June 19, 2013**

1. Call to Order

The Regular Meeting of the First Things First – Central Phoenix Regional Partnership Council was held on June 19, 2013 at First Things First, 4000 North Central Avenue, Suite 800, Phoenix, Arizona 85012.

Vice Chair Tompkins called the meeting to order at approximately 9:10 a.m.

Members Present

Chris Tompkins, Vice Chair
Kimulet Winzer
Karen Stewart
Nicole McNeil
Gifford Loda
Ginger Ward
Jan Olav Flaaten

Members Absent

Jessica Jarvi
Jacqueline Schlosser
Toby Urvater, Chair
Judi Gottschalk

2. Approval of Meeting Minutes

The Council reviewed the minutes from the May 15, 2013 meeting. Member Loda moved to approve the meeting minutes of the May 15, 2013 meeting. Second by Member McNeil. The motion passed.

3. Call to the Public

None

4. SFY13 Program Implementation

- A. Q3 Service Unit Report - Ms. Rana Smith, First Things First Regional Director, reviewed the SFY 13 Quarter Three Service Unit Report and gave explanations on why certain grantees are above or below expected performance levels. Ms. Smith stated that grantees with the Family Support Coordination strategy have increased outreach efforts, however, target service units for the third quarter may not be reached.

Vice Chair Tompkins asked if the regional boundary changes and council consolidation might cause any change to the Family Support Coordination strategy. Ms Simms stated that the reorganization implementation won't likely begin during SFY 2014.

Member Loda stated that decision making regarding grantee performance continues to be difficult due to the availability of report.

Member Ward stated that she is concerned with the repeated outreach difficulties being reported by the Family Support Coordination grantees considering the resources available to them within the region.

- B. Q3 Contract Detail Report-Financial Expenditures – Ms. Simms reviewed the SFY 2013 Quarter Three financial expenditure report and provided a brief overview of the Child Care Health Consultation Summary Report.

Member Ward requested that the Child Care Health Consultation Tool be provided.

- C. Q3 Narrative Report Summary of Family Support Strategies – Ms. Simms reviewed the program narrative reports for the Family Support strategies for SFY 2013 Quarter Three.

Member Loda requested, if available, that data on Reach Out and Read be provided show the target number of father's reached.

Member Winzer requested, if available, that a report be provided to illustrate the successes of the Reach Out and Read program.

5. Quality First Presentation

Ms. Simms gave a brief history of the Quality First program and introduced Brooke Travis, First Things First Quality First Program Coordinator.

Ms. Travis provided a presentation of the Quality First model and explained the history of changes to the model leading to SFY 2015 and beyond.

Member Stewart asked what resources will be available to families that are impacted by reductions to Quality First scholarships. Ms. Travis stated that the Quality First website will be available in August 2013 and will include resources to parents on access to quality care.

Vice Chair Tompkins asked if projections on star ratings for SFY 2016 are available. Ms. Travis stated that a progression analysis will be made available for Council review.

The Council engaged Ms. Travis in discussion related to wait lists caused by scholarship reductions, the development of a continuity plan following full program implementation, the application process for providers, and the level of awareness the public may have of Quality First.

Member Loda asked how the commitment of other First Things First Regional Partnership Councils compare to that of the Central Phoenix Regional Partnership Council. Ms. Simms explained that the demographics of each region make it difficult to compare, however, each Regional Partnership Council has been fully committed to serving the region with what funding is available.

Ms. Simms reviewed and explained the concept, funding, and number of scholarships for SFYs 2012, 2013, and 2014. Member Stewart asked how First Things First might resolve any problems caused by the reduction of scholarships within the region. Ms. Simms stated that the grantee that administers the Quality First Scholarships will be conducting an analysis of scholarship usage.

6. Grantee Presentations

Representative from the grantees of the Family Support Coordination (FSC) strategy provided a presentation to update the Regional Partnership Council on progress made to meet contracted service units.

Ms. Arianna Robinson, Crisis Nursery, provided a brief overview of the FSC strategy.

Mr. Adonis Deniz, TERROS, provided a brief overview of past and present outreach efforts, tiers of services provided, enrollment number during the fiscal year, and lessons learned during implementation.

Ms. Lizeth Alonso, Southwest Human Development, provided examples of successes the program has realized to date.

Ms. Marcia Porter, Crisis Nursery, concluded the presentation by providing perspective of the program from a leadership position and explained by additional steps the team will be taking to ensure that target service numbers will be reached in the future.

7. Fiscal Year 2014 RFGAs: Review Committee Recommendations

Vice Chair Tompkins stated that the Council will enter into Executive Session to consider recommendations for RFGA FTF-RC013-14-0469-00 for the SFY 2014 Development and Sensory Screening strategy.

The Council entered into Executive Session at approximately 11:29 a.m.

The Council returned from Executive Session at approximately 11:36 a.m.

Member Loda moved that the Central Phoenix Regional Partnership Council accept the review committee recommendation and approve funding amounts not to exceed the recommendation(s) of the review committee for the Development and Sensory Screening strategy in the Central Phoenix Region for Grant Application number FTF-RC-013-14-0469-00 for state fiscal year 2014 and forward the recommendation to the state Board. Second by Member Flaaten.

8. Director’s Report

Ms. Simms gave a brief overview of the next steps the Council will be taking in the coming months to considering systems building.

Member Loda stated that he felt there are gaps in communication between the Council and the grantee that administers the Quality First scholarships. He added that it appears the Council is not made aware of information prior to it being distributed to the public. The Council discussed what appears to be a lack of awareness of what is involved with child care providers advancing in the Quality First star rating scale and that sustainability of the program is important as the ratings of providers advance.

Vice Chair Tompkins stated that the Public and Private Partnerships Committee of First Things First has completed work on identifying the major goals for developing new partnerships.

Ms. Simms reminded the Council members of the Council Member Survey, the 2013 First Things First Summit, and the upcoming First Things First’s Chair/Vice Chair meeting.

9. Chair’s Report and General Discussion

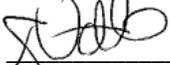
This item was not addressed.

10. Next Meeting and Adjournment

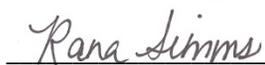
The next Regional Partnership Council meeting will be held on Wednesday, July 24, 2013 at 9:00 a.m. at First Things First 4000 North Central Avenue, Suite 800, Phoenix, Arizona 85012.

Member Flaaten moved to adjourn the Central Phoenix Regional Partnership meeting. Second by Member McNeil. The motion passed. The meeting adjourned at approximately 11:55 a.m.

Submitted By:



Edward Valinski, Administrative Assistant
Central Phoenix Regional Partnership Council



Rana Simms, Regional Director
Central Phoenix Regional Partnership Council

Council Approval:

Chris Tompkins, Vice Chair
Central Phoenix Regional Partnership Council



First Things First Quality Assurance

Central Phoenix Regional Partnership
Council Meeting

July 24, 2013



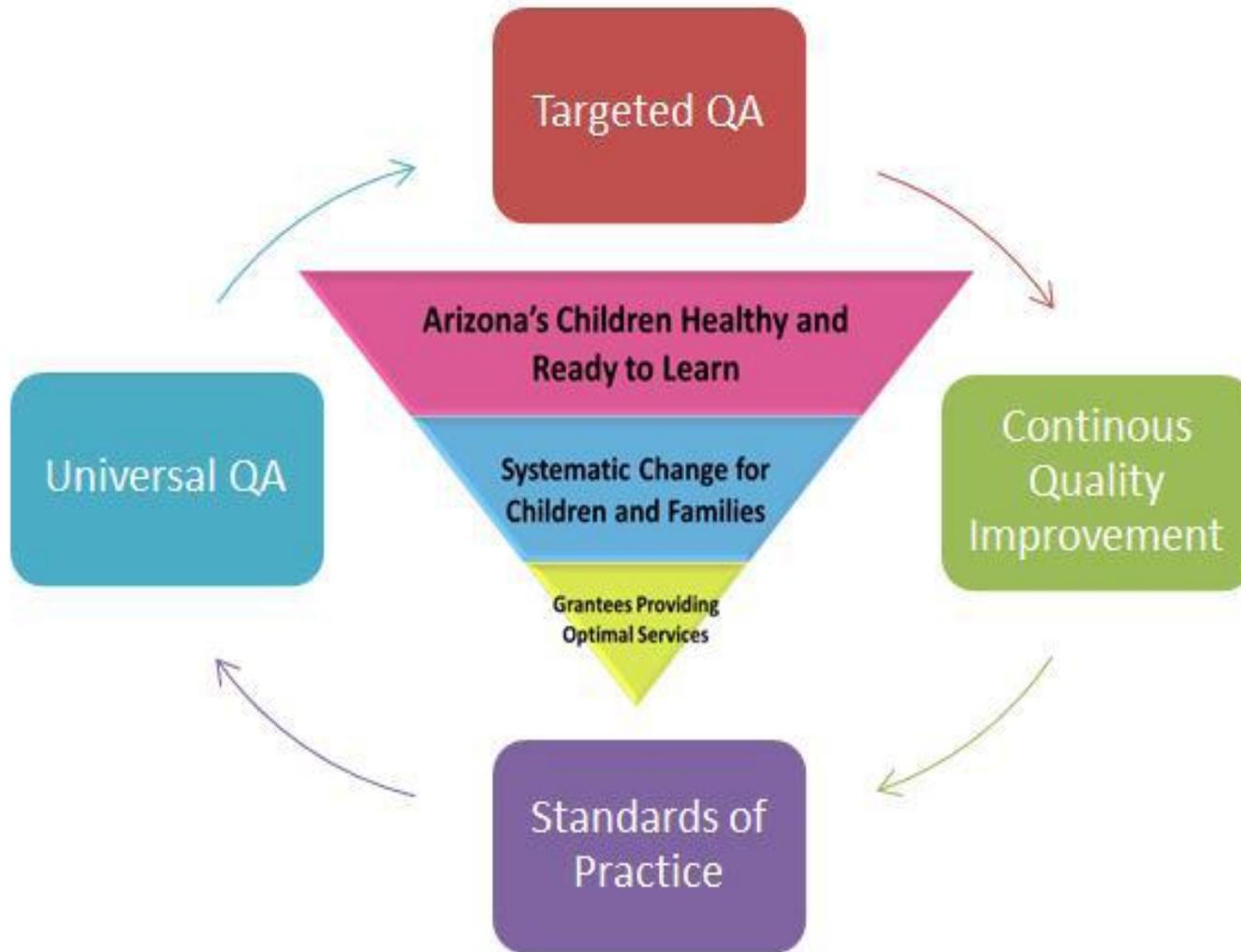
FIRST THINGS FIRST

On Going Performance and Programmatic Monitoring

- Performance monitoring: are contractual agreements being met?
- Programmatic monitoring: are programs being implemented according to the Standards of Practice?



The Quality Assurance Cycle



Key Elements

- Strength-based
- Comprehensive
- Collaborative
- Supportive



Anticipated Outcomes

- Assessment of performance and programmatic compliance
- Identify areas for improvement and collect best practices
- Identify necessary supports
- Continuously improve the early childhood system



Site Visit Assessment Tool

- 7 Content Areas:

- Administrative
 - 1: Target Population and Geographic Area
 - 2: Coordination and Collaboration
 - 3: Data Collection and FTF Evaluation
 - 4: Cultural Competency
 - 5: Additional Items
- Programmatic
 - 6: Implementation
 - 7: Staff Qualifications

- Action Plan



Information That is Gathered

- Self Evaluation
- Internal Documentation
- External Documentation
- Observation of Service Delivery
- Guided Discussions



Post Site Visit Next Steps

- Action Plan
 - Grant partner follow up
 - FTF follow up
- Standard of Practice Development and Revision
 - Data informs the development and revision of FTF's Standards of Practice



How Can a Council Use Site Visit Information?

- In depth programmatic implementation information
- Inform grant renewals
- Inform new grant awards
- Identify contracts that require close monitoring



Roll Out

- Initial Phase
 - January through July 2013
- Regular Phase
 - Beginning fall of 2013





Thank You!

Central Phoenix Regional Partnership Council

Information Item: Community Outreach Strategy Report Quarter March – July 2013

Background: Central Phoenix Outreach Coordinator, Susana Ibarra, will review some of the highlights of the quarter. The focus is to increase public information on the importance of early childhood development and health by implementing the Communications Plan, *Fulfilling Our Commitment to Arizona's Youngest Kids 2013*.

The main objective of Community Outreach:

Community Outreach involves tactics to engage individually or in small groups with the people and organizations that are in a position to effectively spread the word about the importance of the early years and to create action in communities that supports early childhood development and health.

Through activities such as:

- Individual meetings and Presentations
- Networking meetings
- Event participation and Site tours
- Training people for active work

Since March, I have continued to present to public, raising awareness of First Things First and local services funded by Central Phoenix Regional Partnership Council. A strategic focus has been on helping others spread the word through training sessions known as Early Childhood Every Day and The Write Way.

On May 17, 2013, business leaders in Central Phoenix Region toured Phoenix Day Child Care Center and learned about the benefits of Quality First and QF components that create quality early learning experiences for children birth to five. The purpose of the site tour was to build awareness of the importance of early childhood education among business community leaders and solicit their help in spreading the word to their personal and professional networks.

The tour was coordinated by FTF and Phoenix Day staff and Central Phoenix Regional Partnership Council Member Jessica Jarvi. Rana Simms, Regional Director, effectively spoke about the mission of FTF; Karyn Parker, Phoenix Day Executive Director welcomed the guests and talked about the history of the Center and walked them through several classrooms where staff mentioned the benefits and impact of the various components of QF including a parent that shared her testimony. Council Member Jarvi representing the business seat and represented the interest of the CPRPC and the local commitment to QF.

Central Phoenix Regional Partnership Council

Included in the community outreach coordinator report is a specific report of all the activities done during the quarter period from March to July 2013. You can check it at:

<https://maps.google.com/maps/ms?msid=218271411033532947780.0004dd3f896a4e7b86bd4&msa=0&ll=33.587167,-112.090073&spn=0.534253,1.056747>

Update:

During my report I will briefly cover:

- Strategic Communications Plan 2014-2017
- Activities Quarter from March – July 2013
- Stories
- Regional Implementation Plan 2014

COMMUNITY OUTREACH & AWARENESS PLAN FY 2014 Central Phoenix Regional Partnership Council

Goal of Community Outreach

1. Educate the Central Phoenix Region about the importance of early childhood broadly and FTF specifically.

Target Audience for Community Outreach in Central Phoenix

Priority Target Audience:

Regional: Women, Parents and caregivers (These would be a priority to select committed friends, supporters and champions that would continue the work of raising awareness).

Statewide: K-12
Faith organizations
Business groups
Seniors
Current and past supporters – reconnect, re-engage with them

Community Outreach Tools and Measures

Tactic: Presentations/Outreach & Networking Events

Target: At least five (5) per month

Community Outreach Coordinator will represent First Things First and speak about the importance of early childhood health and development and:

- Will secure presentation opportunities in cross regional scenarios
- Will maintain active involvement in community meetings and events
- Will participate in one-on-one meetings with community members
- Will assist in the development of Region-specific collateral items.

First Things First Staff and Central Phoenix Regional Partnership Council

- **First Things First staff** and **Central Phoenix Regional Partnership Council (CPRPC)** members may be asked to attend outreach events and presentations to represent First Things First. The **Community Outreach Coordinator** is responsible for coordinating and preparing **FTF staff** and **CPRPC** members for these opportunities.

First Things First outreach materials, such as Fact Sheets and Sign-Up sheets, will be used.

Tactic: Success Stories

Target: At least one (1) per month

Community Outreach Coordinator

- The **Community Outreach Coordinator** will collect and write stories about the success of FTF-funded early childhood programs for newsletter use, media submission, emerging media opportunities, and for distribution by grantees and supporters.
 - Stories will be collected by visiting grantee sites and events, and/or meeting with program participants.
 - These stories will be offered to the Regional Council for their use and distribution.
 - In addition, the **Community Outreach Coordinator** will offer trainings on writing successful impact stories to FTF grantees and interested early childhood supporters.

Tactic: Site Tours

Target: Quarterly

Community Outreach Coordinator

- The **Community Outreach Coordinator** will coordinate site tours of FTF-funded programs, inviting potential supporters and champions, members of the media, and key community leaders. The **Community Outreach Coordinator** will work with **FTF grantees** and community partner sites to develop an agenda and prepare staff with talking points. The **Community Outreach Coordinator** will work with **FTF External Affairs staff** to plan the site visit.
- The **Community Outreach Coordinator** will take pictures or assign a member of **FTF staff** to take pictures during the site visit. These will be sent with cut lines to the **FTF Director of Brand Advancement** to publish on social media platforms.

Tactic: Earned Media

Target: Quarterly

Community Outreach Coordinator and Consultant

- **Radio and Television**- The **Community Outreach Coordinator** will secure media opportunities on both radio and television to speak about the importance of early childhood and FTF and to provide relevant FTF updates.
- **Press Releases**- The **Community Outreach Coordinator** will write press releases concerning early childhood and FTF updates/events, to be distributed to local community partners and media contacts. The **Community Outreach Coordinator** will work with **External Affairs Staff** for the development and dissemination of press releases.
- **Newsletter Submissions**- The **Community Outreach Coordinator** will secure opportunities for publication of FTF newsletter article submissions concerning early childhood, funded programs, updates or events.

First Things First Grantees

- The **Community Outreach Coordinator** will connect **FTF grantees** to media opportunities when appropriate.

Tactic: Speaker's Trainings

Target: 1 per quarter/ as needed

Community Outreach Coordinator and Consultant

- The **Community Outreach Coordinator and Consultant** will offer speaker's trainings to any interested individual or group wishing to receive instruction and practice in consistent messaging to help spread the word about early childhood and FTF.
- The **Community Outreach Coordinator** will offer the following speaker's trainings:
 - Basic Speaker's Training:
 - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
 - Extended Speaker's Trainings:
 - The Write Way- *Writing Effective Impact Stories*

Community Awareness Tools/educational reinforcements

Target: Distributed as appropriate

Community Outreach Coordinator

- Educational Reinforcement items will be distributed by the **Community Outreach Coordinator**. The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF supporters 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.
- Educational Reinforcement items will be given to individuals who have first received general information about early childhood and FTF.

First Things First Staff and Central Phoenix Regional Partnership Council

- The **Community Outreach Coordinator** will work with the **Central Phoenix Regional Director** to implement the Community Awareness Budget, including event participation and the purchasing of Educational Reinforcement items.
- The **Community Outreach Coordinator** will work with the **Central Phoenix Regional Director** to identify appropriate sponsorship opportunities and submit these for final approval to **FTF External Affairs Staff**.

Community Outreach Coordinator

- The **Community Outreach Coordinator** will submit interesting and relevant on social media platforms. Submissions will include photographs taken at early childhood events in Central Phoenix.
- The **Community Outreach Coordinator** will encourage supporters to get informed, get involved, and get young children ready by promoting the use of social media to all audiences.

Working with the Central Phoenix Regional Partnership Council

Community Outreach Coordinator

- **Regional Partnership Council Meetings-** The **Community Outreach Coordinator** will provide quarterly reports during **Central Phoenix Regional Partnership Council Meetings**. Updates will include the number and nature of recent presentations, media opportunities, stories, and other community outreach updates. **Central Phoenix Regional Partnership Council Members** may provide feedback, recommendations, and direction during the meeting.
- **Grantee Meetings-** **Community Outreach Coordinator** will work with **Phoenix FTF staff** to provide speaker's trainings, communications guidance, and updates to **FTF grantees** at grantee meetings. **Grantees** may provide feedback, recommendations.

Community Outreach & Awareness: Role of Central Phoenix Regional Partnership Council

1. Provide input and expertise in achieving goals to the community outreach plan.
2. Work with **Central Phoenix Regional Director** and **Community Outreach Coordinator** to identify, attend and/or present at local events, media opportunities, regional sponsorship and event participation opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Central Phoenix Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.

Requests of First Things First Grantees

1. **Success Stories-** **First Things First grantees** are asked to work with the **Community Outreach Coordinator** to invite program participants to be interviewed for a success story.

- **First Things First grantees** are requested to communicate good story opportunities in person, through email and phone to the **Community Outreach Coordinator**.
2. **Outreach Opportunities- FTF Grantees** are encouraged to recommend presentation opportunities to the **Community Outreach Coordinator**, to participate in FTF Speaker's Series trainings, and to engage in the conversation about early childhood on their personal social media platforms.
- The **Community Outreach Coordinator** will communicate outreach opportunities, such as tabling events, to **First Things First grantees** so that they can consider raising awareness of their services at the event either in conjunction with FTF or on their own.
 - **FTF Grantees** are expected to follow grantee protocol as it pertains to First Things First branding. As a reminder, First Things First must be mentioned as a funder within every press release, on grantee collateral material and at grantee events.



FIRST THINGS FIRST
EARLY CHILDHOOD SUMMIT 2013
Learn. Share. Grow.

PROGRAM SCHEDULE
Building Strong Systems

SUNDAY, AUGUST 25

Registration	12 - 5 pm
Pre-Summit Symposium: Systems Leadership*	2 - 5 pm

**Requires separate registration*

MONDAY, AUGUST 26

Registration and Exhibitors	7 am - 5 pm
Opening Keynote: Alison Gopnik	8:30 - 10 am
Featured Speaker: Adele Diamond Featured Speaker: Peter Mangione Breakout Sessions: Block 1	10:30 am - 12 pm
Break	12 - 1:30 pm
Tribal Gathering**	12:30 - 3 pm
Breakout Sessions: Block 2	1:30 - 3 pm
Breakout Sessions: Block 3 FTF Chairs/Vice Chairs Meeting	3:30 - 5 pm

***Requires separate registration; lunch included*

TUESDAY, AUGUST 27

Registration and Exhibitors	7:30 am – 1:30 pm
Featured Speaker: Adele Diamond Featured Speaker: Peter Mangione	8:30 - 10 am
Breakout Sessions: Block 4	10:15 - 11:45 am
Celebration Lunch/Keynote: David Lawrence Jr.	12 - 1:30 pm
FTF Board Meeting	2 pm

KEYNOTE SPEAKERS



Alison Gopnik

Monday, 8:30 am

An internationally recognized leader in the study of children's learning and development, Dr. Gopnik is author of *The Philosophical Baby*, *The Scientist in the Crib* and other influential books on cognitive development and is professor of psychology and philosophy at the University of California at Berkeley.



David Lawrence Jr.

Tuesday, 12 pm

Mr. Lawrence retired as publisher of the Miami Herald in 1993 to devote all his energy to promote investment in early childhood development and educational readiness. He is president of The Early Childhood Initiative Foundation and "Education and Community Leadership Scholar" at the University of Miami's School of Education and Human Development.

FEATURED SPEAKERS

Adele Diamond

Monday, 10:30 am; Tuesday, 8:30 am

Dr. Diamond is the Canada Research Chair Professor of Developmental Cognitive Neuroscience at the University of British Columbia.



Peter Mangione

Monday, 10:30 am; Tuesday, 8:30 am

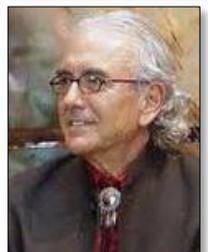
Dr. Mangione is Co-Director of WestEd's Center for Child and Family Studies.



Eduardo Duran

Monday, 12:20 pm (Tribal Gathering*)

Dr. Duran is a clinical psychologist who has worked in Indian country for more than two decades.



**Requires separate registration*

BREAKOUT SESSIONS

Covering a wide range of topics related to early childhood, Summit breakout sessions will provide information, inspiration and practical tools you can use in your ongoing efforts on behalf of Arizona's youngest children. The following is just a sampling of the 75 presentations offered over the two days of the Summit:

Children's Health

- Empower Program: Superhero Powers for Child Care Facilities
- Child Nutrition: Why It's Important to Cognitive Development
- Babies AZ: Improving Outcomes for Fragile Infants and their Families

Data-Driven Decision Making

- Using Critical Thinking, Curiosity and Data-Driven Decision-Making to Improve Your Program
- Quality First: Looking Through the Data Lens
- Using Evidence-Based Practices to Address Local Needs

Early Learning

- Executive Function: Understanding and Developing the Management System of the Brain
- Common Core and Early Childhood Education: What's the Connection?
- When Arizona Reads, Arizona Thrives: Coordinating State & Local Approaches to Early Literacy

Family Support

- Parents as Partners: Effective Team Skills
- Home Visiting: A Core Component of the Early Childhood Development System
- Identifying and Supporting Young Children with Delays

Leadership Development

- The Seven Habits of Exceptional Leadership
- Boots on the Ground: The Art and Science of Community Engagement
- The Write Way: Using Words and Pictures to Inform, Inspire and Engage

New Council Members

- Achieving Quality through Relationships: A Quality First Overview
- First Things First Grantee Data Reporting: The Basics
- Open Dialogue with Steve & Rhian

Systems Building

- We Are All In It Together: Comprehensive Change Requires Collaboration
- Breaking New Ground: Arizona's Early Childhood Professional Development System
- Resiliency in Rural America: Systems Thinking and Rural Communities

Tribal

- Tribal Perspectives on Effective Communications and Community Engagement
- Bridging Cultural Differences
- Working More Effectively With Tribes