



FIRST THINGS FIRST

The right system for bright futures

ARIZONA EARLY CHILDHOOD DEVELOPMENT & HEALTH BOARD

NORTH PHOENIX REGIONAL PARTNERSHIP COUNCIL

1. **CALL TO ORDER:** The regular meeting of the First Things First North Phoenix Regional Partnership Council; Arizona Early Childhood Development and Health Board was held on Tuesday, August 10, 2010 at the Washington Elementary School District Office in the Governing Board Room located at 4650 West Sweetwater, Glendale, Arizona 85304.

Chair Jenna Goad called the meeting to order at 4:35 pm.

Members Present: Willette Watts, Faith Based Member; Barbara Nicol, At Large Member; Cindy Hallman, Business Member; James Emch, At Large Member; Bill Adams, School Administrator Member; Jenna Goad, At Large Member

Member Present By Phone: Connie Robinson, Philanthropy Member

Member Not Present: Mindy Zapata, Child Care Provider Member

Quorum: Established.

Staff Present: Brenda Tomlin, Regional Coordinator; Briggetta Hawks, Administrative Assistant; Tracey Craig, Regional Manager

2. **CONSENT AGENDA:** Member Bill Adams moved to approve the consent agenda items which include the regular meeting minutes of July 13, 2010 and the Executive Session meeting minutes of July 13, 2010. Mr. Adams for the record advised that Member James Emch was not at the July 13, 2010 meeting and therefore was not eligible to vote. Motion second by Member Willette Watts, all in favor, Mr. Emch abstained; motion carried.

3. **CALL TO THE PUBLIC:** None

4. **CALL TO PRESENTERS:** Chair Jenna Goad introduced the presenters.

A. Training Specialist Marlene Moreno from Southwest Human Development presented updates on the Raising A Reader program to the Council. Ms. Moreno advised that the new program launched in January of 2010 and is slated to provide eight (8) parent workshops mostly in apartment communities. Ms. Moreno advised that this is a very successful program and reaches entire families. The collaboration efforts between the Raising A Reader Program and the City Library is wonderful and include members in the apartment complexes participating in very well organized field trips to the library. The library staff also accommodates for extra story times. Ms. Moreno spoke of book drives as well as lobby and laundry room libraries in the apartment complexes. Ms. Moreno also touched on Raising a Reader's collaboration efforts with Choices for Families. A brief overview of the Raising A

Reader program was given to Council Members in their packets. Ms. Moreno was thanked by the Council for her hard work and her presentation.

B. Community Impact Manager for Early Care and Education John Cregg; Valley of the Sun United Way provided the Council with an oral update on the School Readiness Kits and Professional REWARD\$ Program. Mr. Cregg brought with him the new school readiness kits and provided each Council Member with a kit for their outreach efforts. Mr. Cregg suggested that the Council may want to give their kit to a family with a child age 0-5. Mr. Cregg advised that of the five thousand (5,000) kits provided last year by the Council, four thousand eight hundred fifty (4,850) were given out to children and their families within the North Phoenix Region. The Council provided funding for an additional five thousand (5,000) kits this year which will go to those in the North Phoenix Region who did not receive a kit, and to those that indicated that they would like to receive the kits again. Mr. Cregg went through the contents of the kits which are aligned with the Early Learning Standards through the Department of Education. Mr. Cregg thanked Member Downing and her staff for helping with this portion of the kits. Early Learning Standards are on the first three (3) folders. Inside is a book and activities. Ninety five percent (95%) of the activities can be done with no cost to the family. The last folder is a resource guide for the family, tips on what to look for when their children start school; and a developmental wheel. In the pouch are a compact disk, crayons, and music. A survey is also provided in the kit, and to date, one thousand seven hundred ninety two (1,792) filled out surveys have been received. The surveys give Valley of the Sun an idea of how much families read to their children, how knowledgeable families are about their child's learning, and how familiar they are with resources. Post surveys went out in April and although not many were received, one hundred percent (100%) of parents are still reading to their children and the number of days they are reading to their children has increased. Ninety three percent (93%) of post surveys received indicate that the kits have helped the parents understand the way their child learns, and eighty five percent (85%) say they are more familiar with the resources in their community.

Mr. Cregg presented an update on the Professional REWARD\$ Program. Valley of the Sun United Way started the Professional REWARD\$ Program with award of the First Things contract in May 2010. The program provides incentives to early learning staff that work with children ages 0-5. The Professional REWARD\$ Program has a total of eight hundred (800) incentives to give out from all Regions that participated in the program; and of those four hundred fifteen (415) were distributed across eleven (11) regions with thirty six (36) given out in the North Phoenix Region. Over seventy applications were received for the North Region, but lack of documentation, length of employment, number of credit hours, and making too much money were the barriers for an applicant not to receive an incentive. Valley of the Sun United Way is continuing to work with applicants who were not selected and did not meet the requirements. The second round of incentives will start September 1, 2010 and go through October 31, 2010. The requirements have not changed for the REWARD\$ Program and include: First come, first served, work with children ages 0-5 at least 30 hours per week, and must have a minimum of one year at their place of employment. These incentives are open to Directors, Assistant Directors, and Teachers. The incentives range from three hundred dollars (\$300.00) to two thousand dollars (\$2,000.00). Valley of the Sun United Way will invite centers to attend a seminar at the end of this month to learn more about the REWARD\$ program and how to apply. It was recommended by Member Adams to get the money out. Mr. Cregg was thanked for his presentation and hard work.

5. **2010 NEEDS AND ASSETS:** Penelope Jacks, Early Childhood Policy Director, and Joshua Oehler, Research Associate from Children's Action Alliance presented to the Council an overview of the 2010 Needs and Assets Report. The report was emailed to all Council Members for their review prior to their meeting and a hard copy was provided at the meeting. Member James Emch commented that the information included in this report was better than the one from 2008. The Council expressed that this report will help to target the Council's strategic planning. Member Adams was concerned about the Washington Elementary School District census numbers as he

did not feel that they were correct. No follow-up or corrections were requested by Member Adams. Member Hallman commented that it was nice to see the information on paper.

Motion: Member James Emch moved to accept the Needs and Assets report and forward the Needs and Assets Report to the State Board for their consideration and approval, second by Member Cindy Hallman, all in favor, no discussion, and motion carried.

6. REVIEW & POSSIBLE VOTE: FAMILY RESOURCE CENTER: Background information was sent out to Council Members prior to the meeting in an email and provided in packets at the meeting. Coordinator Tomlin went through a brief process of what happened with this Request for Grant Application (RFGA) that closed on May 20, 2010 and did not get any applicants. Coordinator Tomlin advised the Council that in speaking to the current North Phoenix grantees at the last collaboration meeting, as well as faith based members in the community, they all agreed that this is a valid strategy and that if the potential applicants were better aware of this opportunity, they would apply. The consensus of the Council was to move forward with this strategy by rewording the language to reflect the Family Resource Center as an add-on to an existing program opposed to starting new with a program. Some ideas that came out for possible sites included libraries, child care centers, school district centers, and faith based centers. Member Cindy Hallman volunteered to go over the document with Coordinator Tomlin and advised that she would help in rewording the RFGA. Member Hallman expressed that the funding available is not enough to start up a program and some programs may not want to apply for this grant due to the uncertainty of First Things First's future.

7. REVIEW AND POSSIBLE VOTE: HEARING STRATEGY: Background information for this strategy was provided to the Council in an email prior to the meeting and in their meeting packets. By adding an additional Child Care Health Consultant, the Maricopa County Department of Public Health proposed to reach one thousand eight hundred forty five (1,845) children in a six (6) month period. The implementation plan covered eleven (11) months and will include in addition to the screenings, hiring of staff, training staff, and the purchase of equipment. Council Members expressed their concerns about referrals after the initial screening. Council also discussed whether or not this was the best option to provide the service. The proposal amount is one hundred seventy nine thousand one hundred and thirty four dollars (\$179,134.00).

Motion: Member Cindy Hallman moved to go forward with the contract agreement with the Maricopa County Department of Public Health to provide hearing screenings, second by member Sally Downing, all in favor, no discussion; motion carried.

8. REVIEW & DISCUSSION: DATA REPORTS: Data reports and a financial data summary were provided to the Council by email and in their packets at the meeting. Member Adams indicated that he would like to have a report with projected numbers of families served and actual served. Coordinator Tomlin informed the Council that the fiscal year 2010 end financial reconciliation for grantees will be provided in late September or October. Coordinator Tomlin pointed out that the data reports may not necessarily reflect all the correct numbers served. Staff is working hard to streamline these numbers prior to the final report. It was noted that there is potential for a large amount of carry-forward due to money that has not been expended.

9. RESOLUTION OPPOSING HCR 2001: Chair Jenna Goad asked the Council to consider a resolution that supports the State Board's decision to oppose HCR 2001. Chair Goad advised that other Councils have shown their support to First Things First by opposing HCR 2001 which sweeps funding from First Things First into the general fund and directs any future tobacco revenue to the general fund. A sample wording of a resolution was provided for the Council to review.

Motion: Member James Emch moved to adopt a resolution on behalf of the North Phoenix Regional Partnership Council opposing HCR 2001, second by Member Sally Downing, brief discussion, Motion carries with a vote of five (5) yes and three (3) no votes.

10. COMMUNICATION PLAN UPDATE: Coordinator Tomlin updated the Council on the Community Liaison position recruitment. During a meeting with all Councils across Maricopa, Coordinator Tomlin and Council Member Robinson proposed hiring a half time Community Outreach Liaison. As Northeast Maricopa also proposed to fund a half time position, North Phoenix and Northeast Maricopa decided to share a full-time employee and interview together to make a final decision. Hundreds of resumes were reviewed and six to seven were chosen for interviews. A conference call is scheduled for August 11, 2010 with the Coordinators from the two Regions, their Regional Managers, and a Member of each Council to make a final decision on the position hiring. Member Adams and Member Emch both voiced their concerns in sharing an Outreach Liaison position between the two Regions. They expressed concerns that North Phoenix and Scottsdale have different needs, and the North Phoenix is the second largest Region in the State. It was these Council Member's understanding that in previous meeting conversations, it was determined that the North Phoenix staff needed help in outreach efforts and that a full-time person would be hired; not a half time shared position. It was the decision of the Council at this time to move forward with a full-time Community Liaison, not share one. Coordinator Tomlin will inform Northeast Maricopa representatives of the clarification and decision by the Council.

11. COUNCIL UPDATES: Chair Jenna Goad updated the Council on the upcoming Regional Area Forum on August 18, 2010, and the Summit with a reception at the Basha Museum on Sunday, August 29, 2010 from 6:00 – 8:30 pm, and the actual Summit on Monday, August 30, 2010 from 7:30 am – 8:30 pm, and Tuesday, August 31, 2010 from 7:30 am – 3:00 pm. All members are encouraged to attend if they are able to.

Coordinator Tomlin went briefly over the timeline for the next few months. A hard copy will be sent to Council Members at a later date. The Council will need to determine if longer or additional meetings need to be held, and whether or not the Council wants to meet with another Council to look at joint strategies.

Member Adams informed the Council that he did not have any opposition for the Washington Elementary School District Governing Board Seat, so he does not have to campaign and will serve on the Washington Elementary School District Governing Board for an additional four (4) year term.

Vice Chair Sally Downing requested that no other items be added to the agendas for the next few months other than the funding plan. Coordinator Tomlin informed the Council that meetings can be scheduled and noticed as work sessions if this is the decision of the Council.

12. NEXT SCHEDULED MEETING: Tuesday, September 14, 2010, Washington Elementary School District in the Governing Board Room, 4650 West Sweetwater, Glendale, Arizona 85304.

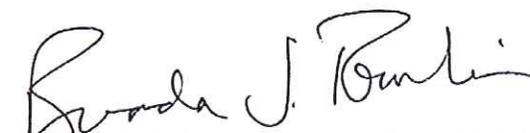
13. ADJOURNMENT: Member Cindy Hallman moved to adjourn the regular meeting, second by Member Barbara Nicol, all in favor, no discussion, meeting adjourned at 6:55 pm.

RESPECTFULLY SUBMITTED

APPROVED



Briggetta Hawks, Administrative Assistant



Brenda Tomlin, MSW, ACSW, Coordinator

COUNCIL APPROVAL



Jenna Goad, Chair