



Arizona Early Childhood Development & Health Board

Southwest Maricopa Regional Partnership Council

July 16, 2013 – *Draft* Meeting Minutes

Call to Order

The Regular Meeting of the First Things First Southwest Maricopa Regional Partnership Council was held on Tuesday, July 16, 2013 at Avondale City Hall, 11465 West Civic Center, Avondale, Arizona 85323.

Vice Chair Flack welcomed everyone and called the meeting to order at approximately 5:34 p.m.

Members Present:

Patty Avery-Schuster, Dora Barrio, Kimberly Flack, Wendy Krisik, Marithe Denys Sandoval and David Schwake

Members Absent:

Kelli Cordova Wright, Dr. Carlian Dawson, Colleen Day Mach, Susan Laurita and Amanda Reyes

Review and Approval of May 21, 2013 Meeting Minutes & June 5, 2013 Special Meeting Minutes:

Council Member Avery-Schuster made a motion to approve the May 21, 2013 minutes as written. Motion was seconded by Council Member Schwake. Council Member Krisik abstained. Motion was carried.

Council Member Barrio made a motion to approve the June 5, 2013 minutes as written. Motion was seconded by Council Member and carried out by unanimous vote.

Call to the Public:

Poiette Hedgecock, Parent - Addressed the importance of the 21st Century Parent Education Connection Program. Ms. Hedgecock stumbled across 21st Century PEC program at an education event and mentioned that the program has been a goldmine in her life and the staffs were loving and kind people. The program taught her son how to read and now he reads books at home. Ms. Hedgecock shared that her daughter was diagnosed with developmental delays in some areas and some of the programs activities helped improve her motor skills within a months' time. Ms. Hedgecock is thankful for the program and encouraged the Southwest Council to consider refunding the program.

Ami Moffitt, Parent - Addressed the importance of the 21st Century Parent Education Connection Program. Ms. Moffitt and her daughter started attending the program when she was four months old. They went around to the activities and staffs explained things that she could do with her child to prepare her ready for things such as when her teeth come in. Ms. Moffitt shared that she does not have family in Arizona and this was a great place to meet people and hear about educational things. The program provided charts, forms and books to take home to make sure her child was on task. Ms. Moffitt is involved in social work and saw how beneficial the program was to the point that she would

recommend clients. Ms. Moffitt is thankful for the program and encouraged the Southwest Council to consider refunding the program.

BK You, Southwest Institute for Families and Children, 21st Century Parent Education Connection Program. Mr. You thanked the Public and Southwest Council for supporting the PEC program. Mr. You talked about how successful the program is and mentioned that parents and children really benefit from the program. Mr. You encouraged the Southwest Council to consider refunding the program.

Ms. Kimberly Richards, First Teeth First Program Coordinator, Maricopa County Department of Public Health, Offices of Oral Health. The First Teeth First program just finished doing a series of partnerships with the Summer Feeding Program that is run by Council Member Schwake. They went to several schools and provided oral screenings and flouride varnish for children. A news article was printed in the Arizona Republic about The First Teeth First program mentioning the importance of oral health. This was a great opportunity to get the word out and the hope is that next summer the program will do this on a consistent basis. In April the program came to the Southwest Region and implemented oral screenings and referrals on pregnant women. An upcoming event will be held in South Scottsdale on July 24th, 2013 regarding the importance of oral health in pregnant woman and children. Ms. Richards will provide Regional Director Santiago with information about the event and all are welcome to attend.

Discussion and Possible Action Developmental Screening:

a. Subcommittee Meeting Minutes/Recommendations

Regional Director Santiago updated Council on the progress of the Developmental Screening Subcommittee. The First Things First Senior Director of Childrens Health, Karen Peifer was invited to attend a meeting to further talk about recommendations of the Subcommittee and to compare and look at how this compliments what First Things First continues to develop in this area.

Council Member Krisik updated Council on the progress of the Developmental Screening Subcommittee. Throughout the month of June the Northwest and Southwest Maricopa Regional Partnership Councils' Developmental Screening met to analyze information relating to developmental screening activities occurring within the two regions and worked together to develop an approach to address identified needs. Subcommittee prioritized their main concerns and after reviewing a variety of approaches came to a consensus in identifying two strategies: Care Coordination/Medical Home and Children with Special Needs – Parent Coaching. Both Strategies are evidence/research based and have shown significant evidence of effectiveness in promoting adequate/timely developmental screenings and in improving families' abilities to support children's health development. Subcommittee made the following recommendations:

Recommendation 1: Revise SFY14 Funding Plan to add a Care Coordination/Medical Home Strategy in the amount of \$200,000 per 12 month calendar year with the intent of providing services to 600 children.

Recommendation 2: Revise SFY14 Funding Plan to add a Children with Special Needs-Parent Coaching Strategy in the amount of \$200,000 per 12 month calendar year with the intent of providing services to 85 children.

Council Member Avery-Schuster made a motion to revise SFY14 Funding Plan to add a Care Coordination/Medical Home Strategy in the amount of \$200,000.00 per 12 month calendar year with the intent of providing services to 600 children. Motion was seconded by Council Member Barrio and carried out by unanimous vote.

Council Member Avery-Schuster made a motion to revise SFY14 Funding Plan to add a children with Special Needs-Parent Coaching Strategy in the amount of \$200,000.00 per 12 month calendar year with the intent of providing services to 85 children. Motion was seconded by Council Member Schwake and carried out by unanimous vote.

Community Outreach Update:

Ms. Rabago-Mussi shared that she was promoted to Senior Director of Community Outreach and introduced Victoria Bray as the new Southwest Maricopa Community Outreach Coordinator.

Community Outreach Coordinator Victoria Bray shared that as a resident of Goodyear, she is excited to work in a region that she knows best. She brings a wide range of skills to her work, with a diverse background in campaign/project management, fund development and film production. In addition, she is an active volunteer with the Phoenix Comicon working with Children's Activities and her favorite event is the live action Plants vs. Zombies play. Ms. Bray looks forward to meeting with Council Members one on one and thanked Council for the opportunity to introduce herself.

Ms. Rabago Mussi updated Council on the 2014 Strategic Communications Plan. First Things First funds programs in health, family support and early education and one of the strategies that is written into the law is increasing public awareness and the importance of early childhood and programs. This is the main objective and mission of the statewide Communications External Affairs team. Ms. Rabago Mussi shared information about the comprehensive multi-year plan, stakeholder feedback, goals and model. This Statewide plan was approved by the State Board in June and will be shared with Council once the final copy is ready.

Ms. Rabago Mussi shared information about First Things First Core Messages.

Please note that Council Member Sandoval left the room at 6:28 p.m. Member Sandoval returned at 6:30 p.m.

Vice Chair Flack called for a short recess at 6:28 p.m. due to loss of quorum. Vice Chair Flack resumed the meeting at 6:30 p.m. due to there was now a full quorum.

Director Update:

- **Buckeye Family Resource Center**

Regional Director Santiago updated Council on the progress of the Buckeye Resource Center. The details of the agreement are still being worked through and there are a few items that finance is sorting out regarding the cost associated with the model. Regional Director Santiago will continue working with the District and the hope is that the project will be complete by August 2013 and open on September 1, 2013.

- **Need and Assets Report**

Regional Director Santiago updated Council on the process of the 2014 Regional Needs and Assets Timeline for the Needs and Assets Report. Regional Director Santiago provided Council with a copy of the timeline and mentioned that the base report is due in the Fall of next year.

- **Discretionary Funding Subcommittee**

Regional Director Santiago – Due to the ongoing issue with Discretionary Funding a Task Force Subcommittee is being put together to further look into this. Regional Director Santiago will send out an email with possible meeting dates and is looking for volunteers to participate on the Task Force. The Subcommittee will include State Board Members.

- **Indicators Benchmark-Plan**

Regional Director Santiago - There are three benchmark indicators that are the same for every region in the county. Various other regions have come together to form a subcommittee to work on these three specific indicators. The Southwest Region identified three indicators and are ready to move forward. Regional Director Santiago will send out an email with possible meeting dates and is looking for volunteers to participate on the Indicators Benchmark Planning Subcommittee.

- **System Building**

Regional Director Santiago will be scheduling one on one meetings with Council Members to individually discuss System Building. Once all the details have been discussed Director Santiago will bring back a presentation to full Council for discussion.

Council Member Updates:

Regional Director Santiago mentioned that all Council Members have been registered for the Summit. The Southwest Maricopa Region will be hiring an intern to do an internship in the Glendale office. This individual has an interest and is involved in providing services in mental health but would like to change to the policy and system building process. The intern is a resident of Goodyear will be starting the first week in August and will be attending Council meetings. Due to the Summit being held in August, Council will not meet for their regularly scheduled meeting. Director Santiago will send out an email notifying members.

Council Member Schwake reported that the Summer Feeding Program went very well and the dinner meals were remarkable.

Vice Chair Flack informed Council that the Department of Education Infant Toddler Summit will be held on Saturday, August 10, 2013 in Tempe. They will be going over the Infant Toddler Guidelines and is open to anyone who would like to attend. There is a charge and Vice Chair Flack will email Director Santiago the link with information.

Adjournment:

There being no further business, Vice Chair Flack adjourned the meeting at 6:59 p.m.

GRANTEE AGREEMENT

**Between The
Southwest Maricopa Regional Partnership Council,
Arizona Early Childhood Development and Health Board
(First Things First)
And
Buckeye Elementary School District**

WHEREAS, A.R.S. Title 8, Chapter 13, Article 3 charges the Arizona Early Childhood Development and Health Board (also known as First Things First), the Southwest Maricopa Regional Partnership Council (hereinafter referred to as the grantor) with the responsibility of administering funds.

THEREFORE, it is agreed that the grantor shall provide funding to Buckeye Elementary School District (hereinafter referred to as the grantee) for services under the terms of this grant.

I. Purpose of the Grant

The purpose of this grant is to specify the responsibilities and procedures for the grantee role in administration of funds provided by First Things First.

II. Term of the Grant, Renewal

- A. This grant shall become effective on **October 1, 2013** and shall terminate on June 30, 2014. This grant is renewable for two (2) additional twelve (12) month extensions, based on satisfactory performance and continued available funding.
- B. This grant shall not bind nor purport to bind the grantor for any contractual commitment in excess of the original grant period.

III. Description of Services

The grantee shall provide the following services for the grantor as approved and summarized below:

- A. Intent: In order to address the needs of families with young children in the region, Southwest Maricopa Regional Partnership council has chosen to invest funding to implement a Family Resource Center strategy. A needs and assets assessment of the Southwest Maricopa region has shown that parents and families need access to information and resources to be the best parents possible. Furthermore, data and information reveals that the region has a lack of quality family support services that assist parents of young children in accessing information about child development, child health and related parenting skills. The region is also lacking in programs and

recognizes the limited capacity of existing programs to provide referrals to local services that can help parents and families support their children's optimal development and health. (Refer to Scope of Work, Exhibit A, Statement of need for a full description.)

Attachment C

Narrative Questions and Responses

To complete the application, provide a narrative response that addresses the items below.

- a) Provide a description of the program being proposed.

An assessment of the Southwest Maricopa region has shown that families need access to critical services to enable best care for their families, ensuring their children are well equipped and prepared for their education and sustainable well-being. This proposal addresses the need to replace a previously established Family Resource Center strategy in Buckeye and funded by the Regional Council.

Census data as well as First Things First, Needs and Assets assessments reveal the lack of quality family support services as well as overall human services in the Southwest Maricopa region; services that assist families of young children in accessing information about child development, child health and related parenting skills as well as services that support the needs of the family as a whole.

The Family Resource Center will be modeled after sister-regional Family Resource Centers, Care1st Avondale Resource and Housing Center and Care1st Gila Bend Resource Center, which are part of the Southwest Maricopa Regional Council targeted funding for Family Resource Center strategy, the Buckeye Family Resource Center will finalize the First Things First southwest valley Family Resource Center network targeting communities with centers providing family support services strategically located in order to reach both urban and rural areas of the region.

The center / resource coordinator will operate with a priority and emphasis on the development of core partnerships that meet the unique needs of the Buckeye community and surrounding areas. Focused on a strong operational foundation including key staff, key community based organizations providing service, with regional support already established. Priority will be placed on evidence-based programming for key services. The Family Resource Center will enhance the Town of Buckeye and surrounding areas by providing families with access to the information / referrals and support necessary to strengthen family and community life and enhance the healthy growth and development of children through parenting education, early literacy development, social support opportunities and access to additional community resources.

The proposed renovation and implementation of Family Resource Center services will be located at the **Buckeye Elementary School District**, 25555 West Durango, Buckeye, AZ 85326. The capital investment will directly support the successful delivery of services by affording a central location for school resources and community based organizations to provide services without the

limitations of overhead expenses. The renovation will improve the facility in order to provide office space to partnering agencies, and two training / meeting rooms.

The Family Resource Center will ensure that the appropriate family and child services reflect the social and cultural characteristics of the community as well as the age and needs of the participants. The program will coordinate the delivery of other services in conjunction with other centers in the County as part of a comprehensive plan to increase family support to families with children 0 to 5 years of age.

Here is a list of key community-based organizations currently providing services at either the Avondale or Gila Bend Family Resource Center which will be also recruited to utilize the center. Included is a brief description of the services they provide.

- **Teen Outreach Pregnancy Services (TOPS)**- Support services for pregnant teenagers and their families' health and social issues. (SW Maricopa FTF Funded Provider).
- **Arizona Department of Economic Security, Division for Developmental Disabilities (DDD), Raising Special Kids, Civitan**- Supportive services for developmentally disabled children and adults and their families.
- **Duet**- A support group for grandparents raising grandchildren (SW Maricopa FTF Funded Provider). Information and referrals are made to this program.
- **KidsWatchAZ**, (SW Maricopa FTF Funded Provider). Improves the quality care and education that children receive in unregulated child care homes.
- **Nurturing Parents Program**, (SW Maricopa FTF Funded Provider). Strengthens families with young children by providing voluntary classes in community-based settings.
- **Child & Family Resources – Home Visitation** (SW Maricopa FTF Funded Provider). A voluntary in-home visitation program working with families 0-5 on parent-child relationships, child development, parenting, and resources.
- **Maricopa County Public Health- First Teeth First- SNACK**, Oral screenings, enamel protectants, and education regarding the importance of oral care and finding a primary oral health home. (SW Maricopa FTF Funded Provider). Car Seat Education classes are offered at the Resource Center monthly.
- **Depending on center's capacity it will extend linkages to the following organizations servicing the region;**
 - **Valley of the Sun United Way**: Residents are referred to VSUW for various services including FTF Child Care Scholarships for eligible families. VSUW is an ongoing VITA Site partner.
 - **Adelante Healthcare (WIC)**: Walk-in services for the Women, Infant and Children-USDA's nutrition program. This agency is housed at the Resource Center.
 - **Rio Salado College**: GED classes are offered at the Resource Center.
 - **Southwest Valley Literacy Association (SVLA)**: Offers English and literacy tutoring classes for adults at the Resource Center.
 - **Maricopa Workforce Connections (MWC)**: Referrals are processed at the Family Resource Center for MWC assistance.
 - **Housing Authority of Maricopa County**: Applications are available at the Resource Center

- Salvation Army:** Utility assistance for residents of Avondale, Goodyear, Litchfield Park, Tolleson, and Cashion that meet eligibility requirements. This agency is housed at the Resource Center.
- Valle del Sol:** Referrals are processed by the Resource Center and referred to VDS for their various programs.
- Department of Economic Security, Child Care Administration:** Families are referred to fill out an application for child care assistance
- Community Bridges:** Referrals are processed by Resource Center staff and directed to Community Bridges regarding mental/behavioral health issues.
- Raising Special Kids:** referrals are made to support parents to become effective advocates for their children with disabilities and provide training for parents.

b) Identify and describe the target population to be served by the proposed strategy, including:

- Population demographics, i.e. all children birth through five, infants and toddlers, families of infants, early childhood professionals, etc.

The target population is families with children 0-5 years of age in the Town of Buckeye and surrounding communities. The Southwest Maricopa Region is the fastest growing region, exceeding all other regions in 10-year growth. The population of children ages 0 to 5 has increased by approximately 200%. The median age for Southwest Maricopa is 2 years younger than the Maricopa median age, 3 years younger than Arizona's median age and 5 years younger than the national median age. The growth has exceeded many services.

Population figures are beginning to reflect anticipated growth. The 2000 Census had Buckeye's population at 6,537. By 2005, that number had risen to more than 25,000. The Town's population reached 50,876 in 2010 and is expected to continue to increase substantially over the next several decades.

Over 600 grandparents were responsible for grandchildren under the age of 18 in 2010. Out of those 600, there is a fair chance that children five and under reside in households where a grandparent is providing care. Raising a child is a daunting task for an individual who believed that their child rearing years had been completed.

27% of the families in Buckeye speak another language other than English in their household, 25% of that population speak Spanish. This supports the need for bilingual service delivery.

According to the 2010 Census data the median age for the Town of Buckeye is 30.7 years old; an ideal age for families to have at least one child under the age of 5 in their household.

According to data provided by neighboring Family Resource Center, Care1st Avondale Resource and Housing Center, the number of Buckeye families with children between the ages of 0-5 that have turned to their site for assistance with Health Insurance Enrollment, food commodities, parenting classes, and other human services since 2009 totals 571. The number of Buckeye children 0-5 that have benefited from these families venturing to Avondale for services totals 514.

According to Adelante Healthcare's, USDA funded program, Women, Infant, and Children (WIC), the current caseload in Buckeye is 1800; this figure includes the women/caregiver and children.

Target Service Number based on the Unit of Service(s) included in the scope of work above. How the strategy will meet the needs of the targeted population in terms of being culturally competent, linguistically appropriate, age appropriate and gender responsive. Ensure that the appropriate family and child services reflect the social and cultural characteristics of the community as well as the age and needs of the participants.

The grantee will provide family resource center services to 1,500 families and 500 families with Health Insurance Enrollment Assistance. The provider will create opportunities for families of different backgrounds to identify areas of common ground and to accept and value differences among them. The provider will also hire staff who reflect the cultural and ethnic experiences and language of the families with whom they work and integrate their expertise into the entire program. The provider will ensure that children and families receive effective, understandable, and respectful care that is provided in a culturally competent manner, a manner compatible with their cultural beliefs and practices and preferred language. The provider will also develop participatory, collaborative partnerships with communities and utilize a variety of formal and informal mechanisms to facilitate community and family-centered involvement.

The intended target population of the Health Insurance Enrollment subcontract will be families with children ages birth through five who are likely to qualify for public health insurance, yet are currently underserved. Additionally, the targeted population will include underserved populations or underserved geographic locations such as Buckeye and neighboring Tonopah, focusing specifically on families up to 200 percent of the Federal Poverty Level. This strategy targets all families with children ages birth through five, as well as health professionals who serve families with children in this age range throughout the Southwest Maricopa region. The Health Insurance Enrollment subcontractor will be selected utilizing approved practices as outlined by the First Things First Health Insurance Outreach and Application Assistance Standards of Practice.

- Recruitment and outreach efforts, engagement and retention practices for the targeted population.

The provider will develop plans for recruitment and outreach to families and the community as well as plans to encourage family and community involvement in continuous ongoing program development, which should be included in the Implementation Plan. The provider will participate in the collaborative work plan with other family resource centers in the County to recruit families as well as providers and other FTF funded providers to increase the capacity and effectiveness of the center and to increase referrals.

The Buckeye Family Resource Center Coordinator will network within the Buckeye School Districts as well as neighboring school districts, attend neighboring faith-based community gatherings, non-profit agencies currently working in the west valley and other community organization for the purpose of outreach, recruitment and retention. Information fairs, networking events and targeted outreach have also proven to be effective for neighboring

Family Resource Centers as a means of marketing. It will work closely with district's counselors, provide information to district's website, newsletter, and elementary school's staff for the distribution of marketing materials targeting families with children 0-5.

- c) Identify capacity or infrastructure building which will be needed, including agreements and partnerships with other departments and agencies, additional resources, and training and technical assistance to provide the proposed service.

The provider will collaborate with local social services including FTF grantees and providers outside of FTF in order to extend services to families. These may include i.e. other social services in the area, Maricopa County Community Services Division (Utility Assistance Program), Department of Economic Security, Arizona Children Association, City's Community Services, and local Early Childhood Network, i.e. Child Care Centers, Head Start, local District's network of counselors, Preschool, etc...

Memorandums of Agreement will be instituted with all partners to ensure that both parties understand what the partnership entails.

Buckeye Unified School District will support the Family Resource Center by providing needed services such as facilities management, and oversight over information technology, finance, as well as contract management.

- d) Identify barriers to providing the service or program proposed and plans for addressing these barriers. Describe plans to recruit and locate personnel within the geographical region of the provided service that are linguistically and culturally competent for the population to be served.

Lack of adequate public transportation is a barrier for families in accessing support services in the region. The lack of public transportation always creates a barrier for families to access services, especially for families living in the farthest west areas. The provider will work with FTF grantees and other providers in the area to collaborate and facilitate service delivery. The provider will seek collaboration with school district's sites as possible sites of recruitment and service provision.

Also an immediate strategy to be carried out to increase local transportation such as has been the case with the Zoom located in Avondale, Gila Bend's Solar Express, and Valley Metro Route 685.

Valley Metro, Route 685 travels between Ajo and Phoenix Monday through Saturday. As has been the efforts in Avondale and Gila Bend, Valley Metro will be approached in order to facilitate a "Flex Stop" service for the proposed Buckeye center. Currently this has been obtained with improvements in the route to provide stops just a few feet away from the Care1st Avondale Resource and Housing Center, and at the doorstep of the Care1st Gila Bend Resource Center.

Another barrier is the portion of the Buckeye population that speaks Spanish, (25%). It is because of this that staff either directly employed by the Family Resource Center or its partnering agencies will ensure that services are provided bilingually when deemed necessary.

The provider will recruit personnel from within the targeted service areas of the program and ensure that they are linguistically and culturally competent for the population to be served.

- e) Describe the plan and resources necessary to meet FTF basic reporting requirements and maintain data securely and confidentially.

The provider will attend FTF Data Entry / reporting training. All data collected will be kept confidential in accordance with state law and as required by regulatory agencies, as in the case for the Health Insurance Enrollment Assistance strategy.

The Buckeye Family Resource Center will maintain a daily service log that details data for families served with children ages birth through 5 years. This data will be compiled and submitted to First Things First on a quarterly basis via the standardized Resource Center Data Report, Health Insurance Enrollment report, and the narrative detailing Community Based Trainings. These standardized reports capture monthly totals within each quarter and reflect the total number of families with children ages birth through five years that are provided services and the total number of families (with children ages birth through five years) that are provided with referrals to outside agencies. Data and feedback gathered with these reports will be evaluated and serve to set benchmarks moving forward.

- f) Provide evidence of a strong need for the entity, including demographics of the market that will be served, and existing methods to deliver services to children five and younger.

At this point, there are no other agencies in the target area that focus or target families with children 0-5 years of age for Family Resource Center services. The area population of 0-5 has experienced an increase as demonstrated by the latest census count, and most families have been traveling long distances in order to access services needed for this population.

- g) A functional organization chart and detailed resumes of key personnel.

See attached organization chart of the Buckeye Family Resource Center

- h) A commitment of on-going support from the community for the capital improvement.

The School Governing Board will continue to support the School District in the availability of funds, and the search for any potential future funding needed, for example, through the ongoing effort of recruiting public private partnerships to support these activities. After the completion of the renovation and the establishment of the family resource center, the School District and the Southwest Regional Council will work together to implement similar strategies already in place in Avondale and Gila Bend where county agencies and private partners contribute towards operational support and the delivery of services.

- i) How funding such capital improvement will enable the Region to address the specific priority needs of children five and under.

This proposal is in response to ongoing efforts by the Southwest Maricopa council in replacing a previous Buckeye Family Resource Center strategy established during fiscal year 2011. In a collaborating effort, the Buckeye Elementary School District has offered the availability of a site for such purposes. Buckeye and its surrounding communities have felt

the gap in services ever since the cancellation of the previous contract. As stated previously, some families have traveled long distances in order to have access to services in Avondale and even in Gila Bend, approximately over 500 families, despite the lack of adequate public transportation. The Center will make available facility space to providers that otherwise wouldn't be able to extend their services to families due to the lack of site availability. The Center also expands the capacity of the Regional Council to create a system of family resource center hubs throughout the region for better service coordination.

- j) What funds will be available to sustain program operations if the capital request is approved.

As mirroring other Family Resource Center strategies funded by Southwest Maricopa Regional Council, the funding for the centers have been provided mainly by the partnerships between the Regional Council, organizations such as Care1st Health Plan and the grantees such as cities of Avondale and Gila Bend. This agreement provides funding for operations (\$175,000) aside from the dollars designated as capital (\$113,411). The School District is providing the required 50% match for the capital improvement cost from its non-restricted funds. The District will continue to recruit potential partnerships with organization and will provide as much as in kind donation possible to continue operations. The District is currently providing limited services in a small room at Buckeye Elementary School, and is committed to continue this resource for families with the proposed space expansion. The Southwest Maricopa Regional Council will be a major source of operational funding for the center.

- k) A description of other efforts to meet the capital needs and a narrative that describes how no other resources exist (other than any necessary matching funds) in the community to meet this need.

Currently a very limited family support program (Health Insurance Enrollment Assistance a few days a week) has been housed in a small room located on the grounds of the Buckeye Elementary School which is located a couple of blocks to the east of the proposed project in this agreement. In order to enhance the capacity of providing family support services to families in the community and due to the lack of other financial resources in the area, the School District will provide 50% of the funds required for the capital expense part of this project from its unrestricted Capital funding. At the Buckeye Elementary School District Governing Board Meeting on December 3, 2012, the board approved an agreement between Buckeye Elementary School District #33 and FTF. See excerpt from following Board meeting minutes, page 16.

INTERGOVERNMENTAL AGREEMENT WITH FIRST THINGS FIRST

The Governing Board approved the recommendation to approve the Intergovernmental Agreement with

First Things First for a Family Resource Center, pending attorney approval and designate the Superintendent as the signee for the agreement. Member Hunt made a **motion** to approve. Member Lovitt seconded the **motion**. **Motion** passed 5-0.

ADJOURNMENT

There being no other business, a **motion** to adjourn the regular meeting was made by President Eads, seconded by Clerk Ragsdale. Motion passed unanimously. Meeting adjourned at 7:14 p.m.

APPROVED: GOVERNING BOARD OF BESD #33

Marcus Eads, President

Gina Ragsdale, Clerk

Richard Hopkins, Member
Amy Lovitt, Member

ADMINISTRATION PRESENT:

Al Steen, Superintendent; Kristi Sandvik, Assistant Superintendent; Nate Bowler, Business Manager; Tmber DeLong, Executive Assistant; Lorrese Roer, Fred Lugo, Sue Johnson, Corey Christiaens, Michael Bartlett, Nick Forgette

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- l) A description of how project costs and the quality of the construction will be controlled during the construction or renovation process and what approval process will be utilized at the end of the project to ensure the work was completed within appropriate construction standards.

The School District has had a Project Management firm in place to act on behalf of the district. G.V. Enterprise, Core Construction Services of AZ, Inc. is the contractor and they have been procured through the state defined procurement process for this project. They are licensed, bonded and an insured company with the state. (See attached proposed scope of work and supporting documents describing process). All cost submitted for reimbursements will reflect the shared 50/50 participation by both the School District and First Things First.

- m) A description of the ownership and planned maintenance for the capital asset should the entity no longer utilize the asset for the purpose for which funding support was approved by the Board.

The School District has no intention in the foreseeable future to utilize the asset for anything other than what has been approved by the Board. This is a section of the building that has been utilized for other functions in the past.

- n) Verification of financial stability of the entity, plus written confirmation that it has adequate business controls in place (Applicants for funding toward construction or purchase of real property will be required to submit to First Things First a copy of its most recent independent audit. In lieu of an independent audit, applicants are required to submit proof of State of Arizona business registration or registration with the appropriate tribal government, a 5-year financial forecast, and certified banking relationship information).

Attached are the last 2 years of audited financials. The School District has received unqualified opinions from our single audits and has had no significant findings and has shown significant business controls in place.

- o) Demonstration of understanding and compliance with all applicable State, local and tribal building and operating regulations. For new construction and/or use of trust lands located on tribal lands, the Regional Council must assure that all applicable legal issues such as land use planning, tribal environmental regulation, financing, construction design and architecture agreements have been reviewed by the appropriate cultural resource and tribal authority.

This can be provided upon request. All applicable permits and Certificates for occupancy will be obtained from local authorities.

- p) The amount and source of the 50% matching funds required under this guideline for specific capital requests submitted to the Board of First Things First after 8/25/09.

Total Project Budget Proposed - \$288,411

First Things Operating budget = \$175,000

First Things First Capital Match = \$113,411

District Capital Fund Match = \$113,411.80 (School District Unrestricted Capital Funds)

- q) A written understanding that the Board may require a deed or title restriction or other requirement for repayment of its funds used for a capital expenditure in the event of the disposal or change in use of the asset; and

This proposed project (Family Resource Center) will be physically located on part of a building currently designated as a school district workshop and storage. The Buckeye Elementary School District Governing Board has embraced the need for a Family Resource Center in the community. District support staff, such as maintenance and janitorial services, will sustain the asset. With approval of this intergovernmental agreement, this space will be solely designated and titled as such. Funds approved by the District Governing Board along with the First Things First Funds clearly define the space as a Family Resource Center. The School Governing Board will continue to support the School District in the availability of funds, and the search for any potential future funding need, as well as public private partnerships to support these activities. By entering into this agreement, the Buckeye Elementary School District will adhere to "Standards of Practice" as described on Exhibits B, and C, attached to this document.

- r) Any other significant information that facilitated the Regional Council in making a funding recommendation. N/A

Attachment E

**Budget period: October 1, 2013 – June 30, 2014
Line Item Budget**

While you must use this format, you may reproduce it with Word Processing or Spreadsheet software. Limit your budget line items to the following categories: Personnel, Fringe Benefits, Professional Services, Travel, Pass-Through (i.e. Sub grants), Other Operating Expenses and Administrative/Indirect Costs.

| Budget Category | Line Item Description | Requested Funds | Total Cost |
|--|--|--|------------------|
| PERSONNEL SERVICES | | Personnel Services Sub Total | \$56,250 |
| Salaries | Resource Coordinator - 1.0FTE Administrative Assistant – 1.00FTE Prorated to 9 months | \$33,750.00 \$22,500.00 | |
| EMPLOYEE RELATED EXPENSES | | Employee Related Expenses Sub Total | \$15,000 |
| Fringe Benefits or Other ERE | Resource Coordinator - 1.0FTE Administrative Assistant – 1.00FTE Prorated to 9 months | \$9,000.00 \$6,000.00 | |
| PROFESSIONAL AND OUTSIDE SERVICES | | Professional & Outside Services Sub Total | \$4,000 |
| Contracted Services | Janitorial | \$4,000.00 | |
| TRAVEL | | Travel Sub Total | \$500 |
| In-State Travel Out of State Travel | Mileage for Local Travel | \$500.00 | |
| AID TO ORGANIZATIONS OR INDIVIDUALS | | Aid to Organizations or Individuals Sub Total | \$17,500 |
| Sub grants or Subcontracts to organizations/agencies/entities | Health Insurance Enrollment Prorated to 9 months | \$17,500.00 | |
| OTHER OPERATING EXPENSES | | Other Operating Expenses Sub Total | \$51,800 |
| <ul style="list-style-type: none"> • Telephones/Communications Services • Internet Access • General Office Supplies • Food • Rent/Occupancy • Evaluation (non-contracted & non-personnel exp.) • Utilities • Furniture • Postage • Software (including IT supplies) • Dues/Subscriptions • Advertising • Printing/Copying • Equipment Lease (copier) • Professional Development/Staff Training • Conference Workshops/ Training Fees for Staff • Insurance • Program Materials • Program Supplies • Program Incentives | \$9,000 \$2,000 \$5,000 \$8,500 \$17,000 \$800 \$4,000 \$2,500 \$2,000 \$1,000 | | |
| CAPITAL OUTLAY | | Capital Outlay Sub Total | \$113,411 |
| Construction/Land or Building Improvements/Purchase of Land or Building | Facility Remodel: Opening new office areas, improving hallways, storage, floors, insulation, upgrade restroom to ADA standards, and new entrance/exterior. | \$113,411, = 50% match of total remodeling cost of \$226,821.80. | |
| CAPITAL EQUIPMENT | | Non-Capital Sub Total | |
| Equipment \$5,000 or greater in value | | | |
| NON-CAPITAL EQUIPMENT | | Non-Capital Sub Total | \$14,950 |
| Equipment \$4,999 or less in value | Computers – 3 - \$4,500 Printers – 2- \$800 Servers – 1 - \$4,750 Rack System \$4,900 | \$14,950 | |

| | | | |
|---------------------------------------|--|-----------------------------|------------------|
| | | | |
| Subtotal Direct Program Costs: | | | \$273,411 |
| ADMINISTRATIVE/INDIRECT COSTS | | Total Admin/Indirect | \$15,000 |
| Indirect/Admin Costs | | \$15,000 | \$15,000 |
| Total | | \$ | \$288,411 |

Authorized signature _____ Date _____

Revised January 2013

First Things First
Maricopa/Phoenix Coordination

Family Resource Collaborative Project
Updates and Recommendations for SFY14 & 15

A Phoenix/Maricopa workgroup, comprised of FTF Directors, has been working together to address cross-regional coordination and collaboration in order to enhance services to families. A product of this work was the development of a Service Coordination strategy, the “Family Resource Center / Family Support Coordination Project”.

Background

Family Resource Centers/Family Support Coordination programs are implemented by a diverse group of community organizations including faith based and nonprofit organizations, health clinics, partnerships with cities, and by school districts in communities and neighborhoods throughout the County. Current First Things First investments in Family Resource Centers and/or Family Support Coordination programs in Maricopa County total just over six million dollars awarded to 26 contracts across the regions. With such a substantial organizational investment and commitment, a Family Resource Center/Family Support Coordination Project rose to the top as an appropriate collaboration strategy for Phoenix and Maricopa Regional Partnership Councils to initiate its cross regional collaboration efforts.

The Family Resource Center/Family Support Coordination Project is intended to accomplish multiple outcomes at the family, community and system levels. The primary goals of community collaboration and coordination around the Family Resource Centers and Family Support Coordination include:

- Increasing awareness and availability of services to families and children
- Improving service delivery and address the needs of families
- Building capacity throughout the regions to deliver highly effective and efficient family resource centers and a family support coordination model
- Sharing expertise and training resources, fostering a learning community across community organizations, health clinics, public entities and other groups.

Updates on Work in SFY13 and Requests for Funding Support for SFY14

The Family Resource Collaborative has established a structure, policies, regular meetings and priorities. The group has moved forward through subcommittees including a Professional Development subcommittee and a Leadership Committee, with FTF staff facilitating and staffing the work.

Through the work of an outside consultant, a collaboration and awareness plan was recently completed and approved by the Collaborative. The plan includes several recommendations which will lead to enhanced coordination, increased public awareness of the available services, and resources for quality service delivery.

In order to continue the cross-regional Family Resource Center/Family Support Coordination Project efforts, the Phoenix/Maricopa staff respectfully submits the following outline of the plans for SFY14 and recommendations of funding to the Phoenix and Maricopa Councils for consideration.

Objective 1.

Raise awareness of family resource centers and family support coordination that provide information about and referrals to supports and services available to families with young children.

Estimated cost \$ 170,000.

SFY14 Implementation Recommendations:

A. Work with family resource center and family support coordination providers to develop county-wide messaging and print materials to inform the community of the locations of the family resource centers and the family support specialists.

- Implement five strategies identified in Outreach and Awareness plan developed in SFY13.
 - Strategy # 1: Brand the Family Resource Collaboration as a unified entity.
 - Strategy # 2: Create a cohesive method to communicate information about the Family Resource Collaboration (FRC).
 - Strategy # 3: Develop a method for FRC organizations to communicate better with each other.
 - Strategy # 4: Equip parents with information they need to communicate to other parents about the value and services of the FRC.
 - Strategy # 5: Develop strategic partnerships between the First Things First Family Resource Collaboration and organizations/businesses.
- Establish an evaluation plan to measure the success of each strategy.

Estimated costs: \$70,000

For implementation of all five strategies listed above, over a two-year implementation plan, and with support of 6 Phoenix and Maricopa regions.

| | |
|--|-----------|
| • Annual Guide: Print and online design, (design \$4,200; printing \$15,000) | \$ 19,200 |
| • Microsite (year one development and implementation) | \$ 30,000 |
| • Logo development | \$ 3,000 |
| • Parent referral items (design \$2,800; purchase \$15,000) | \$ 17,800 |

Notes: These expenses reflect estimated costs for a two year plan. Funding to be made available in SFY14 but with intention to carry forward unexpended dollars into SFY15. For this part of the work, for SFY14, regional support and participation includes only those regions with Family Resource Centers: Northwest, Central, Southeast, and Southwest Maricopa; North Phoenix and South Phoenix.

B. Provide a gateway for parents and providers to other services that are available in the community through the development of a website and database of resources and services.

Estimated SFY14 costs: \$100,000

In a desire not to duplicate efforts, First Things First staff explored the option of developing a new database for the FTF funded programs and looked at two existing resource databases: AZ211 and FindHelpPhx. First Things First regional and program staff reviewed the two databases, attended presentations on both databases, and met with the two organizations administering the databases. After extensive review and discussion, it was established that FindHelpPhx was a needed and desired resource for providers.

There is strength in FindHelp also as an FTF Public/Private partnership effort, as recently the Maricopa Family Support Alliance and Piper Trust have also committed to financial support for FindHelpPhx for SFY14.

- Support efforts of Maricopa County Department of Public Health's FindHelpPhx.org
- Facilitate awareness, use and further development in partnership with MCDPH and in a Public/Private partnership approach with Maricopa Family Support Alliance and Piper Trust

Note: This request is for SFY14 only. For this part of the work, for SFY14, regional support and participation includes those regions with Family Resource Centers: Northwest, Central, Southeast, and Southwest Maricopa; North Phoenix and South Phoenix; and Central Phoenix with Family Support Coordination.

Objective 2.

Improve the quality of services delivered by family resource centers and family support specialists.

Estimated SFY14 costs: \$67,000

SFY14 Implementation Recommendations:

- A. Continue to convene Family Resource Collaboration members.
 - Provide opportunities to share knowledge, experiences, and innovative practices.
 - Provide opportunities for strategic planning and problem solving.
 - Establish collective philosophies that all Collaboration members can embrace and implement.
- B. Improve quality through best practices.
 - Establish best practice tool kit.
 - Establish speakers' bureau.
 - Establish Family Support Coordination training for all new Collaboration members.
- C. Establish professional development plan and schedule for Collaboration members.
 - Identify existing opportunities in community.
 - Develop annual training schedule.

Note: FTF Staff and FRC grantees are filling this role at this time. Funding requested to support a consultant to serve as staff for the project beginning as early as December 2013, at an estimated \$80,000 annually.

Objective 3.

Support a learning community of family resource center providers and family support specialists.

Estimated SFY14 costs: \$10,000

SFY14 Implementation Recommendations:

- Create a forum for family resource center providers to meet to discuss topics such as: strategic planning, coordination of resources, professional development.
 - Establish a shared extranet for Family Resource Center Directors and Family Support Specialists (Strategy 2, Tactic 2 from ACS Awareness Plan). Use the Extranet as the primary platform for Family Resource Collaboration Members to share information with each other and First Things First staff.
 - Provide training to Family Resource Collaboration Members on how to log in, access, download, and share materials on extranet site.

SFY14 Recommended total cross-regional investment: \$247,510.

SFY14 Recommended Regional Council individual commitments:

\$37,030 Northwest, Central, Southeast, and Southwest Maricopa; North Phoenix and South Phoenix;

\$25,330 Central Phoenix



| |
|---|
| <p>1. #/% children demonstrating school readiness at kindergarten entry in the development domains of social-emotional, language and literacy, cognitive, and motor and physical <i>Benchmark: It is anticipated that a benchmark for 2020 may be recommended in FY15 upon analysis of baseline data from an Arizona kindergarten developmental inventory</i></p> |
| <p>2. #/% of children enrolled in an early care and education program with a Quality First rating of 3-5 stars <i>Benchmark: Increase by 20% over baseline the #/% of children enrolled in an early care and education program with a Quality First rating of 3-5 stars</i></p> |
| <p>3. #/% of children with special needs/rights enrolled in an inclusive early care and education program with a Quality First rating of 3-5 stars <i>Benchmark: Increase by 20% over baseline the #/% of children with special needs/rights enrolled in an inclusive early care and education program with a Quality First rating of 3-5 stars</i></p> |
| <p>4. #/% of families that spend no more than 10% of the regional median family income on quality care and education with a Quality First rating of 3-5 stars <i>Benchmark: Maintain the #/% of families that spend no more than 10% of the regional median family income on quality care and education with a Quality First rating of 3-5 stars</i></p> |
| <p>5. % of children with newly identified developmental delays during the kindergarten year <i>Benchmark: Indicator language and benchmark recommendations will be made in fall 2013 after completion of the comprehensive opportunity analysis on the Arizona early intervention system for children birth to age 5</i></p> |
| <p>6. #/% of children entering kindergarten exiting preschool special education to regular education <i>Benchmark: 30% of children served in preschool special education will exit to kindergarten regular education</i></p> |
| <p>7. #/% of children ages 2-4 at a healthy weight (Body Mass Index-BMI) <i>Benchmark: 75% of children age 2-4 at a healthy weight (BMI)</i></p> |
| <p>8. #/% of children receiving at least six well-child visits within the first 15 months of life <i>Benchmark: 80% of children receiving at least six well-child visits within the first 15 months of life</i></p> |
| <p>9. #/% of children age 5 with untreated tooth decay <i>Benchmark: 32% of children age 5 with untreated tooth decay</i></p> |
| <p>10. % of families who report they are competent and confident about their ability to support their child's safety, health and well being <i>Benchmark: 73% of families report they are competent and confident about their ability to support their child's safety, health and well being</i></p> |



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QUALITY FIRST!

FY15 Proposed Model Updates





PROGRESS EXPECTATIONS

When are providers no longer eligible to participate in QF?

- Programs rated at a 1 star must increase their rating to 2 star or higher within 3 assessment cycles.
- Programs rated at 2 stars must increase their rating to a 3 star or higher within 3 assessment cycles.





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SCHOLARSHIP ELIGIBILITY

- Beginning July 1, 2013 programs on the waiting list will not be eligible for scholarships.
- Beginning July 1, 2014 programs at the 2, 3, 4 and 5 star levels will be eligible for scholarships.
- Beginning July 1, 2015 programs at the 3, 4 and 5 star levels will be eligible for scholarships.



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SCHOLARSHIP RATES

- Currently 216 different rates:
 - 2010 DES Market Rate Survey (MRS)
 - DES Districts
 - Provider Type
 - Age Bands
 - Star Rating



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COST OF QUALITY



| | 1-Star | 2-Star | 3-Star | 4-Star | 5-Star |
|------------------------|------------|------------|-------------|-------------|-------------|
| 0 - 12 Months | \$8,467.58 | \$8,467.58 | \$11,603.89 | \$14,282.49 | \$18,860.88 |
| 13 - 24 Months | \$7,696.93 | \$7,696.93 | \$10,263.85 | \$14,282.49 | \$18,860.88 |
| 25 - 36 Months | \$6,641.92 | \$6,641.92 | \$8,328.51 | \$10,709.54 | \$13,796.89 |
| 37 - 48 Months | \$5,317.37 | \$5,317.37 | \$6,395.76 | \$8,327.57 | \$10,420.89 |
| *49 - 60 Months | \$5,034.80 | \$5,034.80 | \$5,983.43 | \$7,851.18 | \$9,745.69 |
| Weighted Avg. | \$6,142.45 | \$6,142.45 | \$7,711.36 | \$10,087.95 | \$12,915.90 |



PROPOSED ANNUAL RATES

- Total of 4 variations in place of 216
- 2 age bands
- One statewide rate
- Family and group homes 67% center rate
- One rate at 3, 4 and 5 set at 90% of the cost of quality

| | | 1 Star | 2 Star | 3-5 Stars |
|---------|----------|--------|----------|-----------|
| Centers | 0-36 mo | \$ - | \$ 7,969 | \$ 11,300 |
| | 37-72 mo | \$ - | \$ 6,000 | \$ 7,300 |
| Homes | 0-36 mo | \$ - | \$ 5,625 | \$ 7,600 |
| | 37-72 mo | \$ - | \$ 4,875 | \$ 6,200 |





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SCHOLARSHIP SLOTS

- April 1st—date by which rating to be determined
- New program determined on actual star rating
- Financial incentives at 1 and 2 stars
- Scholarships at 3, 4, and 5 stars
- QF full participation with no scholarships
- Rates will be paid regardless of what program charges
- Tuition recommended not to exceed 10% of gross household income



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ALIGNMENT BETWEEN QUALITY FIRST AND PRE-K

- Originally stand alone strategies
- Same desired outcome
- June 2012, State Board approved alignment of strategies
- Common branding
- QF regionally based strategy



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QUALITY FIRST PRE-K

- Rating Only
- New programs rated in year 1, scholarships in year 2
- Align selection process
- Option to double the cap
- Waiver available to go beyond double the cap
- Eligible for targeted scholarships



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QUALITY FIRST PRE-K

- Number of Pre-K slots funded at the discretion of each council
- Slots distributed based on eligibility
- Mentoring Component



COMMUNITY OUTREACH & AWARENESS PLAN

FY 2013 Southwest Maricopa Regional Partnership Council

Goals of Community Outreach

1. Educate the Southwest Maricopa Region about the importance of early childhood broadly and FTF specifically.
2. Motivate Arizonans to take action in support of early childhood health and development.

Community Outreach Tools and Measures

Tactic: Presentations/Outreach & Networking Events

Target: At least four (4) per Month

Community Outreach Coordinator

- The **Community Outreach Coordinator** will secure presentation opportunities, one-on-one meetings with community members, and attend appropriate outreach events to represent First Things First and speak about the importance of early childhood health and development.
- The **Community Outreach Coordinator** will assist in the development of Region-specific collateral items.

First Things First Staff and Southwest Maricopa Regional Partnership Council

- **First Things First staff** and **Southwest Maricopa Regional Partnership Council (SWMRPC)** 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 SWMRPC 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 and Consultant

- 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.

Community Outreach Coordinator

- The **Community Outreach Coordinator** will coordinate site visits of FTF-funded programs, inviting elected officials, 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 enlist 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.

Community Outreach Coordinator and Consultant

- **News Releases**- The **Community Outreach Coordinator** will write news 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.
- The **Community Outreach Coordinator** may offer training on successfully preparing for media opportunities to **FTF grantees** and community partners interested in speaking about early childhood for any earned media opportunity.

Community Outreach Coordinator and Consultant

The **Community Outreach Coordinator** will offer speaker's trainings to individuals or groups 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, Everyday- *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 Outreach Coordinator

- Educational Reinforcement items, such as Born Learning Materials, 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 Southwest Maricopa Regional Partnership Council

- The **Community Outreach Coordinator** will work with the **Southwest Maricopa 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 **Southwest Maricopa Regional Director** and **Southwest Maricopa Regional Partnership Council** to identify appropriate sponsorship opportunities and submit these for final approval to **FTF External Affairs Staff**.

Community Outreach Coordinator

- 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.

Community Outreach Coordinator and Consultant

- **Regional Partnership Council Meetings-** The **Community Outreach Coordinator** will provide monthly updates during **Southwest Maricopa Regional Partnership Council Meetings**. Updates will include the number and nature of recent presentations, media opportunities, stories, and other community outreach updates. **Southwest Maricopa Regional Partnership Council Members** can provide feedback, recommendations, and direction during the meeting.
- **Grantee Meetings-** The **Community Outreach Coordinator** will work with **Southwest Maricopa FTF staff** to provide speaker's trainings, communications guidance, and updates to **FTF grantees** at grantee meetings. **Grantees** can provide feedback, recommendations, and direction during the meeting.
- **Staff-Directed Projects, Meetings and Strategies-** The **Community Outreach Coordinator** will work with **Southwest Maricopa Regional Staff** to support RPC recruitment, staff projects, meetings and events. The **Community Outreach Coordinator** will provide support based on the defined roles of a Community Outreach Coordinator.

1. Work with **Southwest Maricopa Regional Director** and **Community Outreach Coordinator** to identify, attend and/or present at local events, media opportunities, regional sponsorship and event participation opportunities, etc.
2. Provides ongoing feedback and guidance to both the **Southwest Maricopa Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach Strategy.
3. Engage in the conversation about early childhood on social media platforms.
4. Provide input and expertise in the development of the community outreach plan.

Parents and Caregivers
Faith Organizations
55+ Seniors
First Things First Grantees
ECDH Providers
Military
Businesses

Women's Organizations
K-12 community
Civic-minded Arizonans
Medical Community
Women's Organizations
Quality First centers/homes
Parent Bloggers

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.

As a new 3-year Strategic Communications Plan is launched, a more formalized, deliberate engagement plan begins. In First Things First's community engagement model, awareness and recruitment are followed by a focus on moving stakeholders to action – what we call engagement. As this strategy is developed, the **Coordinator** will add tactics to the plan which are related to engagement.

2014 First Things First Needs and Assets Report Project Overview

John Daws, PhD
Deanna Kaplan

Southwest Maricopa Regional Partnership
Council Meeting
September 10th, 2013



Purpose of this Presentation

- To introduce the UA Norton School of Family & Consumer Sciences Project Team
- To briefly summarize the Scope of Work for the FTF 2014 Needs and Assets Assessment
- To discuss 2014 report cycle parameters and priorities

UA Norton School of Family and Consumer Sciences Core Team

- Michele Walsh, PhD
- John Daws, PhD
- DeeDee Avery, MS, MPH
- Violeta Dominguez, MA
- Deanna Kaplan
- Kara Tanoue
- Shanelle Washington

FTF Needs and Assets Base Report Scope of Work

- Reports are to provide a snapshot of
 - the characteristics of the region's children under six and their families
 - the assets available to children and families
 - the unmet needs of these children and families
- Examine six goal areas primarily through the collection and analysis of available data
 - 1) quality and access to early care and education
 - 2) health
 - 3) professional development of early care teachers and workers
 - 4) family support
 - 5) public information on awareness of early childhood issues
 - 6) coordination among early childhood programs and services

Goals of Base Report

- To understand and convey the particular **character** of the Southwest Maricopa Region and its families and children
- To identify community **needs** and to recognize and document the considerable **strengths** of the Southwest Maricopa Region that can be leveraged to meet those needs
- To identify, in partnership with the Southwest Maricopa Regional Partnership Council, relevant and “actionable” **recommendations** based on the information gained

Notes from Earlier Conversations

- School readiness indicators are 1, 8, 9, 10
- Tone of the report to be clear, readable, and actionable
- A document that the Regional Partnership Council can share as desired
- Data will be contextualized for interpretation (e.g., “What’s a ‘good’ AIMS score?”)
- Regional Partnership Council prefers zip codes to not be aggregated by city or town

Secondary Data Analysis: Publically available data

- The FTF central office obtains some data from other state agencies
 - Arizona Dept of Education (ADE), Arizona Dept of Health Services (ADHS), Arizona Dept of Economic Security (DES), and others
- The Norton School team obtains other data from public sources
 - US Census Bureau, Homeless Information Management System, and others
- Data are available at a variety of levels
 - state, county, cities and towns, zip code areas, school districts, census tracts, and others

Secondary Data Analysis: FTF Dissemination and Suppression Guidelines*

- Norton School team contractually required to follow First Things First Data Dissemination and Suppression Guidelines
 - “For data related to **social service** and **early education** programming, all counts of **fewer than ten**, excluding counts of zero (i.e., all counts of one through nine) are suppressed. Examples of social service and early education programming include: number of children served in an early education or social service program (such as Quality First, TANF, family literacy, etc.)”
 - “For data related to **health or developmental delay**, all counts of **fewer than twenty-five**, excluding counts of zero (i.e., all counts of one through twenty-four) are suppressed. Examples of health or developmental delay include: number of children receiving vision, hearing, or developmental delay screening; number of children who are overweight; etc.”

**First Things First – Data Dissemination and Suppression Guidelines for Publications*

2014 Base Report Parameters and Priorities

- Utilize secondary (existing) data
- 200 hours available for all report work
 - ~ 14 hours/month over the 14 month report period
- Regional Director and RPC members may have access to secondary data collected by other agencies that could be included in the report
- In collaboration with Regional Director and RPC members, may identify possible priority areas

Project Timeline

| Timeline of Tasks/Deliverables | July-Aug 2013 | Sept-Oct 2013 | Nov-Dec 2013 | Jan-Feb 2014 | Mar-Apr 2014 | May-June 2014 | July-Aug 2014 | | | | | | | |
|--|---------------|---------------|--------------|--------------|--------------|---------------|---------------|--------|--------|--------|--------|--------|--------|--|
| Review previous Needs & Assets Reports, prepare initial workplan and initial data plan | | | | | | | | | | | | | | |
| Prepare list of data to be collected | | | | | | | | | | | | | | |
| Attend RPC meeting to review and prioritize data to be collected | | 10 Sept | | | | | | | | | | | | |
| Collect, clean, and analyze secondary data | | | | | | | | | | | | | | |
| Develop first draft of report | | | | | | 10 Apr | | | | | | | | |
| FTF Regional Director reviews and comments on initial draft | | | | | | 10 May | | | | | | | | |
| RPC reviews and comments on revised draft | | | | | | | | | | | | | | |
| Create final draft based on comments | | | | | | | | | | | | | | |
| Southwest Maricopa RPC reviews final draft | | | | | | | | | | | | | | |
| Produce and deliver final report | | | | | | | 31 Aug | | | | | | | |
| Once monthly updates delivered to FTF Regional Director | 10 Aug | 10 Sept | 10 Oct | 10 Nov | 10 Dec | 10 Jan | 10 Feb | 10 Mar | 10 Apr | 10 May | 10 Jun | 10 Jul | 10 Aug | |
| Meetings/updates with FTF central and divisional leadership | | | | | | | | | | | | | | |

Questions and Comments?

