



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

- Agenda Item:** Consent Agenda
- Attachment:** A. Pinal Regional Regular Meeting Minutes – July 15, 2014 – Attachment 01
- Background:** The attached minutes are from the Pinal Regional Council Regular Meeting held on Tuesday, July 15, 2014 at the UltraStar Multi-tainment Center, Ak-Chin Circle, 16000 Maricopa Road Maricopa, Arizona 85139
- Recommendations:** The Regional Director presents these minutes for the Regional Council's discussion and possible approval.



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

**Arizona Early Childhood Development & Health Board  
Pinal Regional Partnership Council**

**Meeting Minutes  
Tuesday, July 15, 2014**

---

**Welcome, Introductions and Call to Order**

The Pinal Regional Partnership Council Regular Meeting was held on Tuesday, July 15, 2014 at the UltraStar Multi-tainment Center, Ak-Chin Circle, 16000 Maricopa Road, Maricopa, Arizona 85139.

Regional Council Vice Chair Dr. Saran called the meeting to order at approximately 9:17 a.m.

Regional Council Members Present: Ashlea Anderson, Mariano Baca, Kameron Bachert, Jill Broussard, Pauline Haas-Vaughn, Michael Kintner, Adam Saks, Richard Saran DDS, and Norma Wyatt

Regional Council Members Not Present: Christina Jenkins and Stuart Fain

Vice Chair Dr. Saran asked that everyone introduce themselves with this being the first meeting with new Council Members.

**Consent Agenda**

A motion was made by Member Saks to approve the Consent Agenda, seconded by Member Bachert. Motion carried (9-0-0).

**Regional Council Retreat Discussion**

Vice Chair recognized Aimee Kempton, Pinal Regional Director who provided a rundown of topics that will be discussed for this agenda item. Ms. Kempton stated if the Council Members run out of time and not all of the topics are discussed during today's meeting, the agenda items can be added to the September Regional Council meeting agenda.

Regional Time Line – Ms. Kempton shared the Regional Timeline will provide a better understanding of the time frame of decision making for the Council. She shared an overview of the three year planning cycle and decisions that may need to be made. Council Members and Staff participated in a lengthy activity preparing this year's timeline for the Regional Council. Ms. Kempton provided an in depth explanation of each task that was put on the timeline. The Regional Council Members had a lengthy discussion on the current council meeting calendar. Ms. Kempton shared this activity and discussion provided information for two documents (council meeting calendar and planning tool) she will present to the Regional Council at the next meeting.

Ms. Kempton requested the Regional Council take a break at 10:25 a.m.; Ms. Kempton reconvened the meeting at 10:32 a.m.

Needs and Assets Report – Ms. Kempton shared with the Regional Council Members she will email a draft Needs and Assets Report later today. She reviewed and explained the Needs and Assets Report Draft Feedback Form (Attachment 03) to the Council Members. She requested Regional Council Members to submit their feedback within the next two weeks. The Regional Council Members participated in a Needs and Assets activity regarding service needs for the children of the Pinal region.

Regional Strategies – Ms. Kempton stated Katrina DeVinny, Program Collaboration Specialist will provide an update at the next meeting. She introduced Brett Haupt, Community Outreach Coordinator who provided an overview of his responsibilities for the Community Outreach Strategy. Ms. Kempton stated due to time limitations this discussion will be continued at the next council meeting.

System Building – Ms. Kempton shared due to time limitations, this topic will be discussed at the next council meeting.

Open Discussion – Due to time limitation, there was no open discussion at this meeting.

Team Building Activity – Ms. Kempton stated Council Members will be able to participate in a game of bowling courtesy of Council Member Saks and Ak-Chin UltraStar Multi-tainment Center. This activity will follow the Regional Chair and Vice Chair Elections.

**Regional Chair and Vice Chair Elections**

Vice Chair Dr. Saran explained to the Regional Council Members that they could make a nomination for Chair at this time. Ms. Kempton stated there were two nominations submitted to her; Vice Chair Dr. Saran shared Chair Fain was one of the nominations for Chair. Member Bachert stated she was interested in the Chair position.

Vice Chair Dr. Saran asked the Regional Council Members for a discussion and possible approval of electing Chair Fain as Chair.

A motion was made by Member Kintner to approve election of Chair Fain as Chair; seconded by Member Saks. Motion carried (9-0-0).

Vice Chair Dr. Saran explained to the Regional Council Members that they could make a nomination for Vice Chair at this time.

Vice Chair Dr. Saran asked the Regional Council Members for a discussion and possible approval of electing Member Bachert as Vice Chair.

A motion was made by Member Saks to approve election of Member Bachert as Vice Chair; seconded by Member Broussard. Motion carried (9-0-0).

**Next Meeting – Tuesday, September 16, 2014 Casa Grande, Arizona**

The next Pinal Regional Council Meeting will be on Tuesday, September 16, 2014 from 9:00 a.m. to 12:00 p.m. and will be held at the St. Anthony’s Community Center, Rooms A and B, 301 East Second Street, Casa Grande, Arizona 85122.

**Adjournment**

With no further business before the Regional Council, Vice Chair Dr. Saran adjourned the meeting at 11:55 a.m.

Submitted By:

Approved By:

\_\_\_\_\_  
Aimee Kempton  
Regional Director  
Pinal Regional Partnership Council

\_\_\_\_\_  
Stuart Fain  
Chair, Pinal Regional Partnership Council



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

- Agenda Item:** Consent Agenda
- Attachment:** B. Pinal Regional Special Meeting Minutes – August 22, 2014 – Attachment 02
- Background:** The attached minutes are from the Pinal Regional Council Special Meeting held on Friday, August 22, 2014 at the First Things First – Pinal Regional Office 1515 East Florence Boulevard, Suite 110 Casa Grande, Arizona 85122.
- Recommendations:** The Regional Director presents these minutes for the Regional Council’s discussion and possible approval.



FIRST THINGS FIRST  
Ready for School. Set for Life.

**Arizona Early Childhood Development & Health Board  
Pinal Regional Partnership Council**

**Meeting Minutes  
Friday, August 22, 2014**

**Welcome, Introductions and Call to Order**

The Pinal Regional Partnership Council Special Meeting was held on Friday, August 22, 2014 at the First Things First – Pinal Regional Office, 1515 East Florence Boulevard, Suite 110, Casa Grande, Arizona 85122.

Regional Council Chair Fain called the meeting to order at approximately 3:33 p.m. with a roll call for attendance.

Regional Council Members Present via teleconference: Mariano Baca, Kameron Bachert, Jill Broussard, Pauline Haas-Vaughn, Stuart Fain, Christina Jenkins, and Norma Wyatt

Regional Council Members Not Present: Ashlea Anderson, Michael Kintner, Adam, Saks, and Richard Saran

Chair Fain welcomed and thanked everyone for attending.

**Discussion and Possible Approval of the 2014 Pinal Needs and Assets Report**

Chair Fain informed the Regional Council Members he was informed by Aimee Kempton, Pinal Regional Director there was no feedback received from any of the Council Members regarding the Pinal Needs and Assets Report. Chair Fain asked if there were any comments or changes on the Pinal Needs and Assets Report. There were no comments at this time.

A motion was made by Member Broussard to approve the 2014 Needs and Assets Report as presented, seconded by Member Jenkins. Motion carried (7-0-0).

**Roll Call:**

Member Anderson – Absent	Member Kintner – Absent
Member Baca – Yes	Member Saks – Absent
Member Broussard – Yes	Member Wyatt – Yes
Member Haas-Vaughn – Yes	Dr. Saran – Absent
Member Jenkins – Yes	Chair Fain – Yes
Vice Chair Bachert – Yes	

**Next Meeting – Tuesday July 15, 2014 Maricopa, Arizona**

The next Pinal Regional Council Meeting will be on Tuesday, September 16, 2014 from 9:00 a.m. to 12:00 p.m. and held at the St. Anthony’s Community Center – Room A and B, 301 East Second Street, Casa Grande, Arizona 85122.

**Adjournment**

With no further business before the Regional Council, Chair Fain adjourned the meeting at 3:36 p.m.

Submitted By:

Approved By:

\_\_\_\_\_  
Aimee Kempton,  
Regional Director  
Pinal Regional Partnership Council

\_\_\_\_\_  
Stuart Fain  
Chair, Pinal Regional Partnership Council



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

- Agenda Item:** Overview & Discussion of the Pinal SFY2014 Q4 & Closeout Data Report
- Attachment:** Pinal Data and Financial Reports (Attachment 03)
- Background:** The attached document provides the Regional Council with an overview of the Pinal Regional Grantee Financial and Data reports for SFY2014.
- Recommendations:** The Regional Director presents this document for the Regional Council's review.

**SFY2014 Pinal Contract Detail with Service Units (TSU's)**

Grantee Name	Contract Number	Contract Period	Unit of Service	Contracted Units	Fiscal Q4 Actual Units**	Quarterly Data Submission Status for Q4*	YTD Actual Units	YTD % Complete
<b>Quality and Access</b>								
<b>Family, Friends &amp; Neighbors Strategy</b>								
United Way of Pinal County	FTF-RC019-13-0400-01-Y2	07/01/2013-06/30/2014	Number of home based providers served	66	185	3	185	280.3%
<b>Quality First Strategy</b>								
Valley of the Sun United Way	FTF-STATE-14-0427-02	07/01/2013-06/30/2014	Number of Centers	36	33		33	91.7%
			Number of Homes	11	5		5	45.5%
			Number of Rating Only Centers	0	0		0	0.0%
<b>Quality First Academy Strategy</b>								
Southwest Human Development	FTF-STATE-14-0431-03	07/01/2013-06/30/2014	No Service unit available at this time					0.0%
<b>Quality First Child Care Health Consultation Warmline Strategy</b>								
University of Arizona Cooperative Extension	GRA-STATE-14-0629-01	07/01/2013-06/30/2014	Number of calls received					0.0%
<b>Quality First Coaching &amp; Incentives Strategy</b>								
Valley of the Sun United Way	FTF-STATE-14-0427-02	07/01/2013-06/30/2014	Number of Centers	36	33		33	91.7%
			Number of Homes	11	5		5	45.5%
			Number of Rating Only Centers	0	0		0	0.0%
<b>Quality First Inclusion Warmline Strategy</b>								
Southwest Human Development	FTF-STATE-13-0426-01-Y2	07/01/2013-06/30/2014	Number of calls received					0.0%
<b>Quality First Mental Health Consultation Warmline Strategy</b>								
Southwest Human Development	FTF-STATE-13-0344-02-Y2	07/01/2013-06/30/2014	Number of calls received					0.0%
<b>Quality First Scholarships Strategy</b>								
Valley of the Sun United Way	FTF-STATE-14-0440-01	07/01/2013-06/30/2014	Number of scholarship slots for children 0-5 years	416	367	3	367	88.1%
<b>Quality First Warmline Triage Strategy</b>								
Southwest Human Development	FTF-STATE-13-0351-02-Y2	07/01/2013-06/30/2014	Number of calls received					0.0%



## SFY2014 Pinal Contract Detail with Service Units (TSU's)

	Grantee Name	Contract Number	Contract Period	Unit of Service	Contracted Units	Fiscal Q4 Actual Units**	Quarterly Data Submission Status for Q4*	YTD Actual Units	YTD % Complete
Professional Development	<b>FTF Professional REWARD\$ Strategy</b>								
	Valley of the Sun United Way	FTF-STATE-13-0346-01-Y2	07/01/2013-06/30/2014	Number of incentive awards distributed	64	31	1	58	90.6%
	<b>Recruitment into Field Strategy</b>								
	Central Arizona College	GRA-RC019-13-0498-01-Y2	07/01/2013-06/30/2014	Number of participating professionals	15	31	3	31	206.7%
	<b>Scholarships non-TEACH Strategy</b>								
	Central Arizona College	GRA-MULTI-13-0527-01-Y2	07/01/2013-06/30/2014	Number of professionals receiving scholarships	30	2	1	4	13.3%
	<b>Scholarships TEACH Strategy</b>								
	Association for Supportive Child Care	FTF-STATE-13-0350-01-Y2	07/01/2013-06/30/2014	Number of professionals receiving scholarships	31	11		11	35.5%



## SFY2014 Pinal Contract Detail with Service Units (TSU's)

Grantee Name	Contract Number	Contract Period	Unit of Service	Contracted Units	Fiscal Q4 Actual Units**	Quarterly Data Submission Status for Q4*	YTD Actual Units	YTD % Complete
<b>Health</b>								
<b>Child Care Health Consultation Strategy</b>								
University of Arizona Cooperative Extension, Pinal	GRA-STATE-13-0508-01-Y2	07/01/2013-06/30/2014	Number of center based providers served	51				0.0%
			Number of home based providers served	21			0.0%	
			Number of Non-QF Centers				0.0%	
Pima County Health Department	GRA-STATE-13-0525-01-Y2	07/01/2013-06/30/2014	Number of Non-QF Homes					0.0%
			Number of center based providers served				0.0%	
			Number of home based providers served				0.0%	
Maricopa County Department of Public Health	GRA-STATE-14-0631-01	07/01/2013-06/30/2014	Number of Non-QF Centers					0.0%
			Number of Non-QF Homes				0.0%	
			Number of center based providers served				0.0%	
			Number of home based providers served					0.0%
			Number of Non-QF Centers				0.0%	
			Number of Non-QF Homes				0.0%	
<b>Developmental and Sensory Screening Strategy</b>								
University of Arizona Cooperative Extension, Pinal	ISA-RC019-14-0609-01	07/01/2013-06/30/2014	Number of children receiving screening	2,200	934	3	5,126	233.0%
			Number of developmental screenings conducted	2,200	274	3	1,116	50.7%
			Number of hearing screenings conducted	2,200	575	3	3,800	172.7%
			Number of vision screenings conducted	2,200	575	3	3,805	173.0%
<b>Mental Health Consultation Strategy</b>								
Southwest Human Development	FTF-STATE-13-0344-01-Y2	07/01/2013-06/30/2014	Number of center based providers served	10	16	3	16	160.0%
			Number of home based providers served	4	1	3	1	25.0%
<b>Oral Health Strategy</b>								
Sun Life Family Health Center	FTF-RC019-12-0331-01-Y3	07/01/2013-06/30/2014	Number of children receiving oral health screenings	2,200	773	3	2,690	122.3%
			Number of fluoride varnishes applied	2,200	739	3	2,547	115.8%
			Number of participating adults	0	408	3	1,541	0.0%
			Number of prenatal women receiving oral health screenings	150	26	3	92	61.3%



## SFY2014 Pinal Contract Detail with Service Units (TSU's)

	Grantee Name	Contract Number	Contract Period	Unit of Service	Contracted Units	Fiscal Q4 Actual Units**	Quarterly Data Submission Status for Q4*	YTD Actual Units	YTD % Complete
Family Support	<b>Birth to Five Helpline Strategy</b>								
	Southwest Human Development	FTF-STATE-13-0351-01-Y2	07/01/2013-06/30/2014	Number of calls received	0	16		53	0.0%
	<b>Food Security Strategy</b>								
	Community Action Human Resources Agency	FTF-RC019-14-0437-01	07/01/2013-06/30/2014	Number of food boxes distributed	2,000				0.0%
	<b>Home Visitation Strategy</b>								
	Arizona's Children Association	FTF-RC019-12-0330-04-Y3	07/01/2013-06/30/2014	Number of families served	220	218	3	218	99.1%
	Child and Family Resources Inc.	FTF-RC019-13-0403-02-Y2	07/01/2013-06/30/2014	Number of families served	90	151	3	151	167.8%
		FTF-RC019-14-0456-01	07/01/2013-06/30/2014	Number of families served	40	47	3	47	117.5%
	Arizona's Children Association	FTF-RC019-14-0456-02	07/01/2013-06/30/2014	Number of families served	115	80	3	80	69.6%
	Arizona Department of Economic Security	ISA-MULTI-14-0636-01	07/01/2013-06/30/2014	Number of families served	0				0.0%
	<b>Parent Education Community-Based Training Strategy</b>								
	Apache Junction Public Library	GRA-RC019-14-0613-01	07/01/2013-06/30/2014	Number of participating adults	3,300	939	3	3,719	112.7%

### Key to report information

#### \*Quarterly Data Submission Status (Single Asterisk)

Null (empty box) = Grantee was not contracted for this reporting period (reporting period = one quarter)

Null (empty box) with Quarterly Data displayed signifies that grantee does not submit data through PGMS but via other means

0 = No reports for this quarter were submitted

1 = Quarterly data based upon a partial submission of 1 months data

2 = Quarterly data based upon a partial submission of 2 months data

3 = Quarterly data based upon a full quarter of data provided

#### \*\*Quarterly Data Submission Value (Double Asterisk)

Null (empty box) = Grantee reported that this is not part of the grantee's contract and did not provide data. Any other numeric entry (zero or greater) indicates a number reported by grantee.



## SFY2014 Pinal Contract Detail

Grantee Name	Contract Number	Contract Period	Allotment		YTD Expense	Expense Variance	Award Expended % of Award Expended	Allotment Expended % of Allotment	Reimbursement Activity	
			Total Allotment	Awarded					Pending	Paid (Last 30 Days)
<b>Community</b>										
<b>Community Awareness Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$40,000</b>	<b>\$29,000</b>	<b>\$25,319</b>	<b>\$3,681</b>	<b>87.3%</b>	<b>63.3%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0651-01	07/01/2013-06/30/2014			\$29,000	\$25,319	\$3,681	87.3%		
<b>Community Outreach Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$84,000</b>	<b>\$84,000</b>	<b>\$52,944</b>	<b>\$31,056</b>	<b>63.0%</b>	<b>63.0%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0652-01	07/01/2013-06/30/2014			\$84,000	\$52,944	\$31,056	63.0%		
<b>Media Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$168,507</b>	<b>\$168,507</b>	<b>\$167,426</b>	<b>\$1,081</b>	<b>99.4%</b>	<b>99.4%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0660-01	07/01/2013-06/30/2014			\$168,507	\$167,426	\$1,081	99.4%		
<b>Goal Area Subtotal:</b>			<b>\$292,507</b>	<b>\$281,507</b>	<b>\$245,688</b>	<b>\$35,819</b>	<b>87.3%</b>	<b>84.0%</b>		
<b>Coordination</b>										
<b>Service Coordination Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$100,000</b>	<b>\$100,000</b>	<b>\$96,261</b>	<b>\$3,739</b>	<b>96.3%</b>	<b>96.3%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0668-01	07/01/2013-06/30/2014			\$100,000	\$96,261	\$3,739	96.3%		
<b>Goal Area Subtotal:</b>			<b>\$100,000</b>	<b>\$100,000</b>	<b>\$96,261</b>	<b>\$3,739</b>	<b>96.3%</b>	<b>96.3%</b>		
<b>Evaluation</b>										
<b>Needs and Assets Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$10,000</b>	<b>\$8,333</b>	<b>\$2,800</b>	<b>\$5,533</b>	<b>33.6%</b>	<b>28.0%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0662-01	07/01/2013-06/30/2014			\$8,333	\$2,800	\$5,533	33.6%		
<b>Statewide Evaluation Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$369,785</b>	<b>\$369,785</b>	<b>\$369,785</b>	<b>-</b>	<b>100.0%</b>	<b>100.0%</b>
First Things First (FTF-Directed)	PSC-STATE-14-0669-01	07/01/2013-06/30/2014			\$369,785	\$369,785	-	100.0%		
<b>Goal Area Subtotal:</b>			<b>\$379,785</b>	<b>\$378,118</b>	<b>\$372,585</b>	<b>\$5,533</b>	<b>98.5%</b>	<b>98.1%</b>		
<b>Family Support</b>										
<b>Food Security Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>-</b>	<b>100.0%</b>	<b>100.0%</b>
Community Action Human Resources Agency	FTF-RC019-14-0437-01	07/01/2013-06/30/2014			\$100,000	\$100,000	-	100.0%		
<b>Home Visitation Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$1,374,856</b>	<b>\$1,374,856</b>	<b>\$1,178,782</b>	<b>\$196,074</b>	<b>85.7%</b>	<b>85.7%</b>
Arizona Department of Economic Security	ISA-MULTI-14-0636-01	07/01/2013-06/30/2014			\$20,221	\$20,221	-	100.0%		\$4,827
Arizona's Children Association	FTF-RC019-12-0330-04-Y3	07/01/2013-06/30/2014			\$637,801	\$534,653	\$103,147	83.8%		\$54,183
	FTF-RC019-14-0456-02	07/01/2013-06/30/2014			\$298,384	\$234,837	\$63,547	78.7%		\$37,504
Child and Family Resources Inc.	FTF-RC019-13-0403-02-Y2	07/01/2013-06/30/2014			\$277,961	\$268,618	\$9,343	96.6%		\$28,192
	FTF-RC019-14-0456-01	07/01/2013-06/30/2014			\$140,489	\$120,452	\$20,037	85.7%		
<b>Parent Education Community-Based Training Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$330,000</b>	<b>\$330,000</b>	<b>\$298,215</b>	<b>\$31,785</b>	<b>90.4%</b>	<b>90.4%</b>
Apache Junction Public Library	GRA-RC019-14-0613-01	07/01/2013-06/30/2014			\$330,000	\$298,215	\$31,785	90.4%		
<b>Goal Area Subtotal:</b>			<b>\$1,804,856</b>	<b>\$1,804,856</b>	<b>\$1,576,998</b>	<b>\$227,859</b>	<b>87.4%</b>	<b>87.4%</b>		<b>\$124,707</b>



## SFY2014 Pinal Contract Detail

	Grantee Name	Contract Number	Contract Period	Allotment		YTD Expense	Expense Variance	Award Expended % of Award Expended	Allotment Expended % of Allotment	Reimbursement Activity		
				Total Allotment	Awarded					Pending	Paid (Last 30 Days)	
<b>Health</b>	<b>Child Care Health Consultation Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$177,848</b>	<b>\$177,848</b>	<b>\$130,622</b>	<b>\$47,226</b>	<b>73.4%</b>	<b>73.4%</b>	<b>\$17,219</b>
	First Things First (FTF-Directed)	PSC-STATE-14-0649-01	07/01/2013-06/30/2014		\$10,920	\$10,920	-	100.0%				
	Maricopa County Department of Public Health	GRA-STATE-14-0631-01	07/01/2013-06/30/2014		\$3,744	\$2,604	\$1,141	69.5%				\$1,855
	Pima County Health Department	GRA-STATE-13-0525-01-Y2	07/01/2013-06/30/2014		\$6,808	\$6,609	\$199	97.1%				\$300
	University of Arizona Cooperative Extension,	GRA-STATE-13-0508-01-Y2	07/01/2013-06/30/2014		\$156,375	\$110,488	\$45,886	70.7%				\$15,065
	<b>Developmental and Sensory Screening Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$330,000</b>	<b>\$330,000</b>	<b>\$309,971</b>	<b>\$20,029</b>	<b>93.9%</b>	<b>93.9%</b>	<b>\$57,906</b>
	First Things First (FTF-Directed)	PSC-STATE-14-0680-01	To Be Determined		-	\$55	(\$55)	0.0%				
	University of Arizona Cooperative Extension,	ISA-RC019-14-0609-01	07/01/2013-06/30/2014		\$330,000	\$309,916	\$20,084	93.9%				\$57,906
	<b>Mental Health Consultation Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$250,000</b>	<b>\$246,000</b>	<b>\$240,529</b>	<b>\$5,471</b>	<b>97.8%</b>	<b>96.2%</b>	<b>\$23,514</b>
	Southwest Human Development	FTF-STATE-13-0344-01-Y2	07/01/2013-06/30/2014		\$246,000	\$240,529	\$5,471	97.8%				\$23,514
	<b>Oral Health Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$330,000</b>	<b>\$330,000</b>	<b>\$329,735</b>	<b>\$265</b>	<b>99.9%</b>	<b>99.9%</b>	
	Sun Life Family Health Center	FTF-RC019-12-0331-01-Y3	07/01/2013-06/30/2014		\$330,000	\$329,735	\$265	99.9%				
<b>Goal Area Subtotal:</b>				<b>\$1,087,848</b>	<b>\$1,083,848</b>	<b>\$1,010,856</b>	<b>\$72,992</b>	<b>93.3%</b>	<b>92.9%</b>	<b>\$98,640</b>		
<b>Professional</b>	<b>FTF Professional REWARD\$ Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$75,000</b>	<b>\$74,250</b>	<b>\$74,250</b>	<b>-</b>	<b>100.0%</b>	<b>99.0%</b>	
	Valley of the Sun United Way	FTF-STATE-13-0346-01-Y2	07/01/2013-06/30/2014		\$74,250	\$74,250	-	100.0%				
	<b>Recruitment into Field Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$75,000</b>	<b>\$74,894</b>	<b>\$53,517</b>	<b>\$21,377</b>	<b>71.5%</b>	<b>71.4%</b>	
	Central Arizona College	GRA-RC019-13-0498-01-Y2	07/01/2013-06/30/2014		\$74,894	\$53,517	\$21,377	71.5%				
	<b>Scholarships non-TEACH Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$50,000</b>	<b>\$50,000</b>	<b>\$41,774</b>	<b>\$8,226</b>	<b>83.5%</b>	<b>83.5%</b>	
	Central Arizona College	GRA-MULTI-13-0527-01-Y2	07/01/2013-06/30/2014		\$50,000	\$41,774	\$8,226	83.5%				
	<b>Scholarships TEACH Strategy</b>			<b>Strategy Subtotal:</b>		<b>\$0</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>0.0%</b>	
<b>Goal Area Subtotal:</b>				<b>\$200,000</b>	<b>\$199,144</b>	<b>\$169,541</b>	<b>\$29,603</b>	<b>85.1%</b>	<b>84.8%</b>			



## SFY2014 Pinal Contract Detail

Grantee Name	Contract Number	Contract Period	Allotment		YTD Expense	Expense Variance	Award Expended % of Award Expended	Allotment Expended % of Allotment	Reimbursement Activity		
			Total Allotment	Awarded					Pending	Paid (Last 30 Days)	
Quality and Access	<b>Family, Friends &amp; Neighbors Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$440,000</b>	<b>\$440,000</b>	<b>\$438,606</b>	<b>\$1,394</b>	<b>99.7%</b>	<b>99.7%</b>	<b>(\$393)</b>
	United Way of Pinal County	FTF-RC019-13-0400-01-Y2	07/01/2013-06/30/2014		\$440,000	\$438,606	\$1,394	99.7%			(\$393)
	<b>Quality First Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$0</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>0.0%</b>	
	<b>Quality First Academy Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$41,875</b>	<b>\$34,788</b>	<b>\$28,220</b>	<b>\$6,568</b>	<b>81.1%</b>	<b>67.4%</b>	<b>\$5,202</b>
	Southwest Human Development	FTF-STATE-14-0431-03	07/01/2013-06/30/2014		\$34,788	\$28,220	\$6,568	81.1%			\$5,202
	<b>Quality First Child Care Health Consultation Warmline Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$3,404</b>	<b>\$3,404</b>	<b>\$2,570</b>	<b>\$834</b>	<b>75.5%</b>	<b>75.5%</b>	<b>\$409</b>
	University of Arizona Cooperative Extension	GRA-STATE-14-0629-01	07/01/2013-06/30/2014		\$3,404	\$2,570	\$834	75.5%			\$409
	<b>Quality First Coaching &amp; Incentives Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$625,871</b>	<b>\$625,871</b>	<b>\$499,495</b>	<b>\$126,376</b>	<b>79.8%</b>	<b>79.8%</b>	
	Valley of the Sun United Way	FTF-STATE-14-0427-02	07/01/2013-06/30/2014		\$625,871	\$499,495	\$126,376	79.8%			
	<b>Quality First Inclusion Warmline Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$9,312</b>	<b>\$9,312</b>	<b>\$6,541</b>	<b>\$2,771</b>	<b>70.2%</b>	<b>70.2%</b>	<b>\$564</b>
	Southwest Human Development	FTF-STATE-13-0426-01-Y2	07/01/2013-06/30/2014		\$9,312	\$6,541	\$2,771	70.2%			\$564
	<b>Quality First Mental Health Consultation Warmline Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$9,578</b>	<b>\$9,578</b>	<b>\$9,222</b>	<b>\$357</b>	<b>96.3%</b>	<b>96.3%</b>	<b>\$796</b>
	Southwest Human Development	FTF-STATE-13-0344-02-Y2	07/01/2013-06/30/2014		\$9,578	\$9,222	\$357	96.3%			\$796
	<b>Quality First Scholarships Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$2,701,242</b>	<b>\$2,701,242</b>	<b>\$2,701,242</b>	<b>-</b>	<b>100.0%</b>	<b>100.0%</b>	<b>-</b>
	Valley of the Sun United Way	FTF-STATE-14-0440-01	07/01/2013-06/30/2014		\$2,701,242	\$2,701,242	-	100.0%			-
<b>Quality First Warmline Triage Strategy</b>		<b>Strategy Subtotal:</b>		<b>\$3,725</b>	<b>\$3,725</b>	<b>\$3,711</b>	<b>\$14</b>	<b>99.6%</b>	<b>99.6%</b>	<b>\$281</b>	
Southwest Human Development	FTF-STATE-13-0351-02-Y2	07/01/2013-06/30/2014		\$3,725	\$3,711	\$14	99.6%			\$281	
<b>Goal Area Subtotal:</b>				<b>\$3,835,007</b>	<b>\$3,827,921</b>	<b>\$3,689,607</b>	<b>\$138,314</b>	<b>96.4%</b>	<b>96.2%</b>	<b>(\$393)</b>	<b>\$7,252</b>
<b>Overall Total:</b>				<b>\$7,700,003</b>	<b>\$7,675,394</b>	<b>\$7,161,535</b>	<b>\$513,859</b>	<b>93.3%</b>	<b>93.0%</b>	<b>(\$393)</b>	<b>\$230,599</b>



# **Strategic Planning for SFY2016-SFY2018**

**Pinal Regional Partnership Council  
September 16, 2014**

# 6 Month Planning Process for the Pinal Region

July/August

September

October

November

December/January

07/15/2014  
Regional Council Retreat

09/16/2014  
Regional Council Meeting

10/6 -10/2014  
Committee Work (TBD)

11/18/2014  
Regional Council Meeting

12/05/2014  
SFY2016 Regional Funding Plan due

**Strategic Planning Resources Provided at Meeting:**

- Regional Time Line— Reflecting on the SFY2013-2015 funding planning process and then develop a Regional Council plan for strategic planning for the SFY2016-2018 funding plan.  
  
- Regional Council discussed next steps to help inform strategic planning.

08/22/2014  
- Needs and Assets Report Approved by Council.

**Strategic Planning Resources Provided at Meeting:**

- Pinal SFY2014 Quarter 4 Data, including SFY2014 expenditures, unexpended, unallotted, and unawarded funds.  
  
- Pinal SFY2016 -2018 Regional proposed allocation  
  
- Pinal Grantee SFY2014 closeout report on Target Service Units and Narrative Reports

**Goal for September:**

Pinal Regional Council identifies the methods to help inform strategic planning.

- Committee Meetings
- Community Forums
- Community Survey

9/29-30/2014  
FTF State Board Meeting, SFY2016 Regional Allocations Approved.

**Strategic Planning Resources Provided at Meeting:**

- Regional Strategy Overview , Council set Benchmarks and Regional Needs and Assets Breakdown.

10/21/2014  
Regional Council Meeting

**Strategic Planning Resources Provided at Meeting:**

Regional Council receives State Board approved allocation amounts for SFY2016. Working documents that will synthesize the committees recommendations.

**October Strategic Planning:**

- Identify gaps that need to be discussed, which may include possible refinement of current strategies; possible addition of new funded/unfunded strategies?  
  
- Discuss Potential, additional opportunities for cross-regional coordination?  
  
- System Building opportunities?

**Goal for October:**

Pinal Regional Council will set Regional priorities, allotments for funded strategies and identification of unfunded strategies.

**Strategic Planning Resources Provided at Meeting:**

- Updated resources from prior meetings.  
  
- Draft SFY2016-2018 Funding plan based on the Regional Councils guidance from September-October.  
  
Fiscal Year 2016 Funding Plan Decision Making: Imperative all members attend the meeting to ensure quorum and allow all Regional Council Members feedback.

**November Strategic Planning:**

- Keeping in mind the vision, priorities and indicators set from the Regional Council, the Regional Council will need to approve the allotment for each funded strategy.

- Strategies will be tied to funding from the SFY2016 Regional Dollars
- Identification of target population that will be tied to each strategy.

**Goal for November:**

Members affirm the vision of the Regional Council, approve strategies that will have a designated funding allotment or unfunded approach.

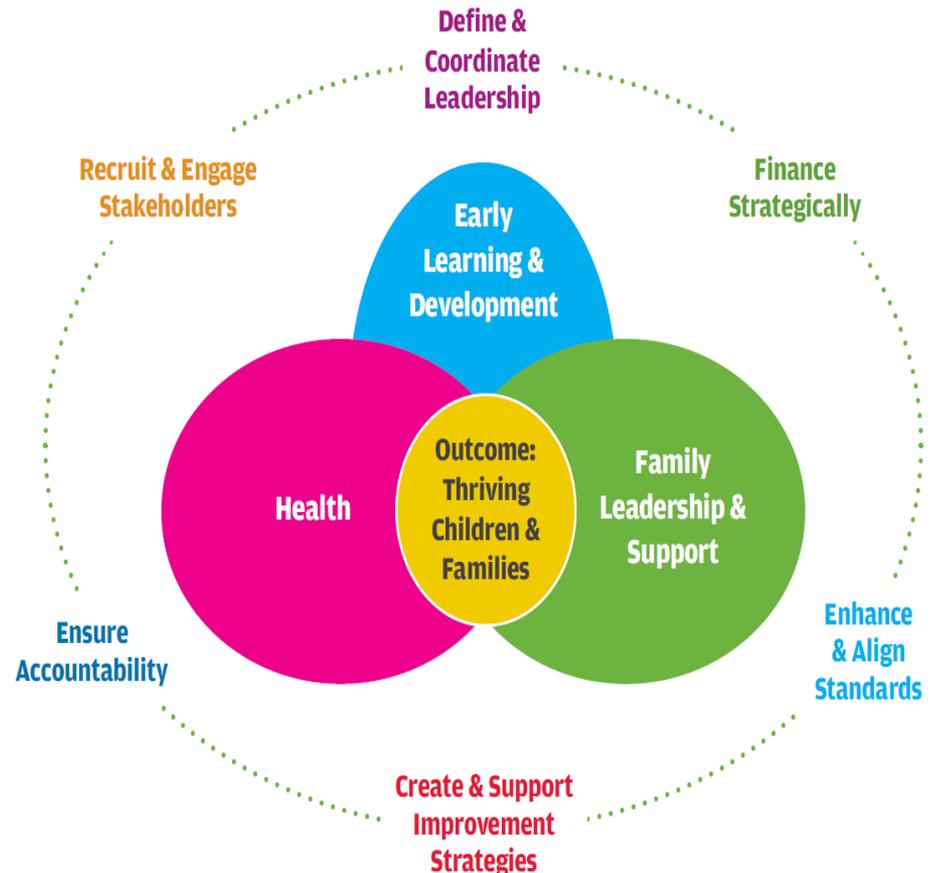
01/20/2015  
Pinal Regional Council Meeting TBD

01/19 - 20/2015  
FTF State Board Meeting

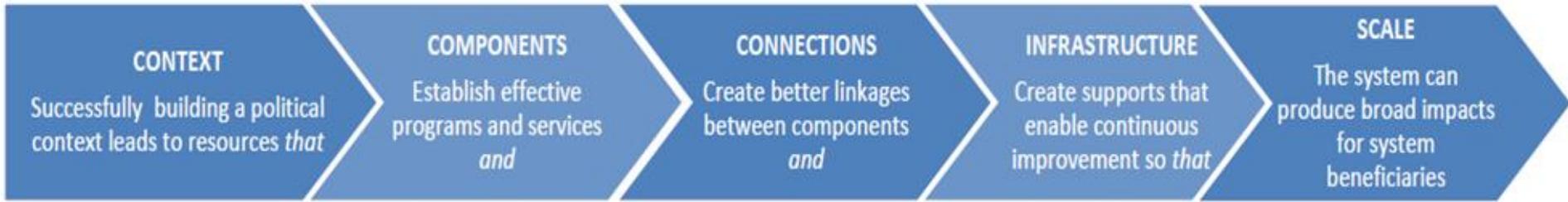
Approve Regional Funding Plans  
  
-Funding Plans presented by Chair and Vice Chair

# Strategic Planning Questions

1. Where do the Regional Council's prioritized needs fall?
2. Reach and Scale: What level of impact does Regional Council want to achieve? What is required to achieve this—numbers to serve, type of strategy, and funding levels?
3. What does the research and data tell us about the types of strategies to include to achieve the desired outcomes? Do the strategies proposed align to the research and evidence?
4. What coordination and collaborative efforts must occur to achieve the desired outcomes?



Regional Priority to be addressed	School Readiness Indicators Correlated to the needs and priority roles	FTF Priority Roles in the Early Childhood System	SFY13-15 Strategies
<p>Limited access to parental education and education/service delivery systems</p> <p>Limited opportunities to increase the knowledge and skills sets of family home care providers</p> <p>Families have limited access to high quality early care and education programs/infant and toddler care</p> <p>Families with children birth through age five have limited access to preventative screening and referral services</p> <p>Limited understanding and information about the importance of early childhood development and health</p>	<p>1. #/% children demonstrating school readiness at kindergarten entry in the development domains of social-emotional, language and literacy, cognitive, and motor and physical</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.</p> <p>4. % of children with newly identified developmental delays during the kindergarten year</p> <p>7. #/% of children ages 2-5 at a healthy weight (Body Mass Index-BMI)</p> <p>9. #/% of children age 5 with untreated tooth decay</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</p>	<p>Supports and Services for Families - Convene partners, provide leadership, provide funding, and advocate for development, enhancement, and sustainability of a variety of high quality, culturally responsive, and affordable services, supports, and community resources for young children and their families. FS&amp;L-2</p> <p>Early Care and Education System Development and Implementation – Convene partners and provide leadership in the development and implementation of a comprehensive early care and education system that is aligned both across the spectrum of settings and with the full continuum of the education system. EL-1</p> <p>Access to Quality Health Care Coverage and Services- Collaborate with partners to increase access to high quality health care services (including oral health and mental health) and affordable health care coverage for young children and their families. HLTH-2</p> <p>Access to Quality Health Care Coverage and Services- Collaborate with partners to increase access to high quality health care services (including oral health and mental health) and affordable health care coverage for young children and their families. HLTH-2</p>	<p>Quality First (including Coaching &amp; Incentive, QF Academy, QF Warmline Triage, QF Inclusion Warmline, QF CCHC Warmline, QF MHC Warmline) - Additional CC Scholarships</p> <ul style="list-style-type: none"> <li>•Child Care Health Consultation (CCHC)</li> <li>•Mental Health Consultation (MHC)</li> <li>•Scholarship TEACH</li> <li>•Service Coordination</li> <li>•Home Visitation</li> <li>•Parent Education Community-Based Training</li> <li>•Food Security (SFY13 &amp; SFY14)</li> <li>•Family, Friend &amp; Neighbors</li> <li>•FTF Professional REWARD\$</li> <li>•Recruitment into Field</li> <li>•Scholarships non-TEACH</li> <li>•Developmental and Sensory Screening</li> <li>•Oral Health</li> <li>•Community Awareness</li> <li>•Community Outreach</li> <li>•Media</li> <li>•Needs and Assets (SFY14)</li> <li>•Statewide Evaluation</li> </ul> <p>(Quality First – QF)</p>



<b>CONTEXT</b> Successfully building a political context leads to resources that	<b>COMPONENTS</b> Establish effective programs and services and	<b>CONNECTIONS</b> Create better linkages between components and	<b>INFRASTRUCTURE</b> Create supports that enable continuous improvement so that	<b>SCALE</b> The system can produce broad impacts for system beneficiaries
<p><b>Changing the political environment that surrounds the system and affects its success</b></p> <ul style="list-style-type: none"> <li>• What is the political environment within our region and the state/? How does the political environment impact our region and early childhood services and supports?</li> <li>• What outside factors influence the political environment and how it continuously changes?</li> <li>• How to cultivate new champions?</li> <li>• Who are our champions?</li> <li>• How do we move our champions to action?</li> <li>• What is the readiness of our community partners?</li> <li>• What is the role of the regional council in promoting change?</li> <li>• What is the level of funding for early childhood—do we know all of the sources of funding? Are we talking about these—separately or as part of an integrated system?</li> <li>• What are the pre-existing levels of collaboration among partners?</li> <li>• What do we know and understand about the initial perception of communities within our region—i.e., what can you do for me as opposed to a sense of ownership in the process?</li> </ul>	<p><b>Establishing high-performing and quality programs and services</b></p> <ul style="list-style-type: none"> <li>• How does the current political environment affect movement in this area?</li> <li>• How do we assess quality and what are we looking for?</li> <li>• How have we engaged our grant and community partners in a discussion around quality of services?</li> <li>• Do we know where the gaps are, where the challenges are?</li> <li>• What is impacting quality—is it resources; infrastructure; professional workforce; application of research and best practice; etc.?</li> <li>• How are cultural perspectives shared and integrated?</li> <li>• Are consistent request for services and standards in place and embraced by all partners?</li> </ul>	<p><b>Creating strong and effective linkage across the system</b></p> <ul style="list-style-type: none"> <li>• What is the current political environment as it relates to interagency environment and the environment across organizations?</li> <li>• How are champions working to build connections?</li> <li>• How are the regional council members making connections?</li> <li>• How can we leverage regional council seats to enhance connections?</li> <li>• How are cultural perspectives shared and integrated?</li> <li>• Do partners have knowledge of the other services and programs that exist?</li> <li>• Is the regional council aware of all the potential partners and how do they want to engage them?</li> <li>• Are there established relationships and what level of development are the relationships?</li> <li>• Have we discussed how joint planning can occur and where we want to start?</li> <li>• What partners are leading, convening, participating in the work?</li> <li>• What is our role in relationship to this?</li> </ul>	<p><b>Developing the supports the system needs to function effectively and with quality</b></p> <ul style="list-style-type: none"> <li>• What is the current political environment as it relates to building infrastructure and capacity?</li> <li>• What are examples of successful infrastructure and capacity building?</li> <li>• How are the partners working together?</li> <li>• Is there a shared vision?</li> <li>• How do we need to think about infrastructure and capacity building while considering our strategies and implementation of these services?</li> <li>• What is the readiness of our partners?</li> </ul>	<p><b>Ensuring the system is comprehensive and works for all children</b></p> <ul style="list-style-type: none"> <li>• What is the current political environment and long term implications as it relates to scale?</li> <li>• Do we know how to identify scale; how are we defining scale?</li> <li>• When looking at scale, how do you take into consideration <i>components, connections and infrastructure</i> areas?</li> <li>• What is the level of funding for early childhood—do we know all of the sources of funding? Who are we engaging?</li> <li>• What does scale mean for each community?</li> </ul>



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

**Agenda Item:** Presentation of the Pinal Coordination Update

**Attachment:** Coordination Report (Attachment 05)

**Background:** The Pinal Coordination Strategy is a First Things First Pinal Regional Directed Strategy that works to enhance cross-system efforts to build capacity to deliver services because organizations are working together to identify and address gaps in service.

Katrina DeVinny  
Program Coordination Specialist  
520.836.5838

**Recommendations:** The Regional Director presents the Coordination Update for Council review and update.

# COORDINATION UPDATE

Pinal Regional Partnership Council



FIRST THINGS FIRST

Ready for School. Set for Life.

## Strategy Description

The intent of coordination strategies developed by First Things First is to support participant organizations in achieving high levels of coordination that result in significant changes in policies, programs and practices in the delivery of services to families with children birth through age five.

## Coordination Tools and Measures

Pinal Early Childhood Coalition

Next Meeting: Thursday, November 13, 2014

### Coalition Meetings

**Date:** Thursday, July 24, 2014

**Number of Attendees:** 32 people in attendance

**Agenda:**

- Welcome and Introductions
- Determine meeting logistics: Frequency, Time, Dates, Locations, Format
- Overview of Strategies and Strategy Leads
- Next Steps & Tasks and Closing

**Date:** Thursday, September 11, 2014

**Agenda:**

- 
- Welcome and Introductions
  - Overview of Coordination & Collaboration Standards of Practice
  - Group Activity
  - Subcommittee Individual Discussions
  - Subcommittee Report Back
  - Next Steps and Additional Tools
-

## Strategic Plan

### Strategic Plan

- **Strategy Updates:**
  - **Maintain a Current Regional Resource Guide** – A survey has been developed in order to capture changes in agency information as well as gauge usability of the guide. A review of the changes will begin next month along with a streamlining of the information contained in the guide. A new edition will be available after the first of the year.
  - **Create a shared community resource referral form** - The agency descriptions have been translated into Spanish. This information will be vetted back through the coalition for final review before full use is implemented.
  - **Develop a system of networking meetings for child care providers** - The survey has been finalized and is now being distributed to child care providers in the Pinal Region to get feedback and buy-in for the design of this network. The networking group is now live on social media and the group hopes to build a system that supports and benefits child care providers in the Pinal Region.



FIRST THINGS FIRST

*Ready for School. Set for Life.*

- Agenda Item:** Presentation of the Pinal Communications Outreach Plan & Outcomes
- Attachment:** Communications PowerPoint (Attachment 06)
- Background:** The Pinal Regional Partnership Council implemented Community Outreach and Community Awareness strategies to address the prioritized need to raise awareness of the importance of early childhood. The strategy is part of the statewide communications campaign. Since starting in October of 2010, the Community Outreach Consultant has distributed important information about First Things First, as well as information on child development, parenting and literacy. Due to the collaborative efforts of grantees, agencies, school districts, city/town governments and First Things First, there has been great improvement in the ability of families to get the information and support they need to help their children be healthy and ready to succeed in school.
- Brett Haupt  
Parent Awareness and Community Outreach Coordinator  
480.253.1456
- Recommendations:** The Regional Director presents the Communication Update for Council review and update.



# PINAL FISCAL YEAR 2015 COMMUNITY OUTREACH REGIONAL IMPLEMENTATION PLAN

**Brett Haupt**

First Things First - Pinal  
Community Outreach Coordinator



## STATEWIDE OUTREACH GOALS

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.



# TACTICS

- Presentations
- Outreach Events
- Success Stories
- Site Tours
- Earned Media
- Speaker's Trainings
- Informal Networking Event



# FY14 OUTREACH SUCCESSES

## Regional

- Week of the Young Child Proclamations
- Media Relationships
- Presentation Opportunities

## Statewide

- 74% increase in media stories
- 52% increase in community outreach activities
- 257% increase in the number individuals trained to speak about early childhood



# REGIONAL IMPLEMENTATION PLAN

## *Focus on Engagement*

### **Priority Audiences**

- *Parent Groups*
- *K-12 educators, administrators and specialists*
- *Health Care Community*
- *Faith-Based Community*



# OUTREACH OPPORTUNITIES

## Council Role in Community Outreach

1. Provides input for the community outreach plan.
2. Work with staff to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to staff for leads, next steps, and recommendations for further outreach.



## FY15 GOALS

1. Increase the prevalence of Site Tours to showcase FTF programs
2. Maintain presence at signature Pinal events
3. Broaden the scope of media engagement surpassing hits from last fiscal year
4. Secure speaking engagements and outreach opportunities in the underserved areas of Pinal
5. Make outreach to our most trusted messengers: pediatricians, a priority
6. Continue to build capacity for referrals to speaking engagements and outreach opportunities



# QUESTIONS/COMMENTS





# THANK YOU

Brett Haupt

First Things First - Pinal  
Community Outreach Coordinator

(bhaupt@azftf.gov) | (520.836.5838)



## Pinal Community Outreach Opportunities

Name: \_\_\_\_\_

**Regional Priority Audiences:** *(list individuals or groups that fall under these areas)*

K-12

Health

Faith-Based

Parent Groups

**Regional Partnership Council & Community Outreach:** *(select the tactics you'd like to help continue engagement in)*

- Facilitate introductions within Priority Audiences
- Give basic FTF Presentation
- Attend Site Tours
- Host an Early Childhood Coffee Talk (Informal Networking Event)
- Forward FTF E-Newsletter & Social Media Posts
- Write a Letter to the Editor
- \_\_\_\_\_
- \_\_\_\_\_

## Pinal Community Outreach Opportunities

Name: \_\_\_\_\_

**Regional Priority Audiences:** *(list individuals or groups that fall under these areas)*

K-12

Health

Faith-Based

Parent Groups

**Regional Partnership Council & Community Outreach:** *(select the tactics you'd like to help continue engagement in)*

- Facilitate introductions within Priority Audiences
- Give basic FTF Presentation
- Attend Site Tours
- Host an Early Childhood Coffee Talk (Informal Networking Event)
- Forward FTF E-Newsletter & Social Media Posts
- Write a Letter to the Editor
- \_\_\_\_\_
- \_\_\_\_\_

## FY14-FY16 Statewide Strategic Communication Plan Goals

1. Raise awareness of, and build public support for, the importance of early childhood.
2. Position First Things First as a recognized and trusted voice in early childhood.
3. Build awareness of early childhood programs and services, particularly First Things First statewide initiatives and locally supported programs among priority audiences.

## Focus on Engagement

First Things First's community outreach and engagement efforts are directly supported by regional partnership councils and the FTF Board through two strategies- Community Outreach and Community Awareness. The FY14-FY16 Strategic Communications Plan includes a more formalized, deliberate community engagement program that focuses on moving stakeholders to take action on behalf of young kids. Engaging others will help us expand our outreach and awareness efforts.

The work of engagement begins by connecting with and identifying likely supporters and then motivating them to take action through tactics such as sharing success stories or showing the impact of early childhood programs through a site tour. This is followed by providing continual training and tools to support the efforts of these Friends, Supporters and Champions<sup>1</sup>. This three-tier program offers stakeholders an opportunity to be involved at whatever level they feel most comfortable. Specific calls-to-action for each of the three-tiers are employed.

Measurements and benchmarks help us focus our work, track the progress of awareness and engagement efforts and make adjustments as needed, using tactics outlined in this plan. Outreach staff are working toward several benchmarks, including:

1. Individual staff will work to recruit 30 people at the Friend level per month.
2. As a team, move 25% of the total number of Friends recruited to Supporters each quarter (about 22 per quarter regionally).
3. As a team, move 12.5% of the total number of recruited Supporters to Champions each quarter (about 3 per quarter regionally).
4. Secure two referrals per month from a Friend for FTF to present to another group or to share information at an event or with another group or organization.
5. Secure two commitments per month from Supporters or Champions to represent FTF at outside events.

## Regional Priority Audiences:

- *Parent Groups*
- *K-12 educators, administrators and specialists*
- *Health Care Community*
- *Faith Based Community*

## ***Tactic: Presentations/Outreach Events***

- Presentations, one-on-one or networking meetings in the community, and attending community events to share information about First Things First and the importance of early childhood health and development to raise overall awareness and recruit Friends, Supporters and Champions.

### **Alignment with State Goals:**

- *Presentations, networking and event participation help to raise general awareness and identify and recruit Friends. Aligned with State Goal #1.*

## ***Tactic: Success Stories***

- Success stories demonstrating the impact of FTF-funded early childhood programs will be developed for newsletter use, media submission, and for distribution by grantees and supporters.

### **Alignment with State Goals:**

- *Stories inspire action. Aligned with State Goals 1, 2 and 3.*

## ***Tactic: Site Tours***

- Site tours of FTF-funded early childhood programs will be organized to demonstrate the impact of early education, health and family support programs on young children. Invitees may include Friends, Supporters and Champions to further their commitment and, if appropriate, other community members and community leaders to raise their awareness.

**Alignment with State Goals:**

- *Site tours are one of the top tactics to motivate people to action. Attendees leave with a greater understanding of the importance of the early years. Additionally, this is a specific engagement “call to action”, moving a friend to a supporter. Aligned with State Goals 1 & 3.*

**Tactic: Earned Media**

- Earned media opportunities will be secured through multiple outlets including radio, television and print media (including local newspapers and newsletters). The purpose is to spread the word of the importance of early childhood, share FTF updates and events and share success stories highlighting the impact of FTF funded services in the lives of children and families.

**Alignment with State Goals:**

- *Earned media helps to raise general awareness and reach broad audiences in local regions. Aligned with State Goals 1, 2 & 3.*

**Tactic: Speaker's Trainings**

- Trainings for Supporters and Champions to empower them to share consistent messages about early childhood and FTF which is fundamental to increasing awareness and engagement across the state of Arizona. The trainings also provide tools to support their efforts.
- The trainings include:
  - Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
  - The Write Way- *Writing and Sharing Effective Impact Stories*

**Alignment with State Goals:**

- *Training helps support Supporters and Champions to take action and use key messages that are research-based and used statewide. Aligned with State Goals 1 & 2.*

**Tactic: Informal Networking Event**

- Informal networking events are an opportunity to broaden support among existing Supporters and Champions and help to mobilize and empower them to connect with others who share their interest in early childhood. Key Supporters and/or Champions may be asked to facilitate an informal networking event by hosting an event, planning an event, speaking at an event or inviting friends to an event.

**Alignment with State Goals:**

- *Informal networking events helps encourage Supporters and Champions that they are part of a larger effort. Aligned with State Goals 1 & 2.*

## Community Awareness

A variety of educational reinforcement items are used to engage various audiences in the community when presenting, participating in events and conducting trainings.

- Educational Reinforcement items will be given only to individuals who have first received general information about early childhood and FTF.
- The distribution of Educational Reinforcement items will be determined based on the demographic and knowledge of each audience.
- **FTF Supporters, Champions 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.

## Community Outreach: Regional Partnership Council Role

1. Provides input and expertise in the development of the community outreach plan.
2. As our highest-level Champion, works with **Regional Directors** and **Community Outreach Coordinator** to attend and/or present at local events, media opportunities, etc.
3. Provides ongoing feedback and guidance to both the **Regional Director** and **Community Outreach Coordinator** for leads, next steps, and recommendations for the successful implementation of the Community Outreach and Awareness strategies.

To assist Regional Partnership Council members with conducting outreach and awareness, Community Outreach Coordinators offer the following trainings:

- Early Childhood, Every Day- *Simple ways to spread the word about early childhood and First Things First in your community*
- The Write Way- *Writing and Sharing Effective Impact Stories*



**FIRST THINGS FIRST**

*Ready for School. Set for Life.*

- Agenda Item:** Regional Director's Report
- Attachment:** August and September Regional Directors Report (Attachment 07)
- Background:** Monthly Director's Report provides the Regional Director an opportunity to inform the Regional Council on current and upcoming activities happening within the region and/or the State.
- Recommendations:** The Regional Director provides this as informational purposes only.



**FIRST THINGS FIRST**  
*Ready for School. Set for Life.*

## **Regional Director's Report Pinal Regional Partnership Council**

### **State**

#### **First Things First State Board Meeting Held August 19, 2014 in Phoenix**

Topics on the agenda included:

- Tobacco Tax Projections/Modeling and Sustainability Model Review: In July, the State Board adopted a program budget of \$126.6 million. The projections of the tobacco tax revenues by the Arizona State University College of Business was a resource in helping determine options for a sustainable program budget. The revenue projections, in combination with the newly set program spending target, provide First Things First with an updated view of the sustainability model.
- The latest estimates were updated and expanded scope of work completed by the Seidman Research Institute.
- The full report, Tobacco Tax Revenue Forecast Study (2014), is one of several documents shared with the Board and available on the First Things First website, under the First Things First tab, then click on Meeting Materials and Public Notices.
- SFY2014 Communications Year in Review: The Board was briefed on the communications work occurring throughout the state, including the exemplary work of the Parent Awareness and Outreach Coordinators, an update on the Statewide and Regional Annual reports and the most recent awareness campaign.
- The next State Board meeting will be held on Monday, September 29, 2014 and Tuesday, September 30, 2014 in Yuma.

#### **First Things First Early Childhood Summit: Wrap Up**

- Thank you to all Pinal members who were able to attend the 2014 Early Childhood Summit!
- The Summit was an incredible success with over 1200 attendees and incredible featured speakers and breakout sessions.
- Mileage and Meal Reimbursements – Please remember to submit your itemized meal receipts, mileage and your \$0 balance receipt from the hotel to Lois as soon as possible.  
Reimbursements include:
  - Dinner on August 17, 2014
  - Lunch and dinner on August 18, 2014
  - Breakfast on August 19, 2014
  - Mileage