



FIRST THINGS FIRST

Ready for School. Set for Life.

Arizona Early Childhood Development & Health Board
Graham/Greenlee Regional Partnership Council
April 14, 2014

Call to Order

The regular meeting of the First Things First – Graham/Greenlee Regional Partnership Council was held on April 14, 2014 in the Early Literacy Room at the Safford Public Library, 808 South Seventh Avenue, Safford, AZ 85546.

Chair Smith called the meeting to order at approximately 1:00 p.m.

Regional Council Members Present in person:

Pam Patt, JoAnn Morales, Laurie Smith, Ann Johnson, Ryan Henry, Stacy Morris, and Dr. Richard Keith

Regional Council Members Absent:

Donna McGaughey, Susan Norton, Jan Elliott, and Dena Barentine

Call to the Public

Chair Smith announced Call to the Public. There was no response.

Declarations of Conflict of Interest

Chair Smith requested Regional Council members review the agenda items and declare any possible Conflicts of Interest. None declared.

Consent Agenda

A motion to approve the minutes from the January 13, 2014 Regular Meeting was made by Member Patt, seconded by Member Johnson. Motion carried (6-0-0).

Dr. Richard Keith arrived at the meeting at 1:13 pm.

Early Learning Update

Senior Director Ginger Sandweg gave the council an Early Learning update in regards to Quality First, the Professional Development Website and Registry, and the Kindergarten Developmental Inventory.

2015 Renewal Discussion

Member Keith Member declared a conflict of interest with agenda number six in regards to Reach Out and Read due to his current employment. Member Keith refrained from voting on this item.

Member Patt moved to approve the renewals for SFY2015 as presented pending clarifications. Member Morales seconded the motion. Motion carried and passed, 6-0-1.

Regional School Readiness Benchmark, Indicators #2 and #10

Chair Smith presented the Regional School Readiness Benchmark final summary for Indicators #2 and #10 for an update, discussion and final approval for State Board approval

Member Morris moved to approve the Graham/Greenlee regional school readiness benchmarks for Indicators #2 and #10 for State Board approval as presented.

Birth to Five Helpline Update

Jeni Fletcher from Southwest Human Development gave an overview and update on the Birth to Five Helpline.

T.E.A.C.H. Update

John Cregg from the Association for Supportive Child Care gave the council an update on T.E.A.C.H. stating that Graham/Greenlee currently has 12 participants earning Associate Degrees.

Outreach Update

Outreach Consultant, Paulette LeBlanc, reported on her activities for January, February, and March. Ms. LeBlanc highlighted the success of the Community Baby Shower and applauded the Early Childhood Coalition and its leaders. She stated that the coalition received representation from all areas in the region including early care and education providers, preschool teachers, kindergarten and first grade teachers. She also wanted to acknowledge the early childhood strand at the upcoming SEATA conference that will be held June 2nd thru 5th and invited all the council members to attend.

Director's Report

Director Elkins provided updates to the regional council regarding the 2014 Needs and Assets Report, the upcoming regional council seats that will expire as of June 30th and asked them to mark their calendars for April 22nd when they will have the opportunity to meet with members of the state board here in our region for lunch. Senior Director Alva gave a fiscal update in regards to the declining tobacco revenue and proposed plans to be presented to the state board in June.

Dr. Keith left the meeting at 2:30 pm

Next Meeting Date, Time and Location

The next regular meeting will be held on June 09, 2014 at 1:00 p.m. at the Safford Library.

Adjournment

Chair Smith adjourned the meeting at approximately 2:40 p.m.

SUBMITTED BY:

Shari Elkins,
Graham/Greenlee Regional Director

Approved:

Laurie Smith,
Graham/Greenlee Regional Partnership Council Chair



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GRAHAM/GREENLEE REGION COMMUNITY OUTREACH ACTIVITIES March 2014

Highlighted sections are facilitated by FTF Supporters or Champions.

Date	Description	# of Partic.	Comments
March 1	Participated in Day 2 of the Graham County Health Fair.	15 sign-ups	The promise of bad weather kept people away from the fair. Approximately 100 people came to our table. I had the opportunity to network with other vendors from the health field. Very good leads!
March 2	Published an article in the Graham County Schools Newsletter. <i>Soft Skills and the Workforce.</i>		The article underscores the long-term importance of soft skills, which take root in the preschool years. Thanks, Donna.
March 7	Attended the monthly FTF in-service in Phoenix.		Directors and Community Outreach Coordinators spent the morning together. Major theme: working toward engagement. Afternoon session: Parent Kit and various topics. Always informative.
March 11	Attended the inaugural meeting of the Graham/Greenlee Early Childhood Coalition.	27	The coalition is sponsored by the Graham/Greenlee School Superintendents, Donna McGaughey and Tom Powers, and JoAnn Morales, early childhood instructor from EAC. Wonderful meeting! Birth-to-Five and K-3 in the same room. I believe this is the start of something big!
March 18	Attended the community forum on FTF Benchmarks.		This was an interesting meeting. I wish it had been attended by more community members. Good conversation!
March 20	Attended Graham County CNT meeting.	16	Showed video of Executive Functions and re-distributed complementing article about soft skills. Well received.
March 24	Attended Graham County School Supts' Meeting.	20	Donna and I gave a report of the G/G Early Childhood Coalition meeting.
March 27	Attended SEATA Planning Meeting		We worked on creating a schedule of breakout sessions for June 2 nd - 5 th .. There are currently 17 Early Childhood sessions scheduled!!!
March 28	Worked an FTF table at the Baby Shower hosted at the library. This was for pregnant women and those with children under 12 months.	42	This was the perfect venue for FTF. I am not a fan of vendor events, but each person who came to the table was interested in FTF and spent time with me. Spoke with nearly 100 moms, grandmoms and dads. 42 sign-ups for the newsletter. Great job, Giane and Leanne (grantees)!
	Total	120	

Cumulative Report (July 2013 through March, 2014):

Earned Media: 8 newspaper articles (Quality First and 2 from Debbie Heaton referencing FTF; 2 Early Childhood Every Day, Holiday Gifts, Methodist QF trikes; *Early Literacy is a Team Effort*)

Newsletter Articles 20 (oral health; literacy; dehydration; food security; Quality First; childhood obesity; 2 *Little Lessons in Life* story, *Mr. Mom* story, 2 *Halloween*, *The Day After Story*, 2 *Basic Toys*, 2 *Screen Time*, *For the Love of Books* story; 2 oral health month; Soft Skills and the Workforce)

Stories 5 (Safford Library: *Little Lessons of Life*; *Mr. Mom*; *For the Love of Books*; Home Visitation: *Building Strong Families*; *One at a Time*; Quality First: *Sister Act*.)

36 presentations/events to 453 people

Respectfully submitted,
Paulette LeBlanc
Community Outreach Coordinator

For RPC: The Early Childhood Coalition meeting was a great success. Aside from the obvious benefit of networking, the attendees participated in an activity which will lead to the development of their mission statement. The next meeting is scheduled as the kick-off breakout session at SEATA. And, speaking of SEATA, we have received 17 proposals for breakout sessions. I was keeping my fingers crossed for 15! An early childhood strand has become a reality. You are more than welcome to attend any or all of the South East AZ Teachers' Academy (SEATA) presentations.



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GRAHAM/GREENLEE REGION COMMUNITY OUTREACH ACTIVITIES April 2014

Highlighted sections are facilitated by FTF Supporters or Champions.

Date	Description	# of Partic.	Comments
April 1	Published article in Graham County School Newsletter about Week of the Young Child.		Thanks, Donna.
April 4	Attended First Things First In-Service Meeting		Participated in SWOT Analysis and Appreciative Inquiry to prepare for the FY15 Implementation Plan.
April 5	Published FTF Letter to the Editor for Week of the Young Child.		This letter is submitted annually by our FTF Council Chair.
April 7	Attended webcam meeting regarding future funding for FTF.		Michelle Katona led this session. I attended with Shari and Lacie.
April 9	Attended Week of the Young Child open house at Bulldog Blvd.		Christie Rivera invited parents, caregivers, and interested parties to observe and participate in the wonderful event. Well done, Christie! It was also good to see Cami McEuen there registering children for Imagination Library.
April 11	Participated in an FTF supervisory phonecall with Angela Mussi.		We do this occasionally to stay up-to-speed on community outreach activities and my goals. Always informative and helpful.
April 14	Attended the G/G FTF Regional Council meeting.		Spoke briefly of recent community outreach activities, the Early Childhood Coalition and SEATA. Also, introduced Jeni Fletcher from Southwest Human Devt., who spoke of the Birth to Five Helpline and Technical Assistance.
April 14-15	Attended and helped to facilitate two workshops on the Birth to Five Helpline and Technical Assistance from Southwest Human Development.	17	Jeni led the presentation. I assisted in the discussion of marketing strategies and potential reasons to call the warm line. Attendees were very engaged.
April 16	Attended the Home Visitation Meeting facilitated by Alisha Montieth.	17	This session focused on goals of the organization. I spoke briefly of the upcoming teachers' academy and registration for the early childhood strand.
April 17	Attended SEATA Planning meeting.		Our team worked on the schedule of breakout sessions. We are ensuring at least one early childhood workshop in each time slot.
April 17	Attended and facilitated the Graham County Community Networking Team Meeting	10	I spoke briefly of FTF and our involvement in the Early Childhood Coalition.
April 17	Met with Sheryl Graver from the Graham County Jail.	1	Sheryl is the education coordinator for the jail. She was seeking unique resources for inmates who are pregnant. I did a presentation of FTF

			and gave her a parent kit. Sheryl is going to develop learning activities using the content of the kit! Very clever idea!
April 23	Attended SEATA Planning meeting.		We again revisited the placement of breakout sessions and made room assignments. I have sent the schedule to the 11 providers currently registered.
	Total	45	

Cumulative Report (July 2013 through April, 2014):

Earned Media: 9 newspaper articles (Quality First and 2 from Debbie Heaton referencing FTF; 2 Early Childhood Every Day ads, Holiday Gifts, Methodist QF trikes; *Early Literacy is a Team Effort*, Letter to the Editor for Week of the Young Child)

Newsletter Articles 21 (oral health; literacy; dehydration; food security; Quality First; childhood obesity; 2 *Little Lessons in Life* story, *Mr. Mom* story, 2 *Halloween*, *The Day After* Story, 2 *Basic Toys*, 2 Screen Time, *For the Love of Books* story; 2 oral health month; Soft Skills and the Workforce, *Week of the Young Child*.)

Stories 5 (Safford Library: *Little Lessons of Life*; *Mr. Mom*; *For the Love of Books*; Home Visitation: *Building Strong Families*; *One at a Time*; Quality First: *Sister Act*.)

41 presentations/events to 498 people

Respectfully submitted,
 Paulette LeBlanc
 Community Outreach Coordinator

For RPC: On May 15th, I am presenting a basic FTF presentation to the Graham County Leadership Group. You are welcome to attend and/or co-present. It is scheduled for 3:00 in the Hospital Board Room.

COMMUNITY OUTREACH PLAN FY 2015:

Graham/Greenlee

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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 Champions¹. 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.

¹ See FTF FY14-16 Strategic Communications Plan for detailed information on tiered engagement program.

Regional Priority Audiences:

- K-12, Health, Faith Based, Business, and Municipalities

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*

If you have any additional comments about the report, please provide them here.



June 2014 Director's Report

Graham/Greenlee

Regional Partnership Council

General Updates

2014 Needs & Assets Report

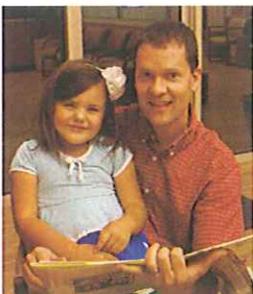
- LeCroy & Milligan Associates submitted the final draft of the Graham/Greenlee Needs and Assets Report. With review and input from Regional Council Members, Regional and Evaluation Staff will work with LeCroy & Milligan to make final revisions as needed. The final report will be submitted to the Regional Council for final approval at the August council meeting.

Central East Regional Area Forum with State Board Members

- On April 22, 2014 the Graham/Greenlee Region hosted council members from across the Central East Region as well as State Board Members and Senior First Things First Staff for the Central East Regional Area Forum. This event allowed regional council members the opportunity to share insights from their respective Regions with State Board Members. Thanks to Chair Laurie Smith for emceeding the event and to council members Donna, Pam and Ann for attending and representing our council!

A Fond Farewell and Much Appreciation!

- We are saying goodbye and thank you to three of our devoted Council Members. Thank you Dr. Keith, Dena and Ann for your service, dedication and leadership on our council and to the young children in our region. You will be greatly missed!



SEATA

The South East Arizona Teacher's Academy, which included the first early childhood strand, was held June 2nd thru June 6th.

This included the second gathering of the Graham/Greenlee Early Childhood Coalition Meeting attended by early childhood professionals from throughout the region.

Mark your Calendars and Register for the 2014 Early Childhood Summit August 18-19

The First Things First Early Childhood Summit brings together professionals, stakeholders and supporters of early childhood education and health to share innovative strategies, research and best practices that help children be ready for school and set for life.

Let Lacie know if you need help registering.



Strategy Updates and Quarter 3 Data Report

Strategy	FY2014 Allotted	FY2014 Target Service Units	End of Quarter 3 Actual Service Units	FY2014 Performance/Financial Updates and Significant Milestones
Home Visitation	\$120,000	20 Families	18 Families	Grantee served 90% of their TSU expending 74% of their award.
Parent Outreach & Awareness	\$110,000	300 Workshops 24,000 books	896 Workshops 18,616 Books	Grantee reached 299% of their TSU's through workshops and 77% through their book club, expending 71% of their award.
Food Security	\$10,000	750 Food Boxes	465 Food Boxes	Grantee distributed 62% of their TSU and expended 78% of their award.
Quality First Scholarships	\$94,000	68 Children 70 Slots	75 Children 66 Slots	Grantee distributed child care scholarships to 78 children, 114% of their TSU's.
Reach Out and Read	\$5,000	1,750 Books	1314 Books	Grantee reached 75% of their TSU, expending 51% of their award.
Oral Health	\$80,000	300 Screenings 300 Varnishes	358 Screenings 100 Varnishes	Grantee reached 119% of their TSU's for screenings and 33% for varnishes expending 17% of their award.
Reward\$	\$120,000	20 Incentive Awards	12 Awards	Grantee awarded 60% of their TSU's to scholars.

Graham/Greenlee Regional Partnership Timeline 2014

Month	Tasks
January	<ul style="list-style-type: none"> • Regional Council Meeting (January 13th) • Funding Plan Summary and Presentation to State Board • Grantee Data Reports – 1st Quarter Data
February	<ul style="list-style-type: none"> • Meeting if Needed (February 10th)
March	<ul style="list-style-type: none"> • Meeting if Needed (March 10th)
April	<ul style="list-style-type: none"> • Regional Council Meeting (April 14th) • Approval of Final Benchmarking Decisions • Grantee Data Reports – 2nd Quarter Data • Renewals
May	<ul style="list-style-type: none"> • Meeting if Needed (May 12th)
June	<ul style="list-style-type: none"> • Regional Council Meeting (June 9th) • Grantee Data Reports – 3rd Quarter Data
July	<ul style="list-style-type: none"> • Meeting if Needed (July 14th)
August	<ul style="list-style-type: none"> • Regional Council Meeting (August 11th) • FY14 Grantee Reports • Chair/Vice Chair Elections • Grantee Data Reports – 4th Quarter Data
September	<ul style="list-style-type: none"> • Meeting if Needed (September 8th) • Grantee Orientation
October	<ul style="list-style-type: none"> • Regional Council Meeting (October 20th) • SFY2016 Regional Allocations Announced by State Board • SFY2016 SFY2018 Strategic Planning and Funding Plan Discussions
November	<ul style="list-style-type: none"> • Regional Council Meeting (November 10th) • Vote on Strategies and Allocations for SFY 2016 Funding Plan • Vote on SFY2016 – SFY2018 Strategic Plan • Grantee Data Reports – 1st Quarter Data
December	<ul style="list-style-type: none"> • Meeting if Needed (December 8th)