



The First 5 years.
Make them count.

TO: Children, Seniors and Families Committee
Santa Clara County Board of Supervisors

FROM: Jolene Smith, Executive Director
FIRST 5 Santa Clara County

SUBJECT: FIRST 5 Report Back, #155

DATE: October 19, 2005

Title: Update on FIRST 5 Santa Clara County Preschool for All Master Plan

Recommended Action: Accept the Update on FIRST 5 Santa Clara County Preschool for All Master Plan.

Summary of Request: The E3 Institute will present a PowerPoint providing an update and brief overview of the Preschool for All Master Plan and the Preschool for All Grant Application. The presentation reflects the direction of the Master Plan.

Background: On August 17, 2005 a request was made by the Children, Seniors and Families Committee to have FIRST 5 staff or commission members provide a periodic update on the FIRST 5 Santa Clara County Preschool For All Initiative.

In March 2004 the Commission approved \$300,000 in funding to the E3 Institute for the research and development of the FIRST 5 Santa Clara County Preschool for All Master Plan.

The E3 Institute also prepared the First 5 California Preschool for All grant application. This application was submitted to First 5 California on July 27, 2005 with a Letter of Commitment signed by Commissioner Ferrer, as Chair of the Commission. The Letter of Commitment indicates two financial commitments over the next five years from FIRST 5 Santa Clara County: \$42 million for Preschool for All, and \$38 million to provide comprehensive support services to children and families (High Risk Design) served under the Preschool for All plan.

FISCAL IMPACT:

None to Santa Clara County Government. Funding for Preschool for All and High Risk Design was approved in the FY 05/06 Budget presented at the May 11, 2005 FIRST 5 Commission meeting. FIRST 5 Santa Clara may receive up to \$850,000 if the Preschool for All grant application is approved and awarded.

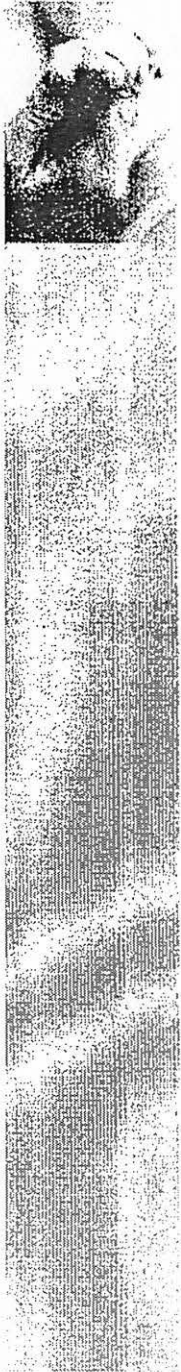


FIRST 5 Santa Clara County Commission



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SANTA CLARA COUNTY

Preschool for All Master Plan Overview



Purpose



To present an overview of the Preschool for All Master Plan for Santa Clara County



Presentation Outline



- History to Date
- Geographical Data-mapping: Combined Cumulative Child Risk Factors by Zip Code
- Preschool for All Planning Civic Engagement Planning Process
- Alignment of PFA and High-Risk Design
 - Components A, B, C
 - Neighborhoods or zip codes
- Service Elements
- 5-Year Community Service Model Budget



History to Date



- CARES (Comprehensive Approaches to Raising Educational Standards) Initiative launched
- Early Learning Initiative launched (School Readiness)
- QELO (Quality Early Learning Opportunities) Initiative to study models of early childhood expansion and care
- EMQ High-Risk Research and Design Initiative convened service providers and policy makers to study ...
 - Best practices
 - SSA's data on the emergency response hotline
 - Special needs assessment... and recommend an appropriate service delivery model for the highest risk children and families



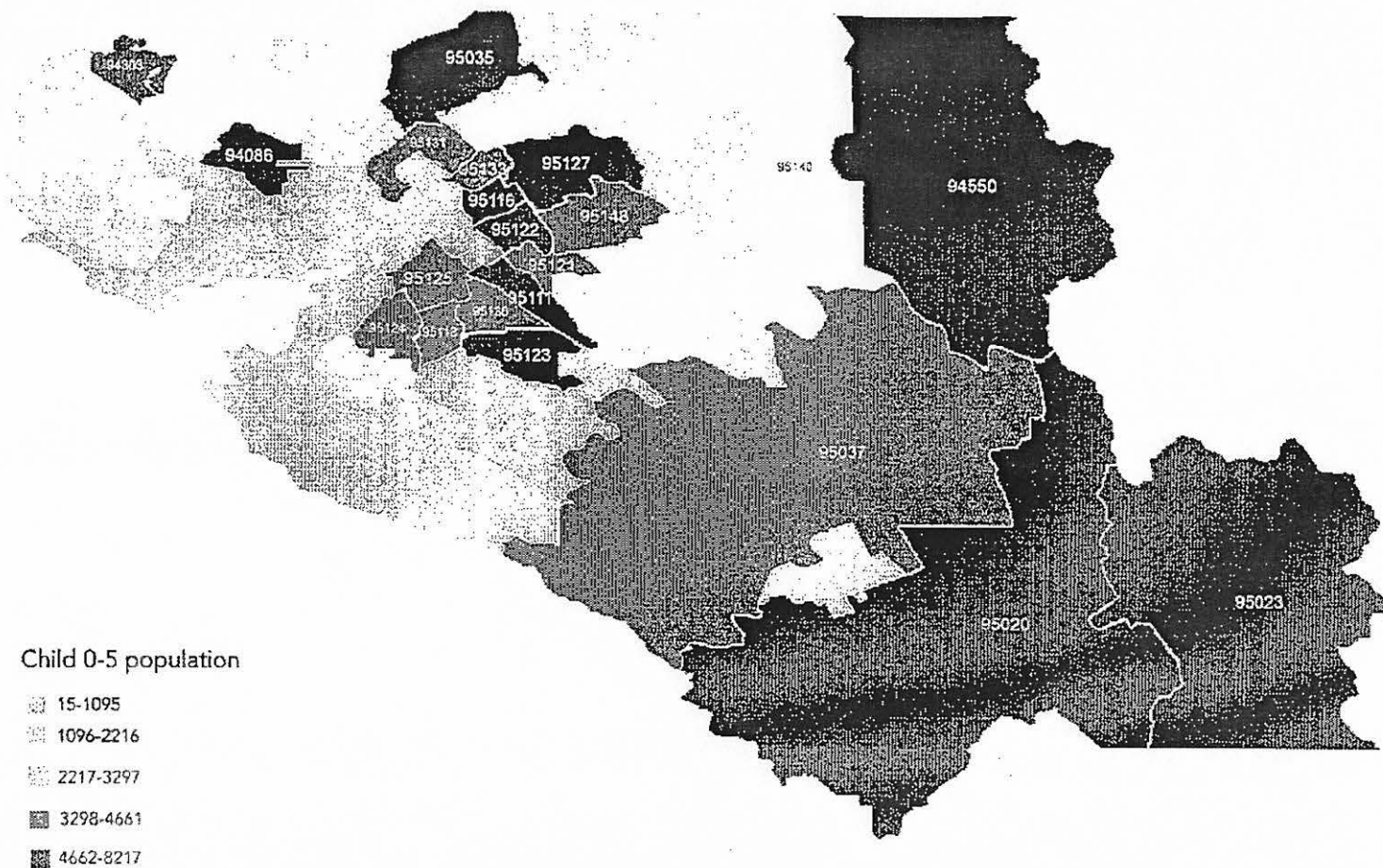
History to Date – cont.



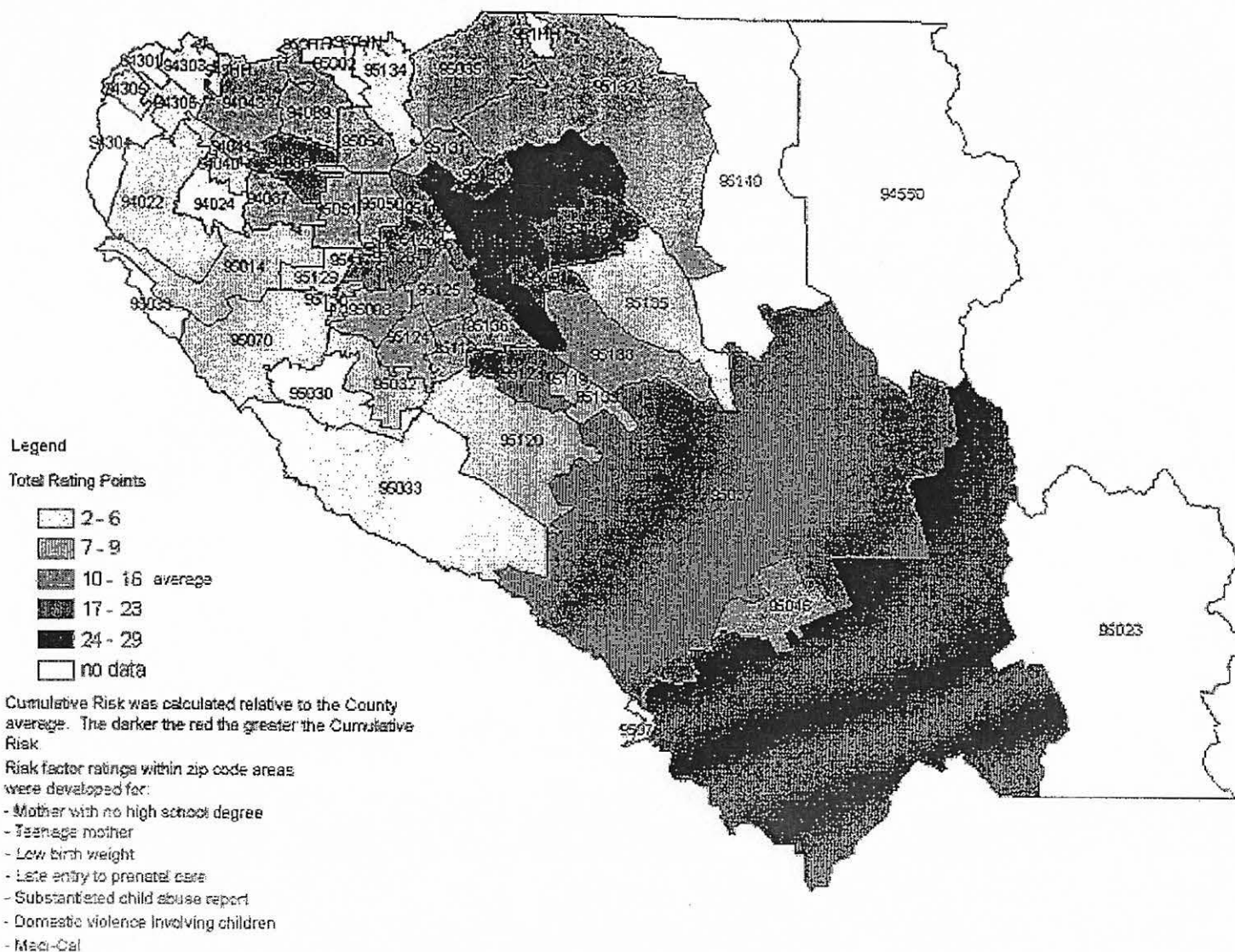
- Geographical data-mapping to showing the areas of highest cumulative risk to children and families and the supply of early childhood programs
- Three-part model was developed to serve families with highest cumulative risk:
 - High-quality Preschool
 - Specialized Home Visitation
 - Comprehensive Community Service Family Supports to serve children and families
- Adopted an ecological framework that considers all influences on the life of a child and family
- FIRST 5 Santa Clara County adopted a research-based, focused approach to ensure highest impact on children with cumulative risk while still providing programs, services, and activities for all children. A community approach was adopted.
- Launch of Preschool for All Initiative planning process simultaneously with High-Risk Design implementation planning

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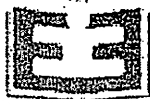
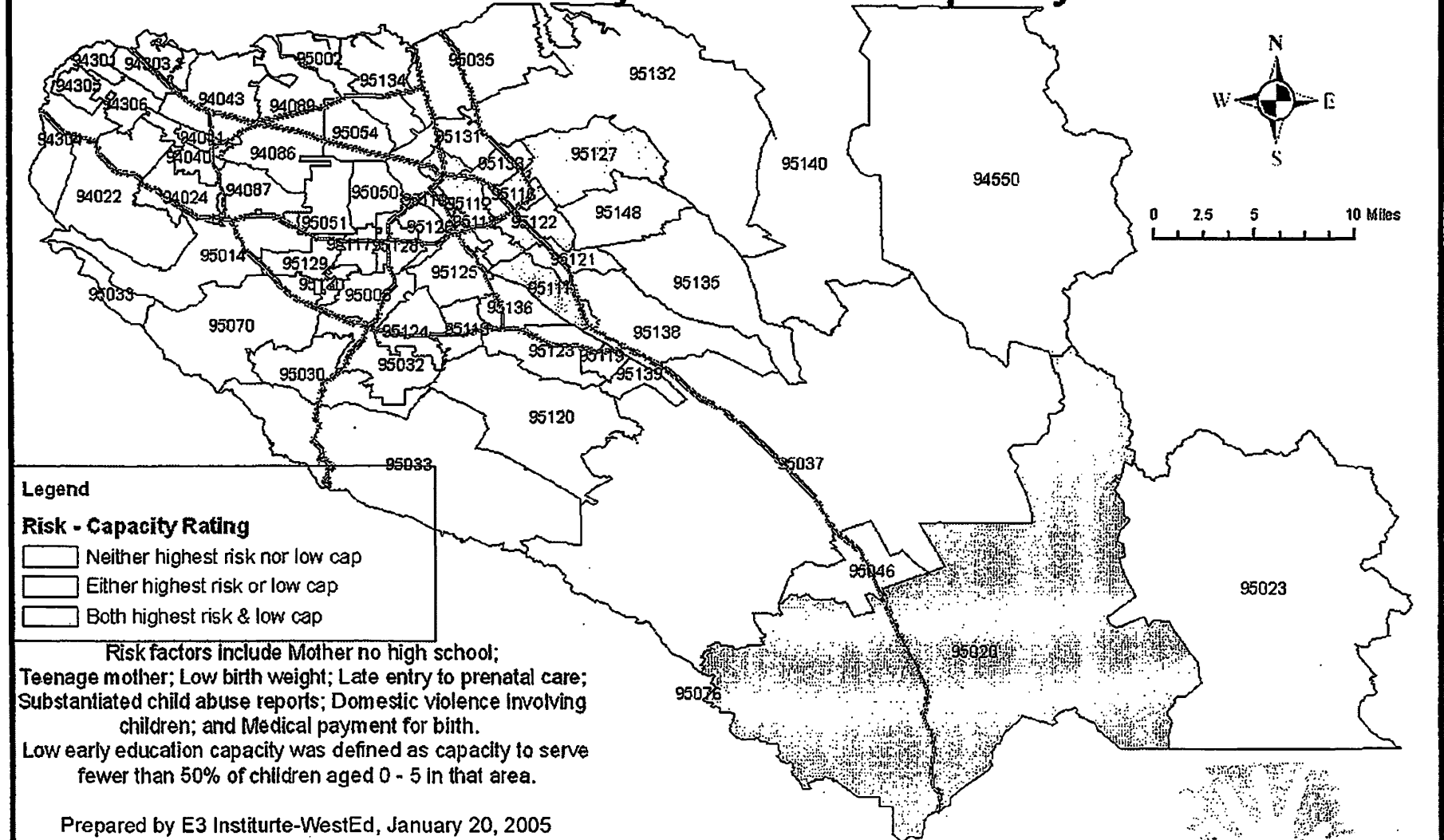
Santa Clara County Population Age 0-5 by Zipcode Area



Combined Cumulative Child Risk Factors by Zip Code in Santa Clara County



Areas with Highest Cumulative Child Developmental Risk Factors and Lowest Early Education Capacity SCC



E3 INSTITUTE
ADVANCING EXCELLENCE IN EARLY EDUCATION

WestEd



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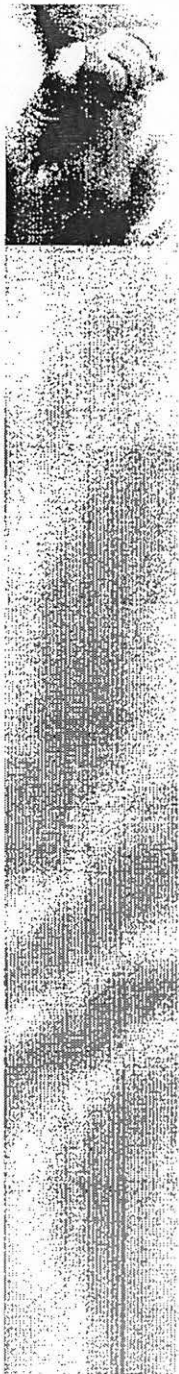
Preschool for All Initiative Planning Process



E3 Institute spearheaded a one-year planning process that included 150 representatives from early education, business, foundations, school districts, research organizations, social services, charitable and non-profit organizations

- Council on Excellence in Early Childhood Education provided overall leadership of the planning, maintained the big picture vision, and developed the business plan framework
- Content Committees
 - Civic Engagement
 - Quality Standards
 - Facilities
 - Operations
- Steering Committee provided support to the Council on Excellence and Content Committees and is assisting in preparation of the Master Plan
 - E3 staff, FIRST 5 Santa Clara County staff, and consultants

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Research Tells Us There are 14 Critical Elements for a Quality Early Learning Experience



1. Development of a well-educated workforce at a BA Degree level with support for accreditation process
2. Development of a workforce compensation schedule based on qualifications
3. Low adult/child ratios and group size based on staff qualifications
4. Length of day, length of year, and linkage to full-day services
5. Facilities and environment to be of highest quality as measured by all current local and state regulations monitored by on-site reviews
6. Developmentally, culturally, and linguistically appropriate curriculum content and activities with specific learning objectives
7. Developmental screening, assessments, and referral services



Research Tells Us There are 14 Critical Elements for a Quality Early Learning Experience – cont.



8. Inclusion of children with special needs
9. Integration of in-home support services and ecological interventions in partnership with early educators
10. Family engagement and education
11. PFA High-Risk Design longitudinal evaluation
12. Monitoring and technical assistance
13. Commitments with community resources and partners
14. Transition plans for children and families from pre-kindergarten to K-3rd grade (part of the longitudinal study)

Alignment of PFA, High-Risk Design, and Community Engagement



Planning



Design a Community Approach Utilizing Research and Data

Civic

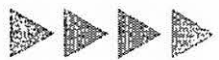
Engagement



A: Countywide Reach

- Program services and activities serving all children 0-5 years
- Engagement of Community focusing on the importance of the first 5 years

Geomapping



B: Focused Neighborhoods

- 10% of targeted population (0-5 years)

Research



C: Targeted Neighborhoods
(Demonstration Sites)

- 23% of targeted population (0-5 years) in the highest number of cumulative risks.

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Not to them, now.



Alignment of PFA, High-Risk Design Services, and Community Engagement Activities – cont.



Component **A** – County-Wide Services

1. Healthy Kids Insurance Premiums
2. FIRST 5 Community Events
3. Education & Awareness Regarding Child Development and Early Childhood Intervention
4. Multi-Media/Multi-Cultural Communication Strategy: *Countdown to Kindergarten*
5. Community Engagement Strategy
6. Professional Development/CARES Stipends for early educators
7. Early Screening and Assessment
8. Children's Discovery Museum Exhibits for 0-5 Year Olds
9. FIRST 5 Program Specialists Support and Coordination
10. Kit for New Parents
11. Arts Enrichment Initiative
12. Community College course development in literacy and arts
13. Support for service providers through new training and cross training

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Alignment of PFA, High-Risk Design Services, and Community Engagement Activities – cont.



Component **B** – Additional Services Provided in Focused Neighborhoods

- 10% of Total 0-5 Year Olds Live in These 5 Zip Codes

Neighborhoods:

95118: Branham Lane/Meridian Ave. (San Jose)

95128: Luther Burbank/Sherman Oaks (San Jose)

95133: Rancho Verde/McKee (San Jose)

94040: Castro/Theuerkauf (Mtn. View)

95136: Foxworthy/Capital (San Jose)



Alignment of PFA, High-Risk Design Services, and Community Engagement Activities – cont.



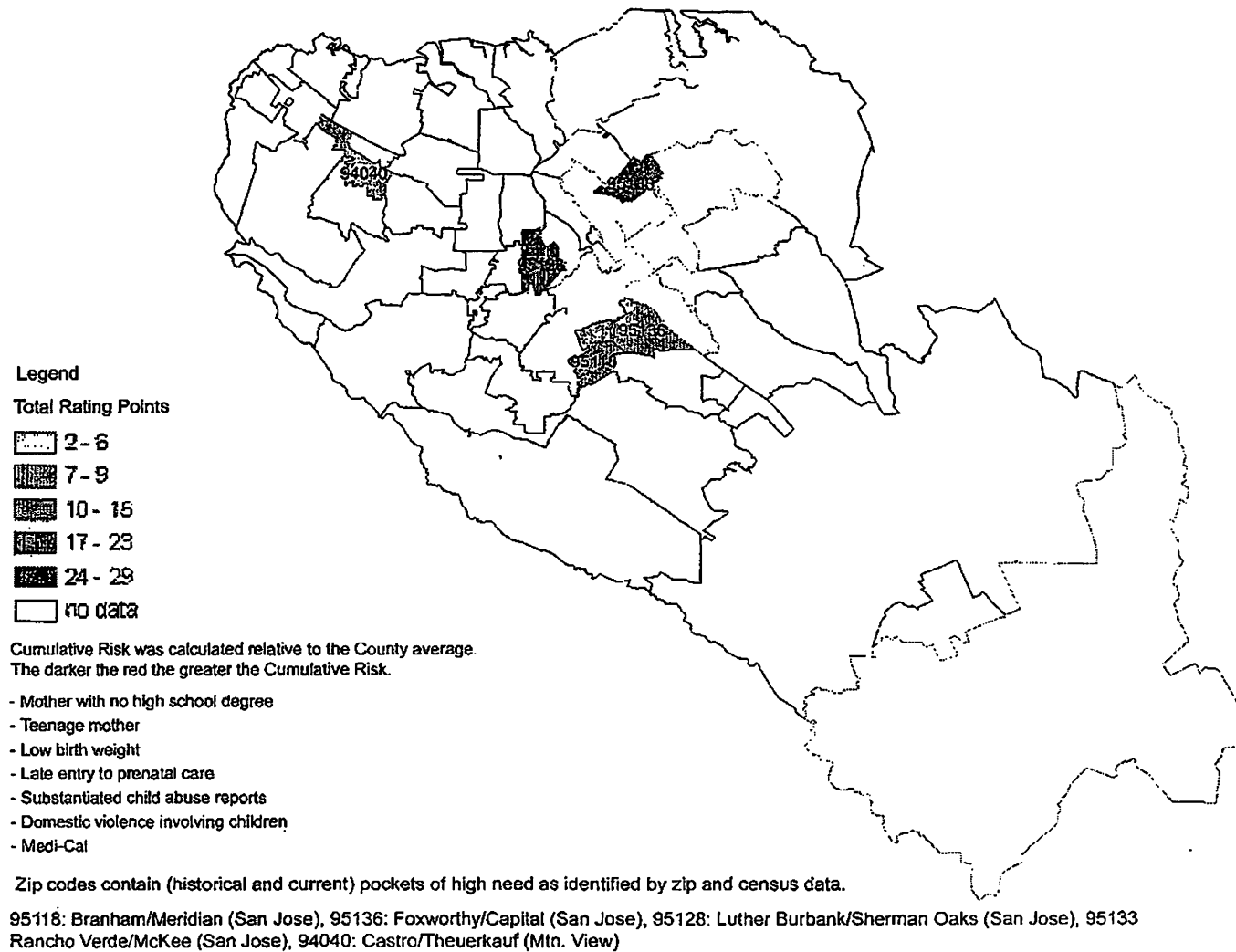
Component **B** Services

1. All services identified in Component A
2. Focus on coordinated, integrated alignment of service delivery
3. Family Advocates
4. Supplemental funds for needed services
5. Early screening and assessment for developmental delays
6. FIRST 5 Program Specialists to provide coordination, gap and resource analysis, and convene partners and stakeholders
- ⇒ 7. **Quality learning environments in year 2 of Preschool for All – 200 new and enhanced spaces with first priority given to 3- and 4-year-olds**
- ⇒ 8. **Parent education workshops with quality early learning environments for children**
- ⇒ 9. **Coordination with Community Colleges and Universities regarding workforce development**

⇒ = Arrows indicate components that are part of Preschool for All Initiative

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FIRST 5 Santa Clara County Community Approach - Component B



Map 5



Alignment of PFA, High-Risk Design Services, and Community Engagement Activities – cont.



Component C – Demonstration Sites in Targeted Zip Codes

- **23% of Total Population of 0-5 Year Olds Live in These 6 Zip Codes**
- **Children referred from Family Court, Emergency Response Hotline, Domestic Abuse Criminal Court, Reunification Court**

School District Partners

95111: Franklin-McKinley Elementary
95122: Franklin-McKinley Elementary
95116: Alum Rock Elementary
95112: San Jose Unified
95127: San Jose Unified
95020: Gilroy Unified



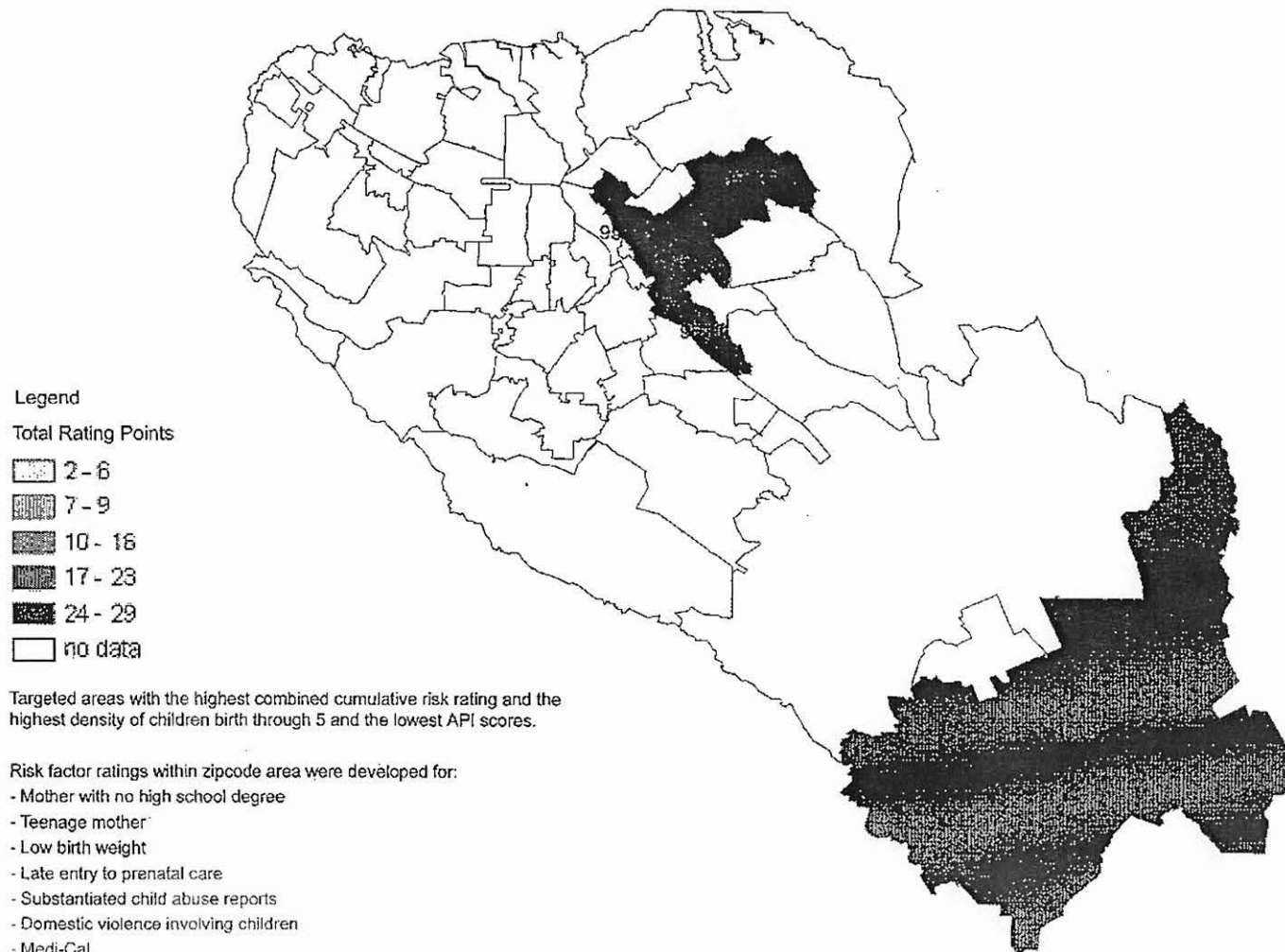
Alignment of PFA, High-Risk Design Services, and Community Engagement Activities – cont.



Component C Services

1. All services identified in Component A
2. All services in Component B
3. The Three-Part Model which includes:
 - Comprehensive Quality learning environment for 1,088 new and enhanced spaces with first priority focusing on 3- and 4-year-olds
 - Home visitation
 - Family support and other strategic interventions
4. Alignment of PFA with Early Learning Initiative

FIRST 5 Santa Clara County Community Approach - Component C



School District Partners: 95020 (Gilroy Unified), 95111, 95122 (Franklin-McKinley), 95116 (Alum Rock), 95112, 95127 (San Jose Unified)

Map 6

Preschool for All Timeline

November '05

- Select individuals with specialized early education skills and experiences
- Convene an orientation for newly formed Implementation Task Force membership
- Develop implementation priorities
- Develop an implementation time frame
- Determine dates and locations for public forums

January '06

- Set standards for all demonstration sites
- Develop procurement process criteria
- Develop procurement timeframe

Feb - Apr '06

- Preschool for All converges with the collaborative selected to implement the High Risk Model
- Engage with task force partners to develop evaluation and data collection system
- Work with FIRST 5 to select elements of parent engagement strategy consistent with regional work
- Identify work force development activities

Apr - Aug '06

- Survey Pre-K – 3rd grade teachers for professional development needs
- Finalize site selection process
- Finalize the use of ECERS for site review
- Assess technical assistance needs
- Develop content of the Pre-K – 3rd grade teacher training certificate
- Comprehensive engagement to develop the ecological model
- Partners participate in the development of the service delivery model

September '06

- Launch comprehensive preschool demonstration sites
- On-going implementation of countywide Preschool For All Master Plan

5-Year Community Investment Plan: Community Service Model Budget

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	FY05/06	FY06/07	FY07/08	FY08/09	FY09/10
<u>PUBLIC AWARENESS/EDUCATION STRATEGY</u>					
1 Arts Enrichment Initiative	800.3	800.0	-	-	-
2 Public Relations	200.0	100.0	100.0	-	-
3 Marketing	725.0	725.0	500.0	300.0	300.0
4 Community Events	125.0	125.0	125.0	125.0	125.0
5 Community Education & Awareness	1,000.0	1,000.0	1,000.0	500.0	-
6 Childhood Matters (Radio Program)	200.0	175.0	150.0	125.0	100.0
7 Children's Discovery Museum	1,000.0	50.0	-	-	-
8 Emergency Requests	50.0	50.0	50.0	50.0	50.0
9 Special Community Projects	200.0	100.0	75.0	50.0	50.0
10 Total Public Awareness/Educ. Strategy	4,300.3	3,125.0	2,000.0	1,150.0	625.0
<u>HIGH RISK STRATEGY</u>					
11 Children's Health Care Initiative	4,519.9	4,500.0	4,500.0	4,500.0	4,500.0
12 Planning Grants	-	-	-	-	-
13 Preschool for All	2,000.0	10,000.0	10,000.0	10,000.0	10,000.0
14 E3 - Professional Development	1,000.0	-	-	-	-
15 E3 - CARES (includes State match \$750K)	3,750.0	3,750.0	3,750.0	3,750.0	3,750.0
16 Early Learning Initiative (4 School Dist.)	1,836.9	-	-	-	-
17 High Risk Design	2,000.0	10,000.0	10,000.0	9,000.0	7,000.0
18 Care Management/Family Court	945.2	-	-	-	-
19 Prenatal & Toddler HV	2,245.0	-	-	-	-
20 Early Screening Initiative:					
21 CLA	921.7	-	-	-	-
22 Via	385.1	-	-	-	-
23 Reach Out & Read	78.3	-	-	-	-
24 6 Regional Partnerships	3,004.0	-	-	-	-
25 Total High Risk Strategy Investments	25,686.1	28,250.0	28,250.0	27,250.0	25,250.0
26 Total Community Investments	29,986.4	31,375.0	30,250.0	28,400.0	25,875.0

Preschool For All

High-Risk Design

Public Relations/Marketing

Community Education and Awareness

Regional Partnerships -> High-Risk and Community Edu.

NOTE: Public procurement process will be used; all current service providers will be informed about the opportunity to submit

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What them want.