

FIRST 5 COMMISSION OF SAN DIEGO
1495 Pacific Highway, Suite 202 MS A-211
San Diego, CA 92101-2417
(619) 230-6460

Commissioners Present:

Dianne Jacob, Chairwoman
Carol Skiljan
Nick Macchione
Dr. Wilma Wooten

Commissioner Excused:

Charlene Tressler

Staff Present:

Laura Spiegel, Executive Director
Grace Young, Contracts & School Readiness Program Manager
Lynn Eldred, Program & Evaluation Manager
Martin Cherry, Operations Manager
David Smith, Sr. Deputy County Counsel
Tale Halse, Policy Advisor
Lauren Chin, Community Engagement & Planning Manager

Minutes for February 26, 2009

1. Call to Order and Introductions

Chairwoman Jacob called the meeting of the First 5 Commission of San Diego to order at 2:06 p.m. Commissioners and staff members introduced themselves.

2. Approval of Commission Meeting Minutes – January 12, 2009

Commissioner Macchione's correction: under the Discussion Section, page three, first bullet, second line, should read, "First 5 California and the State Association advocate for the local commissions at the federal level."

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, the Commission approved the minutes of January 12, 2009, as amended.

AYES: Jacob, Skiljan, Macchione

ABSENT: Tressler, Wooten

ABSTAIN: None

NOES: None

3. Opportunity for Public Comments

There was one public comment on items not on the agenda.

Cindy Muehleisen, coordinator of the SMILES Dental Disease Prevention Program of the San Diego County Office of Education, stated that for the first time in almost 20 years, she has seen improvement in the oral health of children coming into kindergarten. She thanked the Commission for its support of oral health.

4. Formation of Consent Calendar

There were no items for consent calendar formation.

5. Executive Director Performance Evaluation

The Commission's previous actions created the Commission's Personnel Committee and appointed Commissioners Macchione and Skiljan to serve as members for 2009. The Committee worked with the Executive Director to create an evaluation template.

ON MOTION OF Commissioner Macchione, seconded by Commissioner Skiljan, the Commission approved the Executive Director Job Performance Evaluation template.

AYES: Jacob, Skiljan, Macchione

ABSENT: Tressler, Wooten

ABSTAIN: None

NOES: None

6. Strategic Planning Workshop

Executive Director Spiegel gave a brief historical overview of the Commission's strategic planning process.

Carolyn Verheyen of MIG, Inc., the Commission's strategic planning consultant, gave a brief overview of the strategic planning process and community engagement activities to date: six focus groups and 10 key stakeholder interviews have been completed; two web-based surveys have been launched (one for parents and the other for providers); and fliers have been developed and distributed to invite participation in the surveys. In addition, a preliminary overview of needs has been drafted, using secondary research data along with findings from community outreach to date. The planning team met again on February 19 and continued their discussion of priority needs, goals and priority themes. On February 23, TPAC also discussed priority needs and goals. This input will be incorporated in the draft Needs Assessment.

Tom Altmayer of MIG discussed the major findings outlined in the document, "Initial Strategic and Evaluation Plan Review and Assessment." This report reviews previous strategic plans and major evaluation findings, and provides recommendations for the current planning effort. Mr. Altmayer noted that over the years, each successive plan has become more detailed and focused. In addition, he noted that the Commission has done a good job of maintaining a balance in funding for Health and Learning, the two major programmatic areas. Recommendations from the consultant team relating to the development of the next strategic plan include the following:

1. Be more specific regarding the results to be achieved.
2. Show clear linkage between plan and major programmatic initiatives.
3. More clearly delineate the criteria for priority results and strategies.
4. Include more emphasis on programmatic and organizational sustainability.
5. Enhance the definition of the systems change results to be achieved.
6. Develop marketing materials that clearly define the results achieved within each of the goal areas.

Discussion:

- The Commission's past strategic planning is at a grade "B" rating, and each plan has become more focused.
- It is important to specifically state: "consistent with the mission of Prop 10" in the threshold criteria to promote increasingly rigorous evaluation of potential strategies.
- Defining systems change would improve strategic plan alignment and be helpful in developing a logic model.
- In the past, the budget reflected the strategic plan. The budget is not always a mirror image of the strategic plan.
- Measurable outcomes are key.
- Staff and others presenting to the Commission are expected to show the linkage between the program and the strategic plan desired results and outcomes.
- The Commission will review and adopt a 10-year financial plan in March.

Ms Verheyen gave an overview of the preliminary needs assessment. The report is organized by goal areas, and includes several categories of needs, summarizes strengths and gaps, identifies the First 5-funded program addressing the need, and identifies other entities addressing the needs.

Discussion:

- Staff was directed to expand the needs assessment to capture the extent other entities are also addressing these needs. In some cases, First 5 may be the sole or major contributor, sometimes it is not. This information will aid the Commission in light of expected drop in revenues.
- To determine what various stakeholders contribute to a given indicator, issue or need, there must be a consensus on what the measure is. An almost communitywide plan to address it must be in place in order for us to ask that question.
- Access to data regarding how the strategic plan addresses coordination across systems is helpful.
- As part of the application process, potential contractors are asked to identify their other financial partners and their total allocation. However, this information has not been documented or tracked in an aggregated or meaningful way. This can be improved.

Staff member Eldred gave a brief overview of the Commission's investments, goals and outcomes achieved by the Commission's key initiatives and individual programs. She highlighted key results from the comprehensive evaluation of Commission initiatives and non-initiative projects.

Discussion:

- The Commission stressed the need to identify programs that have greater return on investment and to best leverage Prop 10 funds. It was noted that some items lend themselves better to an ROI analysis; others such as parent education have societal outcomes that are more difficult to measure.
- Executive Director Spiegel said the two economic impact studies that the Commission is currently developing will provide information on cost/benefit.
- Chairwoman Jacob noted, "If you can't measure it, you can't manage it."

Commissioners identified what they thought were the major needs of young children and their families in San Diego, both now and into the next six years:

- The importance of having a father in the home.
- Focusing funding on programs that look at the development of the child from 0-5. This includes child development as well as family nurturing. Increasing capacity for nuclear family structure and ensuring the healthy development of the child, starting even before conception, will give the best return on investment.
- There is an urgency to get the message out on the importance of early brain development. This is something that First 5 is particularly suited to do.
- It is critical to get to the parent and child early -- newborn screening, universal home visiting, and parent education supports the concept that every child is touched. There is a need to identify where First 5 can have the greatest impact and can get the greatest return on investment.
- Every problem goes back to the home. There is a need for parent education even before birth of child. Teach/train parents how to be a parent, on the family's role in the society, and family structure. Learning starts very early; child in a functional family has much better chance at success in life. Drug-exposed infants create some unusual challenges -- in particular, there is no reporting of women giving birth to drug-exposed infants. Kit for New Parents provides information to mothers and is an important program. Relationships are important and money is not always the answer to helping people.
- The major themes coming from all sources in strategic planning tie into the vision -- the importance of children being loved and nurtured. Healthy development comes down to a healthy home, healthy environment and healthy relationships.
- A program was described that paired teen moms with mentors and gave them bonuses to stay in school. The relationship with the mentor was more important than the money and made the difference.
- It would help to better know where the gaps are. The Commission needs to know what the current service capacity is and what is leveraged; knowing this could change priorities.
- Intergenerational Initiative was discontinued though it had a proven success record.
- The Commission needs to establish priorities, as it cannot fund everything.

Commissioners were asked for their input regarding the selection criteria.

- TPAC assistance can provide expertise with this matter. Examine what other Commissions are using to do a true gap analysis.
- The local strategic plan should be in alignment with the State Commission's strategic plan.
- In establishing criteria, consider the following: First 5-funded or funded by others that have successful track records and potential for financial partners, so we can leverage our dollars and do more with less.
- Identify evidence-based programs or best practices.
- Track return on investment, whether it is actual or potential.
- The Commission asked for an update on reaching out to other foundations to leverage funds. Executive Director Spiegel had a preliminary meeting with Nancy Jamison of the San Diego Grantmakers, which focused on emergency loans.

Commissioners were asked to consider the needs they identified and indicate whether anything is absolutely critical, and what is First 5 San Diego particularly suited to address.

- It is more appropriate for the State Commission rather than local commissions to do advocacy at the federal level.
- The Commission can play a role in getting the message out about the importance of early development to families and the broader community.
- Planning team has suggested an overarching goal addressing social emotional development.
- The Commission should focus at 3 levels: before or during the development of the child (now KidsSTART); after the child is born, focusing on child development; and environment and community impacts on the developing child.
- Children and their physical, socio-emotional well- being, learning, early care and education are top priority, which ties into Preschool for All. There are strong statistics that the program works. The Commission should focus on programs with strong success records.
- KidsSTART, the Kit for New Parent, and developmental screenings were also mentioned.
- An edit suggestion: On Strategic Plan Framework, under Values, make “Accountability” a separate bullet.

7. Opportunity for Public Comments

Sharney McLaughlin (American Academy of Pediatrics, California Chapter 3) shared a story about an Alpine family’s positive experience with First 5 Commission’s Healthy Development Services, Speech Therapy treatment.

Karen Shelby (YMCA Childcare Resource Services/San Diego CARES program) urged the Commission to include the CARES program in the strategic plan. She talked about how stipends motivated professional development and improved the quality of childcare.

Virginia Hartnett (School Readiness Program Manager, Chula Vista Elementary School District) spoke in favor of school readiness programs which have been the cornerstone of the Commission’s work.

Howard Taras (pediatrician from UCSD) supported home visiting programs. He noted the need for oral health prevention to prevent expensive problems among kids entering school. He urged the Commission to retain and expand both programs.

Rita Palet (School Readiness program manager, National School District) noted how children enter preschool with no language and with behavioral needs. Through School Readiness they are able to provide services and parent education. She requested that the Commission continue these programs.

Pradeep Gidwani (American Academy of Pediatrics, countywide coordinator for Healthy Development Services) thanked the Commission for doing innovative work building collaborative systems for families. He added that innovation can be hard to measure.

Kathy Lembo (Executive Director of South Bay Community Services, HDS lead contractor in South Bay) said HDS has given hope to those working with juveniles in gangs, involved with drugs, and in the juvenile justice system. The return on investment in early intervention is the reduced need for services when the kids are older. She stressed the importance of the partnerships that HDS has created between social service, health care and hospitals and encouraged the Commission to continue funding these programs.

Lori Renstrom (University of California Cooperative Extension, “Off to a Good Start” program coordinator) thanked the Commission for funding the program, which provides parenting skills and early literacy skills. The importance of understanding child development cuts across all socio-economic domains and that parent education is important for all parents.

Claire Norwood (San Diego County Office of Education, Preschool for All) spoke about the importance of broadening access to quality preschool and promoting daily routines for children. SDCOE will present at the next Commission meeting.

Annamarie Martinez (Palomar Pomerado Health) stated that nurses receive positive feedback on the Kit for New Parents, which is a great educational piece for parents and a valuable tool in newborn home visiting. In addition, she encouraged the strategic planning team to go to the programs for quantifiable outcomes. She noted that the newborn home visiting program has quantifiable results/outcomes.

Zaneta Encarnacion spoke in support of the CARES program. She also encouraged support for broader community education about the importance of investing in the early years. She said an educated group of advocates can help safeguard funding and also build broader support for families and children.

JoAnne Bushby (former TPAC member and consultant with American Academy of Pediatrics) said First 5 is in a unique position to be the mentor to children 0-5 and their families and to emphasize the importance of the first 5 years. She said First 5 is doing incredible work.

8. Future Agenda Items

- Draft Results of the Fiscal Impact Study
- Innovative Grant Request
- Responsive Fund Request
- First Review of the FY 2009-10 Budget
- Results of the Community Education Project
- Sustainability Consultant for School Readiness Pilot
- Partnership for Smoke-Free Families Contract Amendment
- Administrative Rate Policy CFC-012 Revision
- Oral Health Safety Net
- National Children's Study Update

9. Adjourn to Closed Session: Executive Director Evaluation

The agenda was amended to add the purpose for adjourning to closed session for Item 9, which was the Executive Director Evaluation. Chairwoman Jacob adjourned the meeting to closed session at 4:25 p.m. to discuss the Executive Director Performance Evaluation.

In light of the special election on May 19, Chairwoman Jacob said the Commission might convene an emergency meeting, if needed.

10. Adjournment

Chairwoman Jacob adjourned the meeting of the First 5 Commission at 5:00 p.m.

Notes by: Nila Breuhan

Respectfully submitted for your review and approval:

Carol Skiljan, Vice Chair

Date