

First 5 Commission of San Diego

TECHNICAL AND PROFESSIONAL ADVISORY COMMITTEE

May 18, 2009
2:00 p.m. – 4:00 p.m.
County Administration Center
1600 Pacific Highway, Room 302/303
San Diego, CA 92101

AGENDA

ITEM	SUBJECT	PRESENTER
1	Call to Order	Chairwoman Skiljan
2 Information	<p>Opportunity for Public Comments Items not on the Agenda – Limit two minutes per speaker. (<i>Request to Speak</i> slips for this item or any other item on the agenda must be submitted to Commission staff prior to the meeting being called to order.)</p>	Chairwoman Skiljan
3 Action	Approval of Minutes of March 30, 2009	Chairwoman Skiljan
4 Information	<p>Community Education Project Results Supporting Documents</p> <p>TPAC will receive an overview of the accomplishments and impact of the First 5 San Diego Good Start Public Education Campaign.</p> <p>Overview: In May of 2008, the Commission approved a strategic communications plan, developed by MJE in collaboration with staff and with input from TPAC. The plan was designed to increase awareness of the importance of children’s early development, educate parents, and increase awareness of Commission-funded services and programs available to children and families.</p> <p>The First 5 San Diego Good Start Public Education Campaign ran from August 2008 through February 2009, and included a new website launch, television and radio public service announcements, printed materials, mall displays, transit shelter displays, play space sponsorship and launch of a toll-free number for parents (1-888-5 FIRST 5).</p> <p>Pre- and post campaign surveys of households were conducted to measure the impact of the project in increasing awareness of the importance of the first five years, First 5 San Diego as a resource, and awareness of action steps for parents.</p>	<p>Lisa Contreras, Communications and Community Outreach Coordinator</p> <p>Marlee J Ehrenfeld, MJE Marketing Services, Inc.</p>

	<p>Staff Recommendation: None. For information only.</p> <p>Fiscal Impact: None</p>	
<p>5 Presentation Discussion</p>	<p>Report on the Status of Children 0-5 in San Diego County Supporting document</p> <p>TPAC will receive a presentation on the highlights of the “Report on the Status of Children 0-5 in San Diego and provide recommendations for the dissemination and use of the report.</p> <p>Overview In 2005 and 2008, (every 3 years), First 5 San Diego conducted the Family Survey to gather data not otherwise available on children ages 0 to 5 and their families. In the fall of 2008, over 1,200 households in San Diego County with children ages 0 to 5 responded to a random-digit-dial telephone survey on a range of issues concerning young children. 845 of these families also completed the Ages & Stages Questionnaire – Social Emotional (ASQ-SE), providing data on social emotional factors for young children.</p> <p>This year’s report includes other data sources to provide a compendium of data on the status of young children in San Diego County in the Commission’s four core areas: health, learning, families and community support.</p> <p>Staff Recommendation: Receive TPAC’s recommendations for dissemination and use of this report.</p> <p>Fiscal Impact: None.</p>	<p>Lynn Eldred, Program and Evaluation Manager</p>
<p>6 Action</p>	<p>Strategic Planning Update Supporting documents</p> <p>Staff will provide an update on the strategic plan process and receive TPAC’s input on the draft strategic plan objectives.</p> <p>Overview The Commission’s current five-year strategic plan covers the period July 2004 – June 2009, and a new plan is currently being developed. The planning process is led by a consultant team from MIG, Inc. and Altmayer Consulting, with significant input from staff and an advisory strategic planning team comprised of key stakeholders and experts in early childhood development.</p> <p>At its April 23, 2009 meeting, the planning team participated in a strategy prioritizing exercise, in which members identified priority strategies under two different funding scenarios. In addition, the planning team received and provided feedback on draft objectives under consideration for inclusion in the new strategic plan. The selection of the final objectives for the new strategic plan will be guided by: 1) Commission vision and direction; 2) strategy priorities; 3) data from program results; 4) data on the status of children 0 – 5; and 5) current investments (First 5 and other funders).</p>	<p>Chairwoman Skiljan</p> <p>Lauren Chin, Community Engagement & Planning Manager</p>

	<p>Staff Recommendation: TPAC will provide recommendations on the draft strategic objectives, specifically:</p> <ul style="list-style-type: none"> • Which should be included in the new plan; • Whether any other objectives should be added; and • Which objectives are the top priorities in each area. <p>Fiscal Impact: None.</p>	
6	<p>Future Agenda Items</p> <ul style="list-style-type: none"> ➤ Review of draft strategic plan 	<p>Chairwoman Skiljan</p>
7	<p>Adjournment</p>	<p>Chairwoman Skiljan</p>

If you are planning to attend and need special accommodations, you must call Heidi Plummer least three days in advance of the meeting at (619) 230-6468.

UPCOMING TPAC MEETING

June 15, 2009

2:00 p.m. to 4:00 p.m.

1600 Pacific Highway, Tower 8

San Diego, CA 92101

Public Comment is taken on Specific Agenda Items

Throughout the Meeting at the Conclusion of Each Agenda Item

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www.first5sandiego.org