

ALAMEDA COUNTY CHILD CARE PLANNING COUNCIL

STRATEGIC PLANNING RETREAT

June 20, 2008 * Every Child Counts Conference Room, San Leandro

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MISSION STATEMENT

Alameda County Child Care Planning Council advises and makes recommendations to policymakers to ensure that all children and families have access to quality child care that educates children and enriches their lives.

VISION STATEMENT

The Alameda County Child Care Planning Council will be a guiding force for excellence in the care and education of all children and will be regularly sought out for our expertise by local, state and national decision makers.

GUIDING PRINCIPLES

not in priority order

The Alameda County Child Care Planning Council values . . .

- ♦ *Advocacy and public policy activism for all – children, families, providers and communities*
- ♦ *Ongoing and consistent emphasis on children's overall needs, inclusive of all domains of development*
 - ♦ *Quality early care and education for all children in a variety of settings*
- ♦ *Building collaborations and partnerships between families, providers and community resources*
 - ♦ *Resource development and dissemination of information*
- ♦ *The development and implementation of cultural competency to meet the needs of our diverse communities*
 - ♦ *Safeguarding childhood*

THREE-YEAR GOALS

2007-2010 · not in priority order

Educate and advocate on policy issues and legislation that impact children, families and child care providers

Retain and increase funding

Support the child care community in meeting the needs of our diverse child and family populations

Increase the awareness of the Child Care Planning Council

S.W.O.T. ANALYSIS

Strengths – Weaknesses - Opportunities - Threats

WHAT HAVE BEEN THE ACCOMPLISHMENTS OF THE ALAMEDA COUNTY CHILD CARE PLANNING COUNCIL SINCE THE JUNE 2007 STRATEGIC PLANNING RETREAT?

Brainstormed List of Perceptions

- We facilitated many groups on the book Ready or Not
- Legislative appreciation breakfast
- Translated into Chinese the “Top 8 Questions for Finding Inclusive Child Care”
- Introduced legislation for not paying rent in the State building
- Made the LINCC Coordinator position permanent
- Provided fiscal support and training to contracted child care programs
- Wrote and submitted an article to CAEYC magazine
- Began writing a diversity statement
- Helped convince First 5 to set aside \$3 million to help state-contracted programs during the budget crisis
- Produced a training and resource guide for people looking for trainers and consultants who work with child care and education
- Early Childhood Mental Health Systems Group has been recommended to be a subcommittee of the LPC
- Did outreach to Oakland providers around early childhood mental health consultation
- ECE Committee will be the group that brings presentation topics to the meetings
- Began the discussion of the process on how to define quality in child care
- Created an ad hoc committee to develop a diversity statement
- Created a pamphlet about the family child cares
- Investigated hosting a training with International Child Resource Institute
- Started developing a needs assessment of business-related technical assistance skills for child care center and family child care homes
- Angie spearheaded advocacy around the Mental Health Services Act
- Special Needs Committee had a presentation by the SART Coordinator
- Had a presentation to Council by County Council on the Brown Act
- Advocated to retain funding for the AB 212 project
- Successfully added two men to the LPC
- Have done extensive outreach to unincorporated Alameda County leaders regarding child care needs
- Started tracking hits on our website and are looking at it longitudinally – the hits keep going up
- Presentation on SIDS was given to the Council
- Produced an Early Childhood Mental Health brochure
- Completed a very successful AB212 training project
- Almost 1000 got stipends to participated in the AB212 project
- Did 2 series of voter emails to increase voter turnout
- A presentation was made to the LPC on Head Start reauthorization
- Staff and Council participation on the Steering Committee of the Screening Assessment Referral and Treatment (SART) System Planning
- Council supported consideration of child care in new development projects
- Launched a Data Task Force to develop an annual online survey of providers
- Supported new child care and transportation reports
- Developed a legislative platform and wrote a letter to the Governor about the budget
- Advocated retention of a position at First Five which was successful
- Council members met with City of Oakland and Alameda County fire departments and community care licensing agency (CCL) to develop guidelines for child care centers

WHAT ARE THE PLANNING COUNCIL'S INTERNAL WEAKNESSES/CHALLENGES?

Brainstormed List of Perceptions

- Lack of clarity and action around safeguarding childhood
- Lack of timely RSVPs for LPC meetings
- Lack of work on LPC visibility
- Lack of time and money
- East County underrepresented because of lack of attendance
- Too many issues not prioritized/organized in informational emails
- Too many meetings
- No training for LPC members on how to talk about or represent the Council
- Private programs never discussed
- Lack of assessment of needs of child care community
- Not enough men on the Council
- Not enough staff for the LPC
- Too many subcommittees
- Dearth of information about quality of affordable child care
- Reports too brief
- Too much focus on crafting political voice as opposed to knowing field
- Duplication of effort
- Too emotionally engaged can be a barrier to inclusionary process of families, providers and community
- Lack of representation by on the floor staff
- Lack of communication between committees
- Process is not organic—loses people in decisions
- Private teacher training programs are not promoted or discussed
- Not enough discussion on health issues
- Lack of parent input to LPC discussions
- Lack of outreach to privately funded child care providers
- Lack of attendance at regular and special committee meetings
- Council focusing too much on moving the agenda forward rather than talking
- Lack of consistency in committee meeting participation
- Hard to get to some meetings because of location, timing and traffic
- Same people participating, leading to burn out

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A POSITIVE IMPACT ON THE PLANNING COUNCIL IN THE COMING YEAR

Brainstormed List of Perceptions

- New President
- Alameda County First Five strategic planning process
- Same sex marriage in California could boost the economy and provide support for those who have children
- Increased focus on accountability in reporting
- New planner interest in child care
- Increased focus on supporting dual language learners
- Professionalizing early childhood field
- Addition of higher education programs for providers in Alameda County
- Diversity of Alameda County
- Centralized eligibility list giving more information about the need for subsidized child care
- Beginning talk about raising money in the state
- Increased awareness of the need for family partnerships and cultural sensitivity
- New State Child Care Development Director

- New technology for a variety of uses
- Increased activity of the East Bay Association for the Education of Young Children
- New Early Childhood Education Director at First Five
- First female and first person of color as a potential presidential nominee
- Increased educational standards for teachers
- Increased collaboration between the mental health and early childhood fields
- Increased awareness of environmental issues
- Increased awareness of the importance of Pre K
- Increased interest on the part of business in ECE
- Ten national organizations have formulated a policy statement on reauthorizing child care at the federal level
- Jones Bill and Steinberg Bill
- AB212 training has increased the knowledge about early childhood
- Recognition that parental conversations with children lead to positive academic outcomes
- More money for early childhood mental health
- Work on brain development and human functioning
- Increased focus on the importance of play in childhood
- Recession could put more focus on the need for funding social programs
- Local political support for undocumented families enrolled in child care programs
- Alameda County First 5 continues to fund lots of programs
- Acceptance of diversity as an organic process
- 30 or more organizations are forming a coalition and crafting 6 principles around ECE
- Increase in Bay Area collaborative groups on a variety of issues
- Increase in family involvement, especially family literacy

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A NEGATIVE IMPACT ON THE PLANNING COUNCIL IN THE COMING YEAR

Brainstormed List of Perceptions

- Increased national focus on early childhood education
- Increased promotion of K-12 in the budget process
- Push for preschool as opposed to early childhood education
- Infiltration of elementary education into standards and benchmarks – pushdown
- Earthquake • Fire
- Continuing refusal of Republican legislators to raise taxes
- Increase in stress-related health problems in early childhood
- Field of early childhood inability to come together
- Term limits
- More children and families in the system accessing limited dollars
- Less safety oversight from community care licensing
- Attacks on the immigrant community
- Subprime
- Funding not covering the full cost of care
- Assigning blame for negative outcomes to parents and education
- Preschool learning foundations
- Fearmongering making parents afraid to reach out
- Cuts to community colleges, resource and referral agencies and LPCs
- Increased emphasis on accountability and reporting
- Aging out of the profession
- Concern that private providers would not get the extra funds

- Requirements in the kindergarten system
- High cost of infant care has caused people to forget about it
- Increasing chronic illnesses (e.g., asthma, obesity)
- Lack of continuity between reporting agencies
- We continue to have a two (or more) tiered system of early care and education
- Increasing special needs care
- High cost of living
- Increased educational standards for teachers
- Jones Bill and Steinberg Bill
- Continuing problems with worthy wages
- Continuing to send back unearned, subsidized dollars
- Teen birth rate in Alameda County is rising for the first time in many years
- California State budget crisis
- Gas prices
- Recession
- Inflation
- New President

NEXT STEPS/FOLLOW-UP PROCESS

WHEN	WHO	WHAT
June 23, 2008	Angie Garling	Distribute the retreat record to those unable to attend or who had to leave early.
By June 23, 2008	Angie Garling	Distribute the Strategic Plan to the general membership.
Within 48 hours of receipt	Steering Committee members	Read the retreat record.
August 6, 2008	Executive Committee (George Philipp - chair and the chairs of the standing committees)	Review the "Weaknesses/Challenges" list for possible action items.
Monthly	Steering Committee, Executive Committee and other committees (in alternating months)	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed.
Bi-monthly	Angie Garling	Distribute the Strategic Plan Update matrix to membership.
June 19, 2009	Steering Committee members	Strategic Planning Retreat to: <ul style="list-style-type: none"> - more thoroughly assess progress on the goals and objectives - develop objectives for the next six months

STRATEGIC PLANNING ELEMENTS

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"SWOT" ANALYSIS

Assess the organization's:

- Internal **S**trengths - Internal **W**eaknesses
- External **O**pportunities - External **T**hreats

MISSION/PURPOSE STATEMENT

States WHY the organization exists and WHOM it serves

VISION STATEMENT

A vivid, descriptive image of the future – what the organization will BECOME

CORE VALUES

What the organization values, recognizes and rewards – strongly held beliefs that are freely chosen, publicly affirmed, and acted upon with consistency and repetition

THREE YEAR GOALS

WHAT the organization needs to accomplish (consistent with the Mission and moving the organization towards its Vision) – usually limited to 4 or 5 key areas

KEY PERFORMANCE MEASURES

What success will look like upon achievement of the goal

SIX MONTH STRATEGIC OBJECTIVES

HOW the Goals will be addressed: By when, who is accountable to do what for each of the Goals

FOLLOW-UP PROCESS

Regular, timely monitoring of progress on the goals and objectives; includes setting new objectives every six months

ALAMEDA COUNTY CHILD CARE PLANNING COUNCIL * SIX-MONTH STRATEGIC OBJECTIVES

June 20, 2008 – December 15, 2008

THREE-YEAR GOAL: *EDUCATE AND ADVOCATE ON POLICY ISSUES AND LEGISLATION THAT IMPACT CHILDREN, FAMILIES AND CHILD CARE PROVIDERS*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Ongoing	Ellen Dektar	Update and distribute upon request the centralized list of contractors who have done fire clearance related work.				
2. By the 7/18/08 LPC meeting	Public Policy Committee (Janet Zamudio-lead)	Develop and present to the LPC a plan to collaborate with other Alameda County-wide organizations and apply pressure on legislators to pass an equitable State budget in a timely manner without cutting child care and other services to children and families.				
3. By the 9/19/08 LPC meeting	Executive Committee (George Philipp-lead)	Finalize a list of potential projects for LPC interns and present to the LPC for action.				
4. By December 15, 2008	LINCC Committee (Ellen Dektar-lead), working with City and County Fire Marshalls	Develop and present to the LPC fire clearance guidelines for child care centers.				
FUTURE: By _____	_____	Schedule, plan and hold a forum on "ECE: Crisis or Opportunity?"				

THREE-YEAR GOAL: ***RETAIN AND INCREASE FUNDING***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Ongoing	LPC Steering Committee Members	Participate in the First 5 Alameda County strategic planning process and advocate for funding and prioritization of ECE programs.				
2. At the July 18, 2008 LPC meeting	LINCC Committee (Ellen Dektar-lead)	Present to the LPC a plan to assess, organize and increase business skills and related technical assistance for child care centers and family child care homes and recommend to the LPC action regarding funding for the plan.				
3. By November 15, 2008	Early Childhood Mental Health Systems Group (Nadiyah Taylor-lead)	Create and present to the LPC for action a draft position paper for the purpose of securing future funding for early childhood mental health consultation services.				
4. By November 15, 2008	Public Policy Committee (Jennifer Greppi and Johnnie Carter-co-leads)	Investigate and present to the LPC the legislative process for making child care an emergency service for funding during any State crisis.				
5. By December 15, 2008	An ad hoc Fund Development Committee (Claire Baines and Gloria Lyons-co-leads), working with LINCC (Ellen Dektar-lead)	Convene a fund development forum to educate the child care community how to increase and manage financial resources beyond bake sales and fee hikes.				

THREE-YEAR GOAL: *SUPPORT THE CHILD CARE COMMUNITY IN MEETING THE NEEDS OF OUR DIVERSE CHILD AND FAMILY POPULATIONS*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the 6/18/08 ECE meeting	Bobbi Rose and Betty Lin	Identify and present to the ECE for action an appropriate speaker on environmental factors in group care settings that affect children's health and practical tips to disseminate to the community.				
2. At the 9/19/08 LPC meeting	ECMH Systems Committee (Betty Lin-lead) and Sujata Bansal	Assess and present to the LPC the need for a fourth symposium on early care and education and early childhood mental health.				
3. By the 12/5/08 LPC meeting	Committee on Special Needs (Jeanne Virgilio-lead)	Update and reprint the English and Spanish versions of the "Top 8 Questions Providers Ask About Inclusive Child Care."				
4. At the 12/5/08 LPC meeting	Ad hoc Committee on Diversity (Nadiyah Taylor-lead)	Create and present to the full Planning Council the Diversity Statement.				
5. At the 12/5/08 LPC meeting	ECE Data Task Force (Vincent Cheng-lead)	Design questions for, write an Outreach Plan and present to the LPC for action an annual web-based survey for <u>all</u> providers (note: families would be added in the future).				
6. At the 12/5/08 LPC meeting	ECE Committee (Stacy Thompson and Edna Rodriggs-co-leads)	Develop and present recommendations to the LPC for action a process to define quality in early care and education.				

THREE-YEAR GOAL: *INCREASE THE AWARENESS OF THE LPC*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. In September 2008	Angie Garling, working with Johnnie Carter, Gloria Lyons, and LPC members	Co-host a Political Candidates' Forum with targeted ECE organizations (e.g., Parent Voices, California Corp and East Bay Association for the Education of Young Children)				
2. By the 9/19/08 LPC meeting	Angie Garling, with input from the Executive Committee	Develop and distribute a list of stakeholders to whom and how to disseminate information.				
3. At the 12/5/08 LPC meeting	Executive Committee	Develop and present to the LPC talking points to use when clarifying the purpose internally and externally, and identify roles and responsibilities of LPC members in serving the entire child care community.				