

**2013 Steering Committee:**

Rosemary Almand  
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Margaret Bartelt  
Amapola Beenn  
Ray Black  
Tracey Black  
Franca Cioria  
Amy Clough

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Mary Anne Doan  
Clarissa Doutherd  
Diana Engel  
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Mitchell Ha  
Renee Herzfeld  
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Betty Lin  
Gloria Lyons  
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Robin Michel  
Laura McNair  
Susan Morris  
Ramil Rivera  
Bobbie Rose  
Zina Rosen-Simon  
Jennifer Rusinko  
Lynda Schwabe  
Sandi Soliday  
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**Public Policy Committee Meeting**

Monday, October 7, 2013

6:30 pm

**4Cs of Alameda County!!!!**

**22351 City Center Drive**

Hayward, CA

Pizza Provided

*"The Mission of the Public Policy Committee is to support the mission of the Planning Council by monitoring and developing early care and education legislation, policies and regulations that impact children, families and child care providers and recommending appropriate action to the Child Care Planning Council."*

***Agenda***

- I. Welcome/Introductions/Announcements**
- II. Report Out from State Contractors, Other CCPC Committees (10)**
- III. Review, Discuss and Possibly Take Action on State And/or Federal Legislation and Budget**
- IV. Debrief (on 9/27/13 Funding the Next Generation conference), Discussion and Possible Action Regarding Funding Strategies for Children's Services**
- V. Review and Refine CCPC Communications Plan, Update on Logo Redesign and Discuss Possible AB 2122 Related Press Outreach**
- VI. Review and Determine Next Steps on CCPC Action Plan for Public Policy**
- VII. Develop November Agenda, Adjourn (5)**

**Next Meeting: Monday, November 4, 2013 6:30--8:30pm at 4Cs Hayward!!!!!!!**



When	Committee	Action
<b>July-September</b>	Public Policy Relevant CCPC Goal: Maximize revenue	<ul style="list-style-type: none"> <li>• Plan for school district outreach around ece (lead: Lisa Erickson)</li> <li>• Identify opportunity(ies) to educate child care field about new Health Exchange (lead: Ellen)</li> <li>• Discuss parent involvement goals and identify engagement strategies</li> <li>• Develop Comprehensive Communications Plan that would 1) Roll out name change 2) Create awareness of Planning Council through a variety of messages, including branding, advocacy, outreach and education about the Council's mission and work. (lead: Robin Michel)</li> <li>• Discuss and develop options to increase child care access for low income parents</li> <li>• Develop Public Policy Platform for September 20th CCPC approval</li> <li>• Work with state contractors to disseminate legislative district data</li> </ul>
<b>October-December</b>	Public Policy	<ul style="list-style-type: none"> <li>• Submit communications plan to CCPC</li> </ul>
<b>January-March</b>	Public Policy	<ul style="list-style-type: none"> <li>• Host legislative breakfast; event with public officials, refugees?; include district specific data</li> </ul>