London Breed
Mayor

Committee Members
Sandee Blechman
Fonda Davidson
Kathie Herrera-Autumn
Meredith Osborn
Yohana Quiroz
Lygia Stebbing
Pat Sullivan
Candace Wong
Jerry Yang
Meenoo Yashar

September Jarrett
Director

OECE Citizens Advisory Committee
Thursday, July 19, 2018
4:00 - 6:00 pm
1650 Mission Street, Suite 312
Meeting Minutes

Members Present: Sandee Blechman; Fonda Davidson; Kathie Herrera-Autumn; Yohana Quiroz; Pat Sullivan; Candace Wong; Jerry Yang; Meenoo Yashar
Members Absent: Lygia Stebbing; Meredith Osborn;
OECE Staff Members Present: September Jarrett; Denise Corvino; Sandra Naughton; Graham Dobson; Maya Castleman; Shahde Tavakoli
Members of the Public Present: Sara Hicks-Kilday, San Francisco Child Care Providers Association

I. **Call to Order and Agenda Review**
    a. Ms. Quiroz welcomed fellow CAC members, members of the public, OECE staff and reviewed the agenda.

II. **Minutes of May 17, 2018**
    Motion to approve. Approved.

III. **Director's Report** *(see attachment 1)*
    a. Director Jarrett summarized several highlights from her Director's report:
        i. The inauguration of London Breed marks a historic moment for San Francisco and OECE is excited to continue the city's ECE work under her leadership.
        ii. Director Jarrett noted the historic passage of Prop C and prospect of resources to realize the vision of San Francisco's Citywide Plan for ECE adopted in 2016.
        iii. Director Jarrett welcomed Fonda Davidson, our newest seated CAC member
        iv. Staffing updates:
            1. Ashley Williams is transitioning from OECE to EdVance of San Francisco State University where she will serve as Deputy Director.
            2. OECE welcomes Shahde Tavakoli as our new 1822 Policy Analyst. Ms. Tavakoli most recently served as a

legislative liaison in the Mayor's Office, and will bring key experience and relationships to OECE's local and state policy work.

    v. As the 18-19 budget is finalized OECE is excited to announce our budget proposal is moving forward to increase Early Learning Scholarship (ELS) and Preschool for All reimbursement rates by a minimum of 2.5% in fiscal year 2018-2019 along with adjustments of preschool center rates to remain competitive with the increased Regional Market Rate (RMR)

    vi. Due to strong community advocacy, we anticipate that the City Budget, when approved, will include a Board of Supervisors addback for $2 million in ECE services, and other key programs.

IV. Exploring Data System Needs: Second Presentation and Discussion *(see attachment 2)*

    a. Ms. Naughton presented an update on the progress of OECE's data systems project including a summary of systems stakeholder and ECE program staff perspectives which were collected via targeted interviews based on CAC suggestions at the March, 2018 CAC meeting. She also summarized OECE's work with national ECE data experts Phil Sirinides and Missy Coffey from ECDataWorks which included learning sessions with OECE staff and SF ECE partners and stakeholders. Finally, Ms. Naughton asked CAC members to break into pairs and identify the top 3 questions each pair thought we need to answer about SF's ECE system to ensure its effectiveness. Each pair shared their questions which were as follows:

        i. What supports are needed for English Language learners to succeed?

        ii. Which preschools are performing the best in child outcomes and what can we learn to inform investments?

        iii. Are there differences in mixed income programs in child outcomes?

        iv. How/which family support services are contributing to child outcomes?

        v. Does longevity in enrollment in a program/ELS system contribute to K readiness?

        vi. Does teacher compensation contribute to child outcomes?

        vii. How can the impact of differing teaching strategies be measured?

        viii. How can we ensure equity throughout our systems, at all levels from enrollment opportunities to matching styles of learning?

      ix. How do we learn about the long-term effect ECE services have on a child's life and impact on lifelong learning?

      x. How do we know if needs are met? And to what quality they are met?

      xi. We need the data to inform teacher practice – Does the system integrate various existing databases?

      xii. What data do we need to inform student learning as it relates to attendance? How can we better link attendance and student learning?
How do we measure family engagement? What will this look like? How do we measure impact?

      xiii. What is the impact of special programs on target populations? (DLL supports, Special Ed supports, Race/ethnicity and low-income)

      xiv. What is the child/family distribution by site by income, race/ethnicity, special needs, ELL, and how do their child outcomes compare to one another?

      xv. How does education level correlate to wages? How does education level correlate to job roles? What are the turnover rates? Where do ECE educators go when they leave?

  b. A CAC member expressed concern around lack of clarity of the vision for OECE's data governance work. She commented that perhaps OECE is moving forward too quickly with the details of implementing changes in data governance without taking the time to build shared understanding around the goals of this work.

  c. Ms. Naughton encouraged CAC members to contact her with any further questions that come to mind before August 8, 2018.

V.   SF3C Redesign Update and Communications (see attachment 3)

  a. Ms. Naughton presented an update on the progress of the waitlist redesign and user-testing of the new system. She shared the finalized rebranded name (Early Learning SF) and logo and summarized the communications plan for marketing the new system. Lastly, Ms. Naughton asked for CAC member's help in getting the word out to programs and families regarding upcoming user testing sessions.

      i. A CAC member suggested that holding testing sessions at large Centers that have computer labs would be a great way to increase engagement as Centers could help promote with their families and employees.

VI.   Proposition C Implementation Planning: First Discussion *(see attachment 4)*

a. Director Jarrett opened the discussion by acknowledging and appreciating all the dedicated work of community advocates who supported Prop C. She then summarized the priorities for the new revenue as stated in the ballot language. While the new revenue could double revenue for San Francisco's ECE system, to fully fund all of the priorities laid out in the measure would cost 3-4 times as much as the new tax is estimated to bring in. OECE will need to make difficult, data-informed, decisions around implementation and will rely heavily on the CAC to advise us on stakeholder engagement, consultant selection, and many other key decisions in the planning and engagement process.

b. Mr. Dobson explained that OECE's initial thinking is to leverage the CAC, CPAC needs assessment committee, and CPAC Workforce Committee as main hubs for thought partnership and planning. OECE is also planning to broaden engagement by holding open town halls by district and wants to emphasize engagement of those who may not be familiar with the system. Mr. Dobson then asked CAC members to respond to OECE's initial thinking and share their suggestions:

   i. A CAC member liked the idea of workgroups that are based out of CPAC and emphasized the need for informed and consistent workgroup participants who fully understand our current rate structure.

   ii. A CAC member advised that we have to be careful to educate the community about the challenges and tradeoffs within the system as opposed to simply soliciting input since we will not be able to do everything.

   iii. A CAC member commented that because the tax will be affected by economic downturn it is important that we build some kind of reserve into the funding structure so that we are prepared to continue services throughout economic ups and downs.

   iv. In response to the 4th priority in the measure language about investing in quality supports, a CAC member commented that investment can and should involve better leveraging of existing supports as opposed to investing more into new or expanded services.

   v. When we think about workgroups and committees it is crucial that we include members of the workforce. This may mean holding meetings on weekends and evenings.

   vi. Moderate income families need to see the return on their votes, we cannot take a strictly "bottom-up" approach.

vii. Priority #4 is broader than the PD system and could encompass family supports that will contribute to children's cognitive and emotional health.

viii. Given the scope, a CAC member commented that we should start by focusing on low-hanging fruit such as matching FCC and Center definitions of infants and toddlers and how those definitions affect ratios.

ix. Teachers are overworked and in the midst of staffing crisis. They want to know what is happening with Prop C and need to be involved immediately. Evenings and weekends are their only time to rest and to demand more of them or exclude them is not sufficient.

1. Alameda County had a lot of success engaging teachers via input forms where teachers have the opportunity to give input even if they can't make it to meetings in person.

c. Director Jarrett closed by asking CAC members if they are comfortable meeting beyond the scope of the current scheduled meeting calendar including a CAC retreat to further plan and discuss Prop C implementation.

i. CAC members unanimously agreed

VII. Election of Officers

a. Election of new officers was postponed until the next CAC meeting due to delays in vacancy appointments.

VIII. Public Comment

a. A member of the public commented that businesses can postpone payment of the new Prop C tax until the 2nd year of collection so the revenue from year 1 may be less than anticipated going forward. She also commented that the 4th priority on the Prop C list was designed by Supervisors Kim and Yee to give flexibility if there was extra money for additional services but that OECE shouldn't feel compelled to have to fund it if it would mean taking away from the top 3 priorities.

IX. Closing

Next scheduled meetings: August/September Retreat (TBD: see doodle poll)
September 20, 2018: Focus: Equity

For questions or assistance, please contact Maya Castleman
Email: maya.castleman@sfgov.org
Phone: (415) 355-3669

Attachments:
1. Director's Report
2. Data System Needs Presentation
3. SF3C Redesign and Communications Presentation
4. Prop C First Discussion Presentation

To: OECE Citizen's Advisory Committee Members
From: September Jarrett, Director
Date: July 19, 2018
Re: Director's Report

It's an exciting time in San Francisco!

I.   City of San Francisco Updates

- On Wednesday, July 11, 2018 thousands of people gathered in Civic Center Plaza for the inauguration of London Breed as San Francisco's 45th mayor. Mayor Breed is the first African American woman elected to lead the city, and is setting an inclusive, action oriented agenda which strongly aligns with the our early care and education systems work and as she emphasized, "we have work to do."

- Proposition C 2018, the tax on commercial rents to fund child care and education passed, presenting a major opportunity for our city. The Controller estimates new revenue of $140M annually, of which 85% or an estimated $119M is dedicated to early care and education. The measure identified the following priorities:

- Clearing San Francisco's child care waitlist of nearly 3,000 low income children;
- Providing financial assistance for working families earning up to 200% AMI;
- Increasing compensation for early care and education professionals; and
- Investing in quality supports ("services that support the physical, emotional and cognitive development of children from newborns through age five")

These priorities established in Proposition C align with the city's long term work in and the San Francisco Citywide Plan for Early Care and Education adopted in 2016. With successful implementation of Proposition C, SF is poised to demonstrate a solution to our nation's child care crisis.

II.   Office of Early Care and Education Updates

- The **Citizen's Advisory Committee** (CAC) initial three year term of founding members came to an end in April. Applications were forwarded to the Board of

Supervisors in May. We are hoping for consideration at an upcoming Rules Committee meeting (July 25, confirmation pending).

- Seat 7: Must be a provider of early care and education at a community-based child care center in San Francisco, but this member cannot be a San Francisco Unified School District provider, appointed by the Board of Supervisors (applications from Kathie Herrera Autumn and Yohana Quiroz forwarded); and
- Seat 9: Must be a representative of the Childcare Planning and Advisory Council recommended to the Board of Supervisors by the Childcare Planning and Advisory Council (application from Sandee Blechman forwarded).

OECE benefits greatly from the advice, expertise and engagement of our CAC members and we are grateful.

- **Staffing Updates.**
  - **Management Team.** OECE is thrilled to have a fully seated management team offering diverse perspectives and skills. On Friday July 13, the management team held an engaging retreat in which we: engaged in team building; reflected on 17-18 including accomplishments, challenges and areas of improvement; and established priorities for 18 – 19 including Prop C implementation planning.
  - **Ashley Williams, Senior Quality and Workforce Analyst, is** transitioning from OECE to EdVance of San Francisco State University where she will serve as Deputy Director.   Ms. Williams leaves big shoes to fill, as her commitment to our vision of a diverse, supported, compensated and respected workforce is unparalleled. She has created an action plan through the Professional Development Systems Advisory Group process and report. We are working with our HR department to recruit a replacement.
  - **Shahde Tavakoli, Policy Analyst.** Shahde Tavakoli joined OECE as a Policy Analyst on July 16. Ms. Tavakoli most recently served as a legislative liaison in the Mayor's Office, and will bring key experience and relationships to OECE's local and state policy work and will be a key support to Prop C implementation planning and community engagement. https://www.linkedin.com/in/shahde-tavakoli-5b312630/
  - **Analyst Vacancies.** Due to promotions (2); growth (2); and resignation (1) we are working diligently with Human Resources to fill analyst positions. Delays in testing, a requirement for permanent appointments,

have unfortunately caused delays in the lengthy process. We hope to have adopted lists available from which to start interviews in August.

- **Community Meetings on ECE Funding and Reimbursement Rates August 6 & 7:** As a foundation for Prop C planning, OECE will be holding community meetings and discussions on our ece funding programs and reimbursement rates, and the comprehensive fiscal analysis on which they are based. The purpose of these sessions is to share information on the current model and take questions and answers. We hope these sessions will forge a strong foundation of understanding of our current system to build on for Prop C implementation planning. We hope you will join one session, and help spread the word about them to diverse stakeholders. If you would like to join please RSVP at www.SFECERates.eventbrite.com

- **RFQ #800: Innovations in Early Care and Education.** OECE was thrilled to receive a strong response of 15 proposals from13 agencies representing $3.7 million in requests. Thank you to all the participants for developing and sharing tremendous innovations for consideration.

RFQ 800 Innovations Awards

#	Agency	Project	Description	Award
1	Kai Ming, Inc.	ECE Substitute Training and Placement Program	Support a pool of early care and education workforce substitute teachers by ensuring the training, education, and placement support to deliver quality early care and education.	$ 249,624
2	Kai Ming, Inc.	Art Based Bilingual Curriculum Innovation Pilot	Develop a research and art-based Chinese-English bilingual curriculum.	$ 125,005
3	Parents for Public Schools of San Francisco	Public School Enrollment Support for Preschools	Provide train-the-trainer workshops, enrollment trainings, and additional supports to prepare families in ELS-funded programs for the transition to SFUSD.	$ 88,263
4	San Francisco State University	Sub Pool and Professional Empowerment	Establish a student substitute teacher pool and launch a professional empowerment model that addresses the learning and development needs of workforce professionals to improve and align quality standards.	$ 165,485
5	SFUSD (Early Education Department)	Shoestrings Program	Pilot a 10-week intervention program with components to support plans for student transition back into the classroom and provide transportation to-and-from schools	$ 217,124
6	Tandem, Partners in Early Learning	Additional Book Support	Provide additional books for Family Child Care homes new to city network	$ 50,000
Total				$ 895,501

III.   **Policy and Program Updates**

- **BUILD QRIS Systems Building Conference: Sparking Solutions and Sharing Strategies July 16 – 18 in San Diego.** Denise and I were thrilled to be part of a strong San Francisco contingent engaging in systems learning with 1250+ practitioners dedicated to a strong ece system promoting equity and quality. Our contingent shared SF work and learned from colleagues from other cities and states.   Resonate issues of workforce, equity, and family child care were key themes.   The opening session was a dynamic conversation, "Why are all the white people sitting at the policy table?"   The center of our second day included inspiring remarks from Sara Lawrence-Lightfoot, a MacArthur Prize-winning sociologist, Harvard professor, storyteller, researcher, and author who shared lessons learned while pursuing a lifelong mission to understand and improve education at the 2018 Build QRIS Conference. She challenged us system builders in attendance to really see and bring VISIBILITY to the children, families and professionals in the systems we steward.

- **Transforming the Financing of Early Care and Education Book Group?** The National Academy of Sciences recently released an important new report on early childhood financing. I found the report thought provoking and would love to engage in discussion about it. To this end, I am going to organize a book group to read and reflect on the book. Would you like to join me? Check out the report here**: https://www.nap.edu/catalog/24984/transforming-the-financing-of-early-care-and-education**

IV.   **Implementation of San Francisco Citywide Plan for Early Care and Education**

- **Enrollment Dashboard for May 2018**. Please find our latest dashboard here: http://sfoece.org/wp-content/uploads/2018/06/MayEnrollmentDashboard.pdf

- **Financing and Funding.**
    - *Early Learning Scholarship and Preschool for All Program 18-19.* OECE is excited to announce our budget proposal is moving forward to increase Early Learning Scholarship (ELS) and Preschool for All reimbursement rates by a minimum of 2.5% in fiscal year 2018-2019 along with adjustments of preschool center rates to remain competitive with the increased Regional Market Rate (RMR). You can find 18-19 rates here: http://sfoece.org/wp-content/uploads/2018/07/FY1819-Rate-Sheet_ENGLISH.pdf Programs will be receiving communications from Children's Council of San Francisco or Wu Yee Children's Services with updated Funding Agreements to reflect the relevant increases in their "not to exceed" funding amount.
    - *Our Family Fee Schedule* is based off of the California's State Median Income (SMI) and San Francisco's Area Median Income (AMI). As a result of updates to both of the SMI and AMI for FY18/19 Mission Analytics has developed an updated family fee schedule which is currently being reviewed. OECE will make sure the updated Family Fee Schedule is available shortly.
    - *Additional Resources Anticipated.* Thanks to strong community advocacy, we anticipate that the City Budget, when approved, will include a Board of Supervisors addback for $2 million in ece services, and other key programs.

- **Professional Development System Advisory Group.** The Professional Development Systems Advisory Committee (PDSAC), as named in the SF Citywide Plan, has finalized recommendations and actions for implementation. OECE will be issuing a final report in the coming weeks.

17 -18 Reflections: I have been reflecting individually and with staff on the accomplishments and challenges of this last year, and areas of improvement for myself and OECE next year. I wanted to take this opportunity to share a few of my thoughts.

- **Gratitude.** I am grateful I get to work in San Francisco, an innovative early learning city, with deeply committed, talented colleagues each day. Working in service of children birth to five, their families, and the programs which nurture them is a gift. Working together, we have the opportunity, to create a model for how the U.S can successfully address our national child care crisis.

- **We accomplished a lot this year.** Some of our highlights include:
  - Launching a whole new funding system for ece in San Francisco, Early Learning Scholarship, including all the policies, procedures, guidelines, forms, and communication. We are working differently with Children's Council and Wu Yee to develop an integrated services approach for outreach, resource and referral and subsidy services. This new approach is innovative and ambitious – creating access, quality, and fair compensation in one child enrollment focused approach. We are in the leading edge in testing new approaches to ece financing, promoting affordability for diverse families, paying the cost of quality, and assuring continuity of care in quality settings for 0 – 5 year olds.
  - Expanding the pipeline of new child care facilities in progress (17?!), and securing major victories with Community Care Licensing to enable waivers for centers to use parks as outdoor space, removing a big barrier for expansion.
  - Increasing the number of city funded family child care homes, and deepening coaching support from the city funded Family Child Care Quality Network.
  - Designing and developing a new digital child care hub and waitlist to launch October 2018.
  - Creating an organizational development plan and committee to help OECE improve and grow as an organization.
  - Expanding the ECE Summer Employment Program to 15 youth.

- o Enhancing our Drop In Child Care services with a growing on call staff, new materials, and collaboration with service centers.
- o Hosting a successful first city sponsored Preschool Fair.
- o Launching an Innovations Portfolio.
- o And so much more….

- **We faced some really big challenges, and have lots to improve.**
  Launching the Early Learning Scholarship system, which is complex and challenging, was harder than we imagined. We must simplify the funding process, bring more predictability and stability to the programs we fund, and ensure more funding gets to the programs and professionals in our network. We grew our team, lost some key members, and are still working to fill open positions. Losing Mayor Lee, suddenly was a painful loss.   Our growth has posed new challenges for communication internal and external. I am still learning how to be a good leader for OECE two years in and have so much more to learn. In many ways we are still an organization in start-up mode, developing program s and infrastructure, building relationships with each other our partners and stakeholders, and moving at a fast pace.

- **And Our Pace is Not Slowing Down In the Near Term.**   We are in the midst of an amazing window of opportunity to build an even better ece system for San Francisco thanks to the people of San Francisco.   We have the opportunity to double our impact with the passage of Prop C, and to design a high impact program and spending plan. As our valued advisors, I'd love to hear your reflections on the year:

  What OECE accomplishments from last year are you most proud of?
  What challenges did you experience?
  Where should focus our improvement efforts in 18 -19?

I would love to hear from you as I continue to reflect and plan an impactful successful year. Please place a call, drop on email, or reach out to find some time to meet to share your feedback.

"Coming together is the beginning.
Keeping together is progress.
Working together is success."
- Henry Ford

Data System Needs, Part II

July 19, 2018
OECE CAC Meeting

San Francisco Office
of Early Care & Education

Today's Objectives

- Share update on progress of data systems project

- Learn about data governance and the outcomes of well-established data governance

- Identify key questions about our ECE system that we hope better data could help us answer

San Francisco Office
of Early Care & Education

Project Approach

- Inquiry-based
- Input from systems and field-level stakeholders
- Learn from other communities across nation
- Build on current tech possibilities, and envision improved future state
- Iterative

3

Current Data Challenges

For OECE:

- Silos of data – funding, quality, enrollments, attendance, workforce, program profiles
- Administrative burden on ELS programs
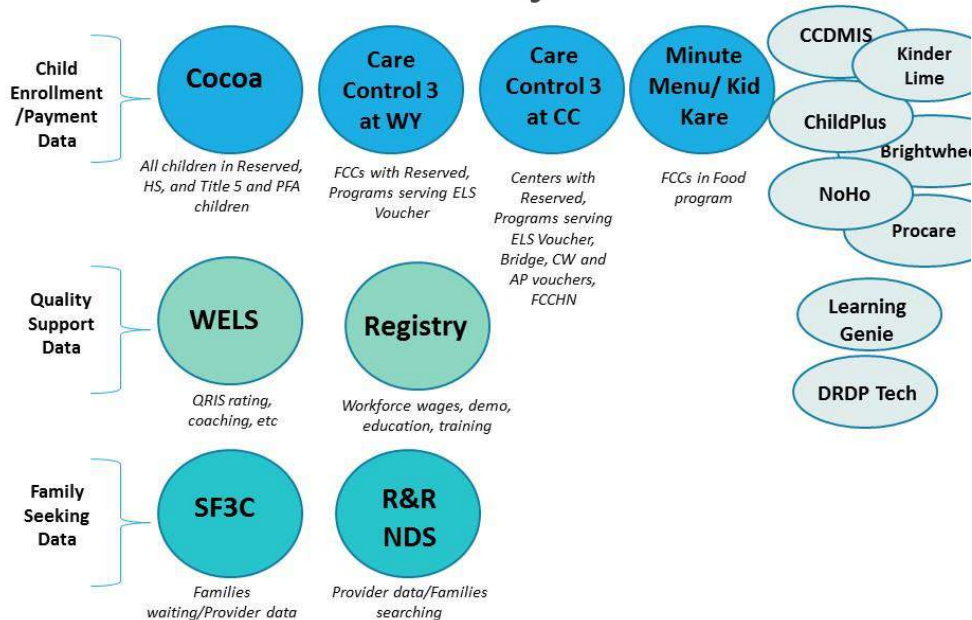- Many "owners" of data

For Funded ECE Programs:

- Administrative burden
- Not much utility beyond obtaining OECE funding; use other data systems to meet business needs
- Confusion related to what data needs to be reported where
- Only available in English

4

Current ECE Data Systems

Child Enrollment /Payment Data	**Cocoa**	**Care Control 3 at WY**	**Care Control 3 at CC**	**Minute Menu/ Kid Kare**	**CCDMIS** / **Kinder Lime** / **ChildPlus** / **Brightwhe..** / **NoHo** / **Procare**
	All children in Reserved, HS, and Title 5 and PFA children	*FCCs with Reserved, Programs serving ELS Voucher*	*Centers with Reserved, Programs serving ELS Voucher, Bridge, CW and AP vouchers, FCCHN*	*FCCs in Food program*	

Quality Support Data	**WELS**	**Registry**	**Learning Genie**
	QRIS rating, coaching, etc	*Workforce wages, demo, education, training*	**DRDP Tech**

Family Seeking Data	**SF3C**	**R&R NDS**
	Families waiting/Provider data	*Provider data/Families searching*

Program Interviews

Family Child Care Programs

1) English/Spanish speaker; PFA & ELS enrollments
2) Cantonese speaker; ELS enrollments
3) Cantonese speaker; EHS and ELS enrollments
4) English speaker; PFA & ELS enrollments

Center Programs

1) Single site; ELS enrollments
2) Single site; PFA & ELS enrollments
3) 2 sites; PFA & ELS enrollments
4) Single site; Title V enrollments
5) Multi-site Head Start/Title V
6) Early Learning Alliance staff (Shared services for centers)

Themes from Programs

A lot of interest in streamlining and integrating data collection in one place

Would be great if OECE found a database that would work for child care centers to do all their reporting, not have to do double entry, would be so helpful for providers. Would save time and double work, instead focus on the quality of program and services delivered to families. *-Center*

Current processes have a lot of duplication

If the goal is centralization why do we have to talk to so many different agencies regarding the funding? Talk to both Children's Council and OECE, also First 5. Much worse for programs that have multiple funders, such as state and federal. *– Center*

Data systems need to be accessible to their individual audience

System must be available in Chinese... so I can manage it myself. *- FCC*

System-Level Interviews

Partner Agency	Role/Services	# of Staff Interviewed
First 5 San Francisco	Administer QRIS ratings; managing continuous quality improvement efforts	2
Wu Yee Children's Services	Subsidy Administration	2
Wu Yee Children's Services	Resource and Referral	1
Wu Yee Children's Services	Family Child Care Quality Network (continuous quality improvement efforts specifically for FCCs)	2
Children's Council	Subsidy Administration & Fiscal Intermediary	2
Children's Council	Resource and Referral	1
Children's Council	Family Child Care Quality Network (continuous quality improvement efforts specifically for FCCs)	2
Children's Council	Nutrition Services	2
Children's Council	Help Desk (TA for programs about OECE-required data systems)	3

San Francisco Office of Early Care & Education

Themes from Systems Partners

On the Current State of Data:

Existing data systems are fragmented, especially in terms of enrollment and quality data

FCCQN consultants only know about ages served [in the programs they work with], not income levels or other needs...If I know there are 3 children in a program that all have open CPS cases, I might be able to help that FCC program think about family engagement in a different way. Without that information, we are only responding to what programs ask us for in terms of assistance. - *FCCQN staff*

Duplication currently exists, which creates burdens across the system and particularly on programs

It would be ideal if Wu Yee, Children's Council and OECE were all using the same info and same system, so we don't have to spend time trying to figure out what's going on. It would help programs too. *—Nutrition staff*

Themes from Systems Partners

Vision for Future:

OECE & partners responsibly share data to improve efficiencies and outcomes

Ideally we would want total access to all families – not just those that Wu Yee has worked with before. *—Subsidy staff*

We hope we can increase the connectivity of systems to track families and programs; move toward single entry for programs and families; and have better reporting to inform our work. *—R&R staff*

Integrate functionality where feasible

We need to cluster things that naturally go together – like the wait list and subsidy administration. Like resource and referral and QRIS ratings. How do we align and bring those data systems together? – *First 5*

OECE's Vision for Data

The data system will be

a **well-coordinated, integrated, and efficient** system

that allows **families**, **programs**, **OECE**, and **its partners**

to use **high quality**, **real-time** data

to promote favorable **outcomes**

for children, age birth to five.

Data Goals:

For OECE and Systems Partners:

- Enhance ability to make data-informed decisions in real-time to steward and expand ECE resources
- Enhance overall system efficiency

For OECE-funded Programs:

- Reduce administrative burden
- Offer a powerful tool that meets multiple business needs; can be integrated with existing tools
- Offer multi-lingual access and support

Working with National Experts

- Working with Phil Sirinides & Missy Coffey from ECDataWorks

- Emphasis on data for action/decision-making

- Learning session with partners on June 22, 2018

ECDataWorks

Advancing Early Childhood Policy & Programs
through Strategic Use of Integrated Data

What is integrated data?

- The combination of technical and business processes used to combine data from disparate sources into meaningful and valuable information.

What is data governance?

- Both an organizational **process** and a **structure**.

- Organizes partners to **collaboratively and continuously improve** data through the systematic creation and implementation of policies, roles, responsibilities, and procedures.

Intended Outcomes

- Improved quality of data collected, reported, and used by multiple systems partners and ECE programs

- Increased coordination and communication between systems and program partners

- Reduced administrative burden on ECE programs and systems partners

- Enhanced sustainability of funding due to ability to report on impact and unmet needs

Proposed Structures
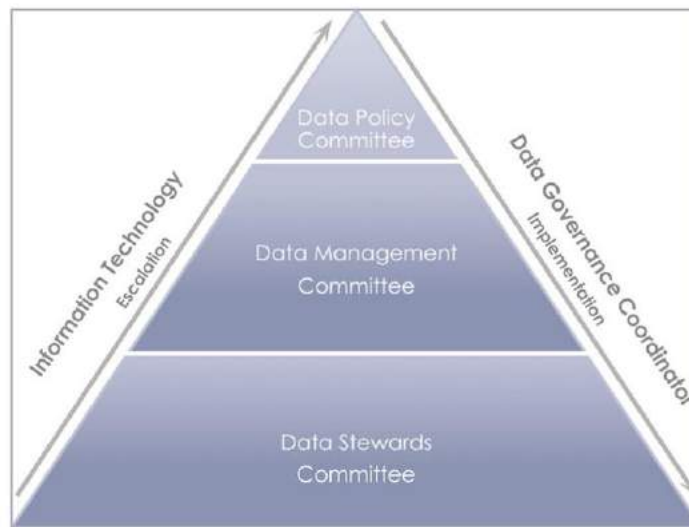
Proposed Improvements

○ Multi-year effort to improve existing data systems

  ○ First step: Develop a New Waitlist System

  ○ Second Step: Establish a Learning Agenda: What are the system questions we could answer through improved and integrated data?

  ○ Third Step: Improve enrollment and payment data by issuing an RFQ this fall

  ○ Fourth Step: Improve the workforce and quality support data systems and integration of such data

San Francisco Office
of Early Care & Education

Learning Agenda Activity

•Work with a partner

•Identify the top 3 questions you and your partner think we all need to answer about SF's ECE system to ensure the City's investment grows over time

  Guidance for your questions:
  •*Longevity*: Does this question address an ongoing need?

  •*Actionable*: Does the answer to this question, offer a clear decision point? Does it have relevant, immediate use?

  •*Reliable Measurement*: Is the question measurable and are available data reliable?

  • *EXAMPLE: What impact do quality supports and teacher education level have on K readiness outcomes for target population children?*

•Write one question per sticky note

•Post your sticky notes on the white board in the front of room

San Francisco Office
of Early Care & Education

San Francisco Office of Early Care & Education
1650 Mission Street, Suite 312, San Francisco, CA 94103   (415) 355-3670

Activity Report Out

• Review questions from each pair

• What surprised you about the questions?

• Who else do you think should help identify questions?

San Francisco Office
of Early Care & Education

Next Steps
&
Thank You

San Francisco Office
of Early Care & Education

Communications Plan
July 19, 2018

SF3C Rebranding

- Stakeholder research and outreach
- Audience analysis
- Brand qualities, values, positioning
- Naming, logo, messaging
  - Potential names
  - Potential visual identities
  - Messages

San Francisco Office of Early Care & Education

1650 Mission Street, Suite 312, San Francisco, CA 94103   (415) 355-3670

Early Learning SF Communications Plan

- Identifies target audiences
- Establishes communications goals and strategies
- Defines message themes and channels
- Prioritizes implementation actions
- Supports broader OECE implementation of Citywide Plan

Audiences

1. Citywide System Audiences
   - OECE Staff
   - Citywide System Partners
     - Integrated Service Agencies (CCSF, Wu Yee)
     - Citizens' Advisory Committee
     - Early Learning SF Advisory Group
     - Child Care Planning and Advisory Council
     - City and County Departments
     - Non-Profit Organizations in Systems Roles

Audiences

2. Current Families and Program Partners
   - Families in the System
   - Program Partners using SF3C currently
   - Program Partners *not* currently using SF3C

Audiences

3. Potential Families
   - Target Populations
   - Expectant Families
   - Foster/Resource Families
   - Working Families
   - All Other Families

Audiences

4. Potential Outreach Partners to Reach Potential Families
   - Community Based Organizations
   - Social Service Providers
   - Faith-Based Organizations
   - Medical Centers
   - Public Libraries/Community Centers
   - Schools
   - Large Employers/Unions

Communications Principles

- Equity, Inclusion and Cultural Relevance
- Collaboration
- Openness and Transparency
- Responsiveness
- Respect

Communications Goals and Strategies

1. Ensure that all OECE staff and citywide partners are conversant with the Early Learning SF system website, brand and messaging.
   - Work sessions for staff and citywide partners
   - Informational materials
   - Ongoing education for staff and citywide partners

Communications Goals and Strategies

2. Build collaborative partnerships to increase the reach of Early Learning SF communications.

   - Inform current partner agencies
   - Reach out to other public agencies and non-profits
   - Leverage existing outreach efforts

Communications Goals and Strategies

3. Build awareness of the new Early Learning SF website among current families and program partners.

   - Develop and distribute informational collateral
   - Provide clear information on the website
   - Notify program partners through email, postcards, social media, meetings, etc.
   - Notify families through email, postcards, etc.

Communications Goals and Strategies

4. Effectively promote Early Learning SF resources to potential families citywide.

  • Priority neighborhoods

  • Social media (targeted)

  • Traditional media (broad awareness)

  • Partner collaboration

  • Community events

  • Local media

Messaging Framework

AUDIENCE	OBJECTIVE	MESSAGE THEME	CALL TO ACTION
Citywide System Partners	-Aware of new brand -Familiar with website	New Enhanced Improved	-Learn more -Tell your colleagues! -Partner with us
Current Families and Program Partners	-Comfortable with new website	Easy to use Better access	-Visit the new site -Log on today!
Potential Families	-Aware of Early Learning SF as a resource -Interested in applying	Early care and education can be affordable! A valuable resource for families.	-Visit the website to find a program -Apply today!

Reach Methods

- Website and Email
- Social Media
- Print Collateral
- Event Outreach
- Earned Media
- Paid Advertising

Implementation Strategy for Potential Families

Community-Based Social Marketing

- Target neighborhoods
- Pilot outreach
- Analyze, evaluate, refine
- Scale up

Next Steps

- Finalize Communications Plan
- Develop 1-Year Implementation Stategy

Thank you!

PROP C Initial Brainstorming

July 19, 2018
Citizen's Advisory Committee

San Francisco Office of Early Care & Education

2

San Francisco Office of Early Care & Education
1650 Mission Street, Suite 312, San Francisco, CA 94103   (415) 355-3670

Prop C Priorities

- Clearing San Francisco's child care waitlist of nearly 3,000 low income children;

- Providing financial assistance for infant and toddler care for working families;

- Increasing compensation for early care and education professionals; and

- Investing in quality supports ("services that support the physical, emotional and cognitive development of children from newborns through age five")

3

Initial Ideas

- Design a transparent, collaborative process

- Step back to step forward
  - Community, parent, professionals

- Build on existing work, knowledge, forums

- Engage consultants and expert advice where needed
  - Request CAC Volunteers to help in selection

- Host information sessions on the current system as a foundation for planning August 6 and 7
  - Attend and share the invitation

4

Discussion Points

- What is the news headline, post, or viral video you want to see about SF's Prop C implementation 18- 24 months from now?

- What questions might we want to explore through a Prop C fall planning process?

- Who do we want to involve in in planning? How?

5