AGENDA

1. Call to order
2. Roll call
3. Officer Elections (Action Item)
4. General public comment
5. Agenda Item public comment
6. Discussion and possible action to approve the May 15, 2024 meeting minutes (Action item) [Commissioners provided with the following: draft minutes]
7. Discussion and possible action to approve row 15 (Family Resource Centers expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
8. Discussion and possible action to approve rows 18 and 24 (DPH work order expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
9. Communications and Community Engagement Planning (Discussion Item)
10. Commissioner updates
11. Executive Director updates
12. Adjourn
3. Roll Call
7. Officer Elections (Action Item)
Officer Roles

• Duties of the Chair:
  • presides at all meetings of the Commission
  • works with the Commission members and staff
  • oversees the preparation and distribution of the agenda for all Commission meetings.

• Duties of the Vice Chair:
  • In the absence of the Chair, the Vice Chair presides at meetings of the Commission.
4. General public comment
5. Agenda item public comment
6. Discussion and possible action to approve the May 15, 2024 meeting minutes
(Action item)
7. Discussion and possible action to approve row 15 (Family Resource Centers expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
# Children and Families Commission FY25 & FY26 Budget
(rows 14-25)

## Family Support Programmatic Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>FY24</th>
<th>FY25</th>
<th>FY26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Resource Centers (includes addbacks &amp; pass-throughs)</td>
<td>17,819,270</td>
<td>17,229,078</td>
<td>17,447,884</td>
</tr>
<tr>
<td>Family Support Training &amp; Field Building</td>
<td>325,000</td>
<td>325,000</td>
<td>325,000</td>
</tr>
<tr>
<td>Other Family Support programs</td>
<td>113,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>DPH - Parent Training Institute</td>
<td>70,000</td>
<td>70,000</td>
<td>70,000</td>
</tr>
<tr>
<td><strong>Expenditures Total:</strong></td>
<td><strong>18,327,270</strong></td>
<td><strong>17,624,078</strong></td>
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## Child Health Programmatic Expenditures

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<th>FY25</th>
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</tr>
</thead>
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<tr>
<td>Inclusion Training &amp; Technical Assistance</td>
<td>263,015</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Early Intervention Family Resource Center</td>
<td>0</td>
<td>75,253</td>
<td>75,253</td>
</tr>
<tr>
<td>Mental Health Consultations</td>
<td>332,240</td>
<td>332,240</td>
<td>332,240</td>
</tr>
<tr>
<td>DPH - Health Screenings</td>
<td>100,500</td>
<td>100,500</td>
<td>100,500</td>
</tr>
<tr>
<td><strong>Expenditures Total:</strong></td>
<td><strong>695,755</strong></td>
<td><strong>507,993</strong></td>
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8. Discussion and possible action to approve rows 18 and 24 (DPH work order expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
# Children and Families Commission FY25 & FY26 Budget
(rows 14-25)

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**EXPENDITURES TOTAL:**
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**EXPENDITURES TOTAL:**
695,755 507,993 507,993
9. Communications and Community Engagement Planning (Discussion Item)
2024-2027 Communications and Community Engagement Planning

Process & Key Learnings
Background

DEC is looking to build a comprehensive communication and community engagement strategy and infrastructure to be able to:

- Enhance public engagement and public interest in their work
- Create brand awareness and recognition
- Bolster direct parent engagement on a regular and consistent basis
Process
Process Rooted in Values & Strategy

What guided the community engagement process?

➔ Desire to carry out what was learned through DEC’s strategic planning process
  ◆ Include and lift up parent voice
  ◆ Increase transparency and access to information
  ◆ Increase cultural responsiveness
  ◆ Engage parents, providers, and grantees as partners

➔ Genuine interest in parent and system stakeholder perspectives and experiences

➔ Key Learning Questions
  ◆ 18 parent learning questions
  ◆ 7 stakeholder learning questions
Parent-Led Process

Parent Voices Org.

- **Recruit and Facilitate** Parent Workgroup

Parent Workgroup

- **Look at DEC's parent information** and make suggestions to improve it
- **Share ideas** for how to get more parents across the city to share their thoughts
- **Recommend methods to reach more families**
- **Assist with parent engagement activity design and make sense of the results**

Parent Focus Groups, Digital Survey, In-person events

- **Gather rich insights, observations, needs, and preferences** on communications and community engagement from families representing broad and diverse perspectives

Comms & Community Engagement Plan
Engagement Opportunities

Parents
1. Parent Communications Workgroup
2. Parent Focus Groups
3. Digital Parent Survey
4. In-person Community Events

Early Childhood System Stakeholders
1. Stakeholder Listening Sessions
2. Key Informant Interviews
Equity-Centered Approach

- **Thoughtful recruitment parameters and process were key!**
  - Racial, economic, linguistic, geographic and gender diversity were carefully considered in selecting workgroup participants. As were age of children and prioritizing parents of children with special needs.

- **Different inputs designed to reach different audiences**
  - Focus groups lifted up perspective of specific pops. (Cantonese-speaking, Spanish-speaking, Filipino/Tagalog-speaking, Black/African American, Indigenous and Pacific Islander families and families that have children with special needs)
  - In-person events designed to reach across digital divide
  - Digital survey=big-tent

- **Equitable Compensation**
  - Parents at all levels of engagement were compensated fairly for their time and expertise. We sought to structure parent payment processes and rates as close as possible to the way we pay other expert consultants.
Reach

Parent Communications Workgroup . . . . .

Parent Focus Groups . . . . . . . . . . . . . . . . . .

In-person Community Events . . . . . . . . . . . . .

Digital Parent Survey . . . . . . . . . . . . . . . . .

13 parents engaged
59 parents engaged
120 parents engaged
1676 parents engaged

*Some parents participated in more than one engagement opportunity
Reach

Key Informant Interviews

Stakeholder Listening Sessions
Key Learnings
Key Learnings: Parent Communications

Mediums & Approaches
- Comms a la carte: There is no one-size-fits all medium or approach! Effective parent communications will allow parents to opt-in and tailor communication content, language, frequency, and medium(s) to their needs, interests, and preferences.

Content & Priorities
- City services, free family-friendly events, opportunities for socialization with other parents
- Information related to parenting, such as tips and training related to building capacity in their parenting skills.
- Parents care about funding and accountability mechanisms.
Key Learnings: Parent Engagement and Relationship-Building

Insights and Preferences

1. Trust must be built, earned, and maintained
2. Engagement a la carte: No one-size-fits-all approach!
3. Parents and primary caregivers want support forming connections with other families. The majority of parents surveyed reported little to no connection to other families with young children in San Francisco.
4. DEC should share back tangible results from feedback provided by families and do so relatively quickly.
Key Learnings: System Partners

Insights and Communications Needs

1. **Streamlining co-branding policies and approaches** would ease pain points and facilitate unified communications among early childhood system stakeholders and DEC.

2. Formal quarterly communication and marketing check-in **meetings with collaborating organizations and agencies would support joint and unified communications** among system stakeholders.

3. System **stakeholders would like access to an intranet or central repository** where they can access DEC approved messaging, visuals, videos, and other communications materials.

4. DEC should ensure other San Francisco-based agencies have clear information about DEC, how it fits into the network of city services, and how to help families access early childhood supports.
Next Steps

1. Review and refine proposed strategies and implementation plan to address key findings
2. Present to Joint Bodies (May 1st)
3. Share finalized plan with all who participated in the process and more broadly
4. Implementation starts yesterday!
Thank You!
10. COMMISSIONER UPDATES
11. EXECUTIVE DIRECTOR UPDATES
Adjourn