

Early Childhood Community
Oversight and Advisory
Committee
Gina Fromer, Committee Chair
Patricia Sullivan, Vice Chair
MEMBERS:
Meredith Dodson
Pamela Geisler
Krystle Danridge-Pierson
Abigail Stewart-Kahn
Monique Guidry
Cindy Lopez-Chastain
Monica Walters

MEETING MINUTES

EARLY CHILDHOOD COMMUNITY OVERSIGHT AND ADVISORY COMMITTEE JOINT MEETING

DATE: May 1, 2024

TIME: 4:30 pm -6:30 pm

LOCATION: 1650 MISSION STREET, SUITE 312, SAN FRANCISCO CA 94103

PUBLIC ZOOM LINK: [EC COAC - VIRTUAL](#)

Zoom Public Access Number: US +1 669 444 9171 or +1 669 900 6833 or +1 346 248 7799 or +1 719 359 4580 or +1 253 205 0468 or +1 253 215 8782 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1 646 931 3860 or +1 689 278 1000 or +1 929 205 6099 or +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325 or +1 312 626 6799 US

Public Comment Email: sfdec@sfgov.org

The scheduled Joint Meeting is canceled in favor of an EC COAC meeting

1. Call to order 4:42
2. Roll call Present: Patricia Sullivan, Meredith Dobson, Pamela Geisler, Krystle Danridge-Pierson, Abigail Stewart-Kahn, Monique Guidry, Cindy Lopez-Chastain, Monica Walters Absent: Gina Fromer
3. Land Acknowledgement
4. General public comment

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Yensing Sihapanya w/ Family Connections Centers: We provide childcare, family resource centers, after school programs and summer camp. We do it all besides laundry and one day I am going to open a laundry machine. I am really excited to see the strategic plan on the agenda and the emphasis on Child and Family Wellbeing and we're really excited that the awards for the Family Resource Center Initiative has started being rolled out. But one concern that we have, have as 74 centers, but also early childhood educators is that the enhancement grants are not in this round of FRCs. And that's approximately 1.8 million dollars, and in that 1.8 million dollars it's paid for 26 family advocates or case managers at the 26 RFAs. It pays for roughly 7 mental health consultants, and around 80 food pantries that support family young children. We think that this is one of the best deals in town, and we hope that as DEC is continuing to form their budget for next fiscal year, that we see these 1.8 million dollars restored in the budget. Yes, again, I really encourage as early childhood advocates, and also as family resource centers that this money goes back into the pot for family resource centers to provide service to families in the form of family advocates, food and basic needs. Thank you. I'm here. If you have any questions or want to ask more about how that money spent.

Ashley Downend w/ Safe and Sound and the Family Services Alliance: Like Yensing mentioned we represent over 40 child and family serving organizations across the city. I'm also a parent and a foster parent and I wanted to talk about family support in the city budget. I've seen firsthand what happens when families don't have access to basic

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needs and community support. Some of them will fall through the cracks and enter the child welfare system. Some of them will struggle in school. The impact on teachers is real and the impact is also lifelong for families and costly to the city. FRCs are integrated into neighborhoods where families live and access care, they provide basic needs and community support, and over 90% of caregivers participating in FRC peer support groups reported they had someone dependable to help when needed versus only 21% of other San Francisco families. I'm asking to have the 1.8 million dollars in enhancement grants restored for the FRC initiative. This isn't new funding. Instead, we're just asking for restoration of the 1.8 million dollars for basic needs and case managers for vulnerable families. This funding could continue to come from DEC funds and the reserves that they have available. Thank you for wholly being this space and for your consideration of these matters.

Brenda Miles w/ Safe and Sound. I'm happy to to tag on right after my colleague Ashley. The Family Service Alliance is not asking for new funding. Instead, we request the restoration of grants from the amount of 1.8 million for basic needs and case managers for vulnerable families. This funding is essential to the makeup of San Francisco, and the generations that are to follow. This support is essential to family members of various ethnic cultural backgrounds, and the support of FRCs is essential to the future of San Francisco and the future of San Francisco's economy. Our organization safe and sound has a history of this support within the city, and so we urgently ask you to restore and maintain this 1.8 million funding for San Francisco in the future. Thank you.

5. Discussion and possible action to approve the April 17, 2024 meeting minutes
(Action item) [Body members provided with the following: draft minutes]

Committee Member Guidry moved to approve, and Committee Member Dodson seconded. Passed unanimously at 4:52 PM.

6. Strategic Plan Updates and Recommendations (Discussion Item) See slides

Committee Member Danridge-Pierson arrived at 5:12 PM

Committee Members discussed:

- The intervention ability of ECE agencies building systems to support folks not receiving services they have a right to during the transition time from birth to 3 and DEC helping create accountability so that families understand what their rights to services are.
- The increase in TK from SFUSD and the integration of these changes into the planning. For example, how childcare providers are being encouraged to support younger children.
- The potential for TK roll out plan to be made in partnership with SFUSD to be presented to CPAC and other relevant stakeholders.
- The strain of material hardship particularly around housing, food, energy, and concrete needs. And then also this desire and really lack of understanding as to how the systems can't be better connected for young children and their families. Very much on families' minds is UPK.

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- Children can have the best early childhood learning environments. And if we're not supporting the whole family, we're not going to have kids able to learn.

Public Comment:

Yensing Sihapanya w/ Family Connections Centers: I know we saw the numbers up there around the wage enhancements. You know we're on the ground. I just want to share some on the ground stories like we see those numbers. The Baby Prop C wage enhancements have been such a game changer for the field, and I don't want us to kind of just pass by it without anyone verbalizing it. This was the first time anything like my whole tenure, 12 years of Family Connection, we don't have a vacancy, and not just vacancy, but retention and teacher well being. It's so big, I'll share a story. We had a teacher that taught with us for 10 years. She just came back, and she was teaching in Redwood City. So, it's also brought people back into the city. I just got a text from my cousin, who's a preschool teacher who's so excited to move into a new apartment, because now her income can actually help her afford a new apartment. The numbers up there really affect people's lives. And we still have more to come with CARES 3.0 and Family Childcare Providers, we still have family childcare providers. There's a lot more personal stories behind those numbers.

Dr. Yohana Quiroz w/ Felton Institute: Thank you for the time to provide public comment. I do want to give my appreciation to Bec for the investments that they have made over the years, and in particular, now to FRCs the new focus on the early

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intervention services, which is, it's going to be very transformative for those children and families that benefit from these services like this level of coordinated investments will have significant gains, and we're excited about what it will mean to children and families. In addition, I do want to echo the comment that was just made about the investments and compensation in the workforce. They have had real implications for the workforce, and teachers are happy and feel appreciated. So, thank you so much for that. We are seeing a spike in new individuals trying to enter the workforce. And that is pretty significant. I do want to highlight an area that needs continued focus and I do want to say that as a provider and a community member who is deeply invested in the wellbeing of children, families, and the educators. I want to underscore the critical need for immediate attention and more investments to strengthen our mental health supports. We know that this is on your radar already, and this is a new area that you are now managing. But the current early childhood mental health systems offer valuable consultation services. But it is evident that these services alone are not enough in addressing the escalating needs mental health needs that our community is facing across the board. We are witnessing a concerning rise and mental health issues amongst children, families and the educators. Many are struggling to cope with stress, anxiety, and other mental health concerns. As a recipient of mental health services. I have firsthand experience on the limitations of the current system. And although we have provided feedback to DEC about what is not working about this system, there still has not been any change.

7. Communications and Community Engagement Planning (Discussion Item)

Public Comment:

Oscar Tang w/ FCCASF: I'm a parent of a 3-year-old. I echo Pat's comment about language access. Yesterday I saw on the social media news about the European Union that they have 24 official languages. And I'm so inspired about how they can manage to do that. One thing I want to mention is, if we value something, we spend money on it. That's what I believe. And a great example that I recently experienced is in the California Family childcare network program in Los Angeles. There's about 100 or 200 providers attending statewide. And then, there's about 10 Chinese Providers, Cantonese and Mandarin, and they offer both Cantonese and Mandarin interpretation, even though it costs 2.8k for interpretation in each language for 7.5 hours of time. I just want to share this because I see this is the commitment. I agree, segregation doesn't work in language access. In the EU they manage 24 official languages. When we value something, we spend money on it.

8. Committee member updates
9. CPAC updates

Monique Guidry:

CPAC Coordinator- Executive committee members are currently discussing what configuration of hours and responsibilities for a coordinator will be best served for the requirements for the LPC and best serve the needs of the San Francisco. The job description will then be draft, drafted, and prepared for outreach

UPK Mixed Delivery- Cpac has submitted a second round of grant funding proposal. Excuse me for the UPK mix delivery planning Grant. There was a notice from Cde. That's several that yeah round one. Grantees did not apply for round 2 funding for

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planning. So, funding will be spread around in larger amounts to the counties that do apply for round 2

LPC requirements- CPAC is using data for the recent needs assessment to submit priority codes, as CDSS requires.

Membership Committee- They are working on filling vacancies with the Board of Supervisors and the Board of education, and it's refining its onboarding process for new members.

10. Executive Director updates

We touched on much of our updates, but we are currently learning a lot from what other cities and counties are doing for parent engagement. Lastly, we are partnering on how to amplify our work within SF, the ECE Summit is a very ambitious project possibly for next fall.

11. Adjourned at 6:30 PM Moved by Committee Member and seconded by Committee Member Lopez Chastain

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Puwedeng kumuha ng mga kopya ng Sunshine Ordinance mula sa Clerk ng Sunshine Task Force, sa Pampublikong Aklatan ng San Francisco, at sa website ng Lungsod sa www.sfgov.org. Available online sa publiko ang mga kopya ng mga dokumento ng paliwanag sa <http://www.sfbos.org/sunshine> o, kung hiniling sa Kalihim ng Komisyon, sa address o numero ng telepono sa itaas.

ACCESS SA WIKA

Batay sa Language Access Ordinance (Kabanata 91 ng San Francisco Administrative Code), magiging available kung hiniling ang mga tagasalin sa wikang Chinese, Spanish, at/o Filipino (Tagalog). Puwedeng isalin ang Mga Katitikan ng Pagpupulong, kapag hiniling, pagkatapos pagtibayin ng Komisyon ang mga ito. Puwedeng tanggapin ang tulong sa mga karagdagang wika kapag posible. Para humiling ng tulong sa mga serbisyong ito, makipag-ugnayan sa Kalihim ng Komisyon na si Arianna Cruz-Sellu sa arianna.cruz-sellu@sfgov.org o sa (628) 652-3058 kahit 48 oras bago ang pagdinig. Tatanggapin ang mga nahuling paghiling kapag posible.

ACCESS PARA SA MAY KAPANSANAN

Isinasagawa ang mga pagdinig ng Children and Families Commission at mga pagdinig ng Early Childhood Community Oversight and Advisory Committee sa 1650 Mission Street, 3rd floor, San Francisco. May access para sa wheelchair ang gusali at silid para sa pagpupulong. Kapag hiniling, available ang remote na pampublikong pakikilahok para sa mga indibidwal na hindi makakadalo nang personal dahil sa kapansanan. Nakakatulong ang paghiling na lumahok nang remote kahit isang (1) oras bago ang pagsisimula ng pagpupulong para masigurado ang pagiging available ng link ng pagpupulong. Available din ang Sign Language Interpretation kapag hiniling. [Puwedeng i-enable ang mga caption](#) kung remote na lalahok.

Kung hihiling ng remote na Sign Language Interpretation, magsumite ng kahilingan para sa tulong nang hindi bababa sa apat (4) na oras ng negosyo bago ang pagsisimula ng pagpupulong. Nakakatulong ang paglalaan ng minimum na 48 oras ng negosyo para sa lahat ng iba pang kahilingan para sa tulong (halimbawa, para sa iba pang auxiliary aid at serbisyo) para masigurado ang pagiging available nito. Para humiling ng tulong, makipag-ugnayan kay Arianna Cruz-Sellu sa arianna.cruz-sellu@sfgov.org o sa (628) 652-3058.

LOBBYIST ORDINANCE

Ang mga indibidwal at entity na nakakaimpluwensya o sinusubukang makaimpluwensya ng lokal na lehislatibo o administratibong aksyon ay posibleng atasan ng San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100] na magparehistro at mag-ulat ng aktibidad sa pag-lobby. Para sa higit pang impormasyon tungkol sa Lobbyist Ordinance, makipag-ugnayan sa San Francisco Ethics Commission sa 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics.



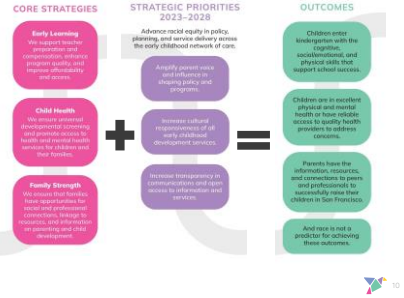
Theory of Change



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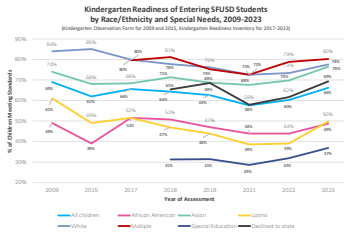
What We Learned

- Family voices confirmed best practices!
- The key issue is EQUITY in access and experience



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Race continues to predict K readiness, but recent progress is encouraging



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Early Learning Division (ELD) Core Strategy Updates: Access & Enrollment

In the last two years, DEC launched ambitious new early learning initiatives which will continue to grow and develop:

- Expanded eligibility for free, high-quality early care and education (ECE) to families earning up to **110% of AMI**
 - Reduced the ECE "wait list" of families from **3,061 to 850 (-72%)**
 - Increased the number of infants served from **2,020 to 3,111 (+54%)**
 - Added **47** new family child care homes (+19%) and **20** new centers (+13%) to DEC's network of **469** high-quality ECE programs
 - Awarded more than \$13 million in 2022-23 to add over 550 new spaces

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Early Learning Division (ELD) Strategic Priorities Updates: Quality Improvement

Pre-ELS Pipeline

- 75 Total (including but not limited to) **57 FCC + 7 Centers+ Center Expansions**

Expansion and Conversion:

- **Infant/Toddler conversion** and expansion funding with four sites that will provide 62 spaces in total.
- Third this year! SF-Quality Connections **Infant/Toddler Conference**. Partnership with West Ed. Focus: Attachment Theory. June 7&8. Over 300 responses of interest.
 - Early Childhood Mental Health Consultation Grants from DPH to DEC
 - UPK: Partnerships & System Building

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Early Learning Division (ELD) Core Strategy Update: Workforce Development

Early Educator Support Grant:

- Educators are receiving **30-47% more in pay**.
- Average Salary **\$29.50 to \$37.00 per hour**, based on teacher role/education.
- Approximately **1,200 early educators** receiving grant funding pay augmentation.

CARES 3.0

- **\$20 million annually** allocated to fund stipends for wage gaps
- Over **1,600 educators** receive increase in compensation, with an average of \$12,336.
- DEC & Office of Economic and Workforce Development Partnership: recruitment of new early educators with a **focus on African American early educators**. Funding efforts total over \$1.6 million annually.

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Child & Family Well-Being (CFW) Core Strategy Updates

- **Family Resource Center Initiative:** \$17.8 million to fund 25 grants
- **Family Resource Center Initiative Proposals Received:** 35 proposals representing 24 neighborhoods and 11 city-wide populations
- **Early Childhood Mental Health Consultation Initiative:** \$5million to fund 4-6 grants
- **Early Childhood Mental Health Consultation Proposals Received:** 4 proposals
- **Early Intervention and Specialized Services System of Care:** \$2.7 million to fund 9-11 grants
- **Early Intervention and Specialized Services System of Care Proposals Received:** 18 proposals



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Child & Family Well-Being (CFW) Strategic Priorities Updates

- Parent engagement and input in initiative planning processes expanded significantly.
- Applicants were required to identify contract practices, policies and actions to ensure equity and address racism at multiple levels including among staff, within their organization, and within communities and systems. This will be used as basis for accountability moving forward.
- Initiatives include specific expectations for meaningful parent input and influence in decision-making structures.
- Currently planning to bring greater integration to the early childhood system of care for families navigating across service sectors.



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Evaluation, Policy, & Communications (EPC) Strategic Priority Updates

- **Data and Evaluation**
 - Increased staffing to support planning and build-out of new data systems and evaluation infrastructure for accountability
 - Facilitated internal planning with program divisions to develop preliminary logic models, data inventories, and research questions for every major initiative
 - Gearing up to release \$2 million/year RFP for data and evaluation services to support initiative evaluation, landscape analysis, data mapping and governance, and data systems development and management
 - RFP prioritizes implementation of work using racial equity lens, culturally and linguistically responsive methods, familiarity with San Francisco's diversity, and authentic, non-extractive representation in evaluation work.



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Evaluation, Policy, & Communications (EPC) Strategic Priority Updates

- **Policy and Communications**
 - Launched intensive communications and community engagement planning
 - Implemented workgroup, gathered information and feedback through focus groups, surveys, community events, stakeholder listening sessions, key informant interviews, and staff (ongoing)
 - Increased representation of voices from Black, Latino, indigenous, and Pacific Islander communities, multilingual families, and families with children with special needs
 - Will ultimately inform new web site content, ways for parents to engage with DEC lightly or more deeply, marketing and outreach, and partnerships with grantees and other institutions



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2024-2027 Communications and Community Engagement Planning

Process & Key Learnings



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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



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Process



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Process Rooted in Values & Strategy

What guided the community engagement process?

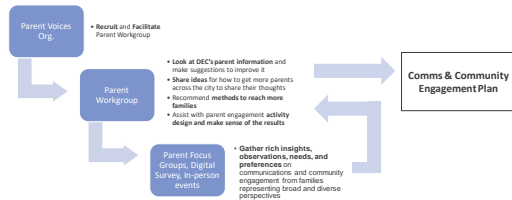
- Desire to carry out what was learned through DEC's strategic planning process
 - ◆ Include and lift up parent voice
 - ◆ Increase transparency and access to information
 - ◆ Increase cultural responsiveness
 - ◆ Engage parents, providers, and grantees as partners
- Genuine interest in parent and system stakeholder perspectives and experiences
- Key Learning Questions
 - ◆ 18 parent learning questions
 - ◆ 7 stakeholder learning questions



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Parent-Led Process



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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



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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.



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Reach



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Reach



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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**.



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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**.



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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.



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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!



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