



COUNCIL AGENDA: 06-02-09
ITEM: 5.3

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

DATE: 05-21-09

SUBJECT: 2009-2014 EARLY CARE AND EDUCATION STRATEGIC PLAN

RECOMMENDATION

As recommended by the Neighborhood Services and Education Committee on May 14, 2009 and outlined in the attached memo previously submitted to the Neighborhood Services and Education Committee, approve *the Early Care and Education Investment in the Future Strategic Work Plan 2009-14*.



Memorandum

TO: NEIGHBORHOOD SERVICES AND
EDUCATION COMMITTEE

FROM: Jane Light

SUBJECT: REPORT ON 2009-14 EARLY CARE
AND EDUCATION STRATEGIC PLAN

DATE: April 27, 2009

Approved

Date

5-4-09

COUNCIL DISTRICT: City-Wide
SNI AREA: N/A

RECOMMENDATION

Staff recommends approval of the *Early Care and Education Investment in the Future Strategic Work Plan 2009-2014* (attachment).

OUTCOME

Continuation of a city-wide plan to increase the availability and quality of early care and education opportunities and to enhance the school readiness of the young children in San José.

BACKGROUND

The City of San José is recognized as an innovative leader in the area of providing quality care and early education opportunities for its youngest residents. Quality early learning experiences are essential for children to be successful in the classroom and beyond.

In 2002, the City adopted the first Early Care and Education Strategic Work Plan. The work plan became the blueprint for increasing the number and quality of early care and education programs in the City. The revision of this plan occurred in 2006 as a two-year plan. This Early Care and Education *Investment in the Future Strategic Work Plan* will move these revised goals and objectives into 2014.

Through the use of these work plans as a guide, the City has celebrated several major accomplishments. The partnership between the Redevelopment Agency, other funders, and the Library Department has resulted in the increase or quality enhancement of 5,495 childcare spaces. Over 250 family childcare providers have graduated from the 10-month Family Child Care Training Program and started or retained their home-based businesses. The annual Smart

Start Conference for early educators, childcare providers, and parents has grown to 500 participants who receive current information on child development and best practices. And the Annual San José Children's Faire, now in its twenty-first year, attracts over 5,000 parents and children and connects families to valuable information about local resources and services.

ANALYSIS

The Early Care and Education Commission coordinated the revision and updating of the *City of San José Early Care and Education Investment in the Future Strategic Work Plan 2006-2008*. The Commission, with the support of staff from the Library's Early Care and Education Services unit, conducted two public input sessions, an online survey, and a stakeholder's input session to gather community comment on the strengths and gaps in services related to early education and childcare in the City. The community input centered on four main themes: 1) the need for more affordable quality early education and childcare spaces, 2) the need for well-trained early educators, paraprofessionals and others who work with young children, 3) the need for easily accessible information about quality programs, and 4) the need to integrate the City's Smart Start Child Care Program Quality Standards with other city, local, state, and national initiatives.

The Commission also gathered current data and statistics from local early education organizations. The 2008 Child Care Needs Assessment conducted by the Santa Clara County Local Early Education Planning Council found that there is currently a gap of 29,806 childcare spaces within the City of San José. The Santa Clara County Partnership for School Readiness research conducted over the past three years has found that less than half of all children entering kindergarten in Santa Clara County are fully ready to learn. The Partnership identified two main areas of concern – language development and self-regulation, both skills that can be developed in quality early education settings.

The public input and the information gathered from local research and statistics were the foundation for the development of the revised *Early Care and Education Investment in the Future Strategic Work Plan 2009-2014*.

The Early Care and Education Commission adopted the following Vision, Mission, Guiding Principles, Strategic Goals and 5-year Objectives.

Vision: All children will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom and to develop to their full potential as lifelong learners.

Mission: Assist families and educators to support the development and well-being of children.

Guiding Principles:

1. Quality early care and education for children birth through age five is an essential stepping stone to success in school and in life. The City of San José supports a comprehensive, effective and affordable early care and education system that serves all San José families with young children.
2. Our diverse families require early care options to meet their needs for infants, toddlers, preschoolers, and children with special needs in all geographic areas

- of San José.
3. All licensed programs, regardless of type, are responsible for meeting quality standards for early care and education. We value and encourage on-going professional development and continuous program assessment and improvement.
 4. Effective advocacy by and on behalf of families is necessary to ensure that quality and affordable care is available to all.
 5. The City has a unique leadership role focused on leveraging public and private resources to capitalize on the positive impact of early care and education.

Strategic Goal Area 1: Increase the number of quality early care and education spaces to meet the diverse needs of San José families.

2014 Outcome: *Increase the number of Smart Start San José certified sites by 50% to 80 sites.*

Objectives:

- Design and implement a voluntary option for early education programs to associate with the Smart Start San José initiative.
- Continue to seek funding to support program quality improvement and recruitment of Smart Start certified sites.
- Work with other City departments, community organizations, and businesses to streamline processes and provide support for those who wish to open childcare and/or early education sites in the City of San José.

Strategic Goal Area 2: Increase the supply of trained early educators by providing and facilitating professional development.

2014 Outcome: *Provide or facilitate training for 2,500 early care and education professionals.*

Objectives:

- Retain current and develop new partnerships with local early childhood organizations to provide training through academic courses, workshops, and conferences.
- Evaluate the effectiveness of the Family Child Care training program including retention services and implement recommendations.
- Provide and facilitate child development training to paraprofessionals, parents and city staff working with young children and their families.
- Promote and expand the Books for Little Hands services to San José licensed childcare and early education sites.
- Promote and expand early educators' ability to support children's language development in both home language and English.

Strategic Goal Area 3: Increase public awareness and advocacy on the importance of quality early childhood experiences.

2014 Outcome: *More than 50% of surveyed San José families will be aware of quality early care and education programs.*

Objectives:

- Support and promote a public education campaign for San José families.
- Develop and implement a community awareness survey and outreach strategy.

NEIGHBORHOOD SERVICES AND EDUCATION COMMITTEE

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Subject: Report on 2009-14 Early Care and Education Strategic Plan

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- Coordinate with community organizations and businesses to provide Month of the Young Child activities.
- Use the resources of the Library such as the library branches and materials to outreach to families with young children.
- Provide San José families with current information about quality early care and education through Smart Start and other outreach services.
- Participate in existing community outreach efforts.
- Provide San José families with information on Smart Start certified sites and how to locate them.

Strategic Goal Area 4: Integrate the City of San José Early Care and Education Strategic Work Plan with city, local, state, and national initiatives to ensure a quality early care and education system.

2014 Outcome: Formal partnerships and collaborations with community organizations, businesses, and funders are established to leverage programs and services for San José families.

Objectives:

- Convene a City of San José Interdepartmental Early Care and Education coordination team representing departments serving young children and their families.
- Align city programs for families with young children with Smart Start program quality standards.
- Identify partnerships and formalize linkages with local business, funders, and organizations to enhance services.
- Generate more than \$500,000 annually in non-general fund monies to support city sponsored early childhood education programs and services.

The City's Early Care and Education Commission and Staff will use this strategic work plan to develop strategies to meet the plan's objectives and goals.

EVALUATION AND FOLLOW-UP

Staff will report annually to the Neighborhood Services and Education Committee on accomplishments and challenges.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**

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- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

This is not applicable.

CEQA

This is not a project.



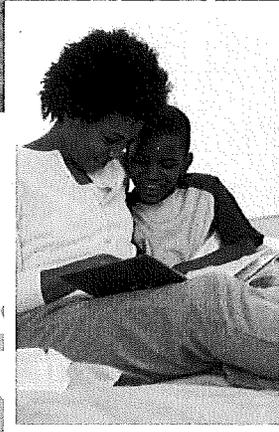
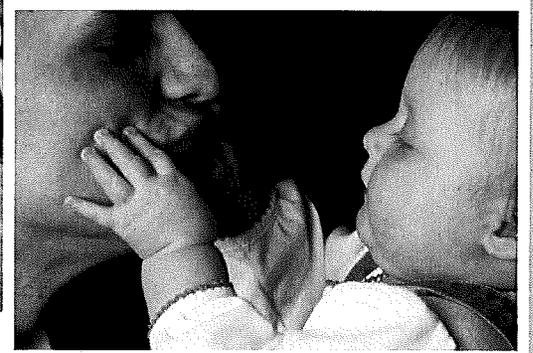
Jane Light

Library Director, Library Department

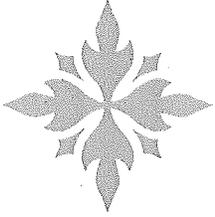
For questions please contact Dawn D. Perry, Manager, Early Care and Education Services at (408) 808-2624.

CITY OF SAN JOSÉ
EARLY CARE AND EDUCATION

INVESTMENT IN THE FUTURE



STRATEGIC
WORK PLAN
2009-2014



City of San José

Mayor Chuck Reed

City Council

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Council Member, District 1

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Council Member, District 6

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Council Member, District 2

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Council Member, District 5

Nancy Pyle

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Debra Figone, City Manager

Jane Light, Director San José Public Library

SAN JOSÉ EARLY CARE AND EDUCATION COMMISSION

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Vice-Mayor Judy Chirco

Council Liaison to the Early Care and Education Commission

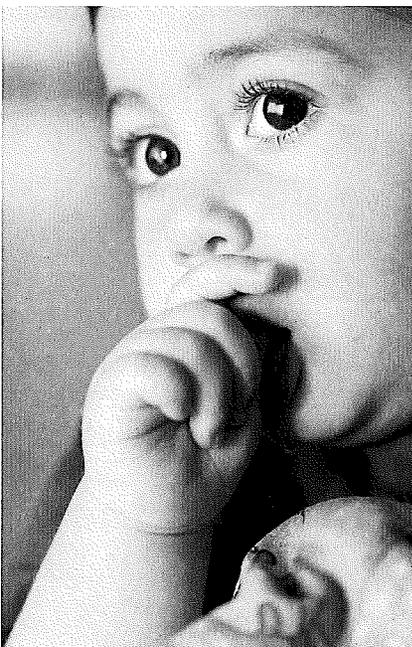
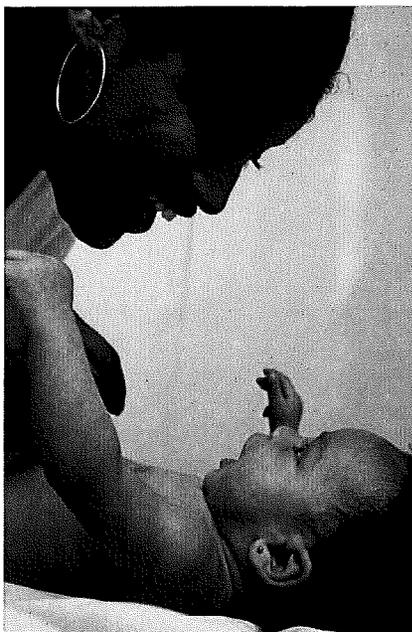
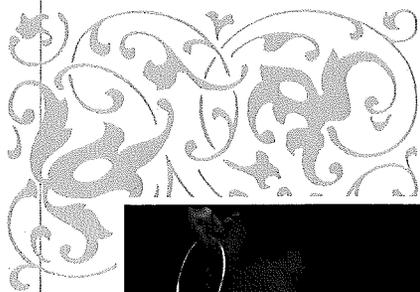
Diana Miller

Aide to Councilmember Judy Chirco

Ben Yurman-Glaser

Policy Analyst, Office of the Mayor

THANK YOU TO STAFF AND COMMUNITY WHO ASSISTED ON THIS PROJECT



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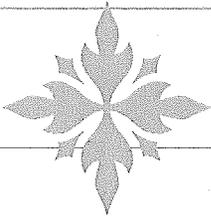
Local Planning Council

Audrey Muñoz

California Preschool Instructional Network

Ana Trujillo

Santa Clara County Office of Education



BACKGROUND

For over twenty years the City of San José has been a leader in ensuring that its youngest residents have access to the opportunities that will provide them with the experiences and support they need to reach their fullest potential both in the classroom and in life. San José is one of the few California cities that have both a commission and staff dedicated to serving families with young children.

The City of San José opened the Office on Child Care in 1988 with the purpose of facilitating the expansion of child care in San José. Within two years, the office recommended that the San José City Council establish the San José Child Care Commission. The office also developed a guide for opening child care businesses in San José, and instituted the Annual San José Children's Faire as part of the nationwide Month of the Young Child public awareness event. The Child Care Commission, now called the Early Care and Education Commission, continues to focus on issues affecting families with young children. The Annual San José Children's Faire continues to draw over 5,000 attendees annually and provide opportunities for local families to connect with valuable community services and resources.

In 1999, the City developed the model Family Care Small Business Assistance program, now called Smart Start San José Family Child Care, to create and retain family child care businesses. This ten-month tuition-free Family Care Training Program was developed for people interested in operating their own family child care homes. In the last five years over 250 participants have completed the program and have either become new business owners or existing business owners have gained new skills. In June 2009, seventy-five participants will graduate. All participants are low-to-moderate income residents and most are women and English language learners.

Initiated in 1999, the Smart Start San José program expands accessible and affordable quality early care and learning facilities in low income areas through redevelopment and grant funds. In order to assure program quality at these sites the City established Smart Start San José Program Quality Standards (Appendix A).

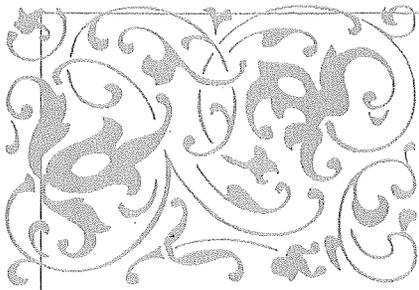
To date, the City of San José and its partners have opened and/or upgraded 53 early care facilities and have created and/or upgraded 5,495 quality spaces in both centers and child care homes. The Smart Start San José program established developmental guidelines for kindergarten readiness, which are outlined in Appendix B, "Smart Start San José: Ready for Kindergarten Content Standards/ Expected Student Skill Areas." All programs receiving funding and support from the City of San José must meet these two sets of standards.

Continuous professional development has been identified as a key element in quality care. In 2005 professional development training was provided through a one day Smart Start San José Conference. 150 early educators and parents attended. The number of attendees is now approximately 500 annually. With the growth of the conference, in 2007, the City began partnering with the Santa Clara County Office of Education to leverage resources and to enhance the quality of the conference.

The conference focuses on new developments and best practices in the field of child development and early education.

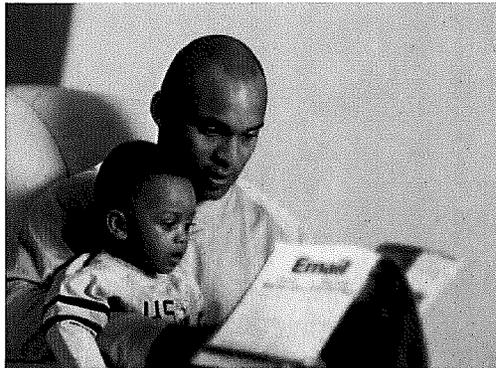
The Early Care and Education Services Unit staff provide services and support to families, early care and education providers, and the community at large. Staff participates in leadership roles in organizations and workgroups at the local, state, and national levels in order to stay abreast of trends and opportunities that will benefit San José children and families.





EXECUTIVE SUMMARY

During his February 8, 2006 State of the City speech, Mayor Gonzalez challenged the City to develop an additional 3,500 early care spaces by 2010. Since 1999, the City has invested more than ten million dollars in facility expansion and renovation, and has contributed to the expansion or renovation of 5,495 quality early care and education spaces at 53 sites. In this plan additional quality child care spaces will be made available by increasing the number of Smart Start San José sites by 50% for a total of 80 sites by 2014. This will be achieved by working with the Redevelopment Agency and other funders to provide grants for facilities and program improvement, by working with existing providers to join the Smart Start San José initiative, by training early education professionals and paraprofessionals, and integrating the goals of this plan with



other city departments that provide services to families of young children.

This Investment in the Future: San José Early Care and Education Strategic Work Plan 2009-2014 continues the work of facilitating the provision of quality early care and education in the City of San José. The plan is divided into four strategic goal areas: increase the number of quality early care and education spaces to meet the diverse needs of San José families, increase the supply of trained early educators by providing and facilitating professional development, increase public awareness and advocacy on the importance of quality early childhood experiences, and integrate the City of San José Early Care and Education Strategic Work Plan with city, local, state, and national initiatives to ensure a quality early care and education system.

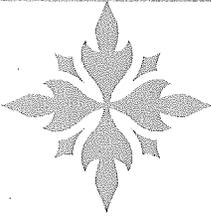
Creating additional child care spaces has been a goal of the City since the program's inception in 1999. By increasing the number of Smart Start San José sites throughout the city not only will this current plan address the need for more spaces, but will also ensure that programs are supported to provide quality early education programs for young children. This will be achieved by developing additional opportunities for childcare programs to join the Smart Start San José initiative.

A consistent challenge with the early education field is recruiting and retaining qualified professionals and adequately training those who work with young children in a variety of settings. This plan addresses this need by actively supporting education and professional development for early educators, childcare providers, and paraprofessionals. Collaborative efforts with local early childhood and education organizations will be developed to provide and facilitate training.

The public should be well informed about early care and education resources that are available to them. The City will partner with other early care and education providers to raise awareness for parents and caregivers in identifying early education programs and aid in their decision making when choosing quality programs. Parents and caregivers will have access to child development and parent education resources.

It is important to not only create child care spaces, but to also ensure that there will be sustained support for quality early care. This plan will be integrated with other local, state, and national initiatives. Partnerships with businesses, funders, and other organizations will be formed to leverage resources to enhance and sustain services.

Through the implementation of this new strategic plan as its guide, the City will continue to strive toward creating opportunities for children and their families so that each child will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom, and to develop to his or her full potential as lifelong learners.



INTRODUCTION



In October 2002 the City's first strategic work plan *Investment in the Future: San José's Early Care and Education Strategic Work Plan 2002-2006* was adopted as the City's blueprint for quality early care and education programs. Initiatives included a commitment to create quality child care spaces by establishing a Smart Start San José facility development fund along with the creation of the Smart Start San José Program Quality Standards. This work plan was revised in 2006 as a two-year plan based on updated information provided by a study commissioned by the City to assess child care needs.

In 2008, the Santa Clara County Local Early Education Child Care Council completed a child care needs assessment for Santa Clara County. As part of their work they provided the City of San José with information on the supply, need, and demand for child care for each zip code area of the city. The study shows that there are currently 282 licensed childcare centers and 959 licensed family child care homes with total available spaces for 27,756 infant through school-age children. Using a tested City Child Care Demand Model developed in Alameda County shows that the demand for child care in San José is for 57,562 spaces leaving a gap of 29,806 spaces.

This assessment provided information on the cost of child care and the impact of that expense on family income. The median household income for a family of four in San José is \$76,769. The average cost of fulltime child care for a family of four with an infant and a preschool age child is approximately \$25,000 annually or 32.6% of the family's income. Over 12,000 eligible children are on the waitlist for subsidized care in San José.

The study also provided information on K-12 enrollment along with school API score, percentage of non-credentialed teachers, and the average parent education level for each school in San José.

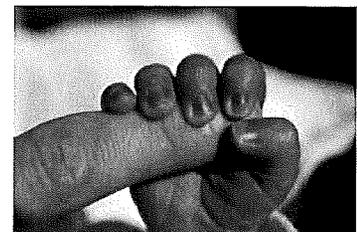
Over the past four years the Santa Clara County Partnership for School Readiness has conducted research on the kindergarten readiness of local children. The research indicates that only half of children enter kindergarten fully ready to learn. The areas of language development and self-regulation are the two areas of development in most need of support. Quality early education is a critical vehicle for providing experiences to strengthen these areas.

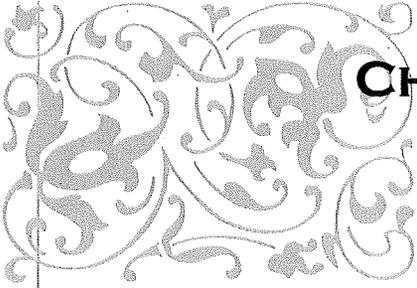
In addition to this study, the City's Early Care and Education Commission conducted two public input sessions, an online survey, and a stakeholders' input session to gather information from the local community and service providers on the strengths and gaps in City services and supports for early care and education. This information was foundational to the formulation of the goals, objectives, and strategies of this plan.

Research continues to confirm that high quality early education can play a critical role in a child's success in school and beyond. Children who have had experience in a quality early education program are less likely to drop out of school, use public assistance, commit crimes, or affiliate with gangs. The City is committed to supporting programs in improving quality and creating accessible and affordable early educational opportunities so that each child will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom, and to develop to his or her full potential as a lifelong learner.

Quality early education is dependent on a supply of fully educated professional staff, teachers, assistants and providers. Educational opportunities, both academic and professional development, is essential for the early education workforce. Through partnerships with education institutions and community organizations the City will provide and facilitate training opportunities for those who work with young children, including paraprofessionals, city staff and parents.

Partnerships with businesses, community leaders, and early care agencies throughout the region will help this strategic plan be successful for the children of San José.



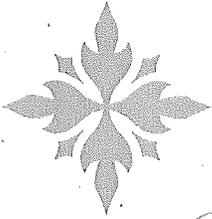


CHALLENGES AND EMERGING TRENDS



Although there has been tremendous growth in the child care industry since 1988, the lack of a coherent infrastructure and insufficient financing has left many families still unable to find accessible, affordable, quality care for their children. The need for quality early care and education impacts every sector of our society: in education and career preparation, in business and economic stability, and in communities striving to become safe and strong. Parents not only want and need stable, secure, care for their children while they are at work, they want quality early education experiences that prepare their children for school and lifelong success. Early education is the nexus where all sectors of our community meet.

- **Parent Education:** It is important to acknowledge that parents are the child's first important teacher. The Early Care and Education Services unit focuses much of its training, workshops and materials on families and caregivers. This is to ensure that learning is continued at home with the family and child.
- **Culture and Language Diversity:** San José is comprised of communities and neighborhoods that represent diverse cultures. Recruitment and retention of trained professionals who reflect the various cultures and languages of the children they serve is important and the ability for early educators to support children's language development in their home language and in English is critical.
- **Access to a Variety of Child Care Choices:** Parents require a variety of early care options to meet their family's needs including child care subsidies. The Early Care and Education Services unit, with the Redevelopment Agency, offers grants to child care providers to build or expand Smart Start facilities. In addition, the unit offers a free, ten-month training program which helps participants operate quality licensed home-based businesses through training that stresses the importance of quality child care and best practices.
- **Support for Child Care Centers and Family Child Care Homes:** Successful centers and homes need the support of their community. Quality programs are essential to providing the enriched experiences young children require to be successful in school. Supporting programs in assessing areas for improvement and providing resources to make effective changes improve child outcomes.
- **Public Awareness and Advocacy:** Families and caregivers are the best advocates for quality programs and resources. Being informed on current child development trends and offerings assist families and caregivers in advocating on behalf of their own children and their communities.
- **Impact of Local Policymakers:** More decisions and policies that impact children and families are being made at the local level. City and County governments, educational institutions, and community organizations are collaborating and leveraging resources and services to positively impact a greater number of children in their local communities. Innovative strategies can provide essential services in a more cost-effective manner.



INVESTMENT IN THE FUTURE:
CITY OF SAN JOSÉ EARLY CARE AND EDUCATION
STRATEGIC WORK PLAN 2009-2014

Vision

All children will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom, and to develop to their full potential as lifelong learners.

Mission

Assist families and educators to support the development and well-being of children.

Guiding Principles

Quality early care and education for children birth through age 5 is an essential stepping stone to success in school and life. The City of San José supports a comprehensive, effective and affordable early care and education system that serves all San José families with young children.

Our diverse families require early care options to meet their needs for infants, toddlers, preschoolers and children with special needs in all geographic areas of San Jose.

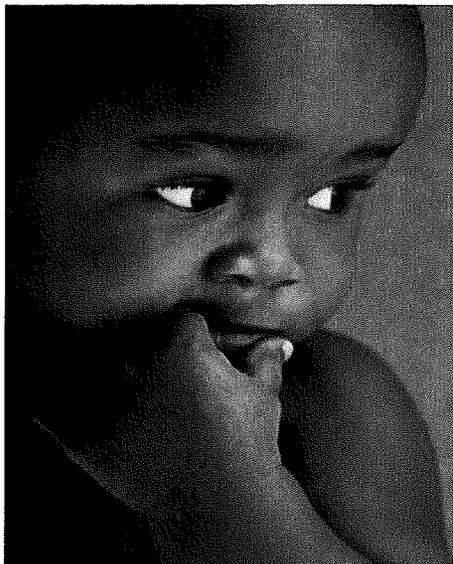
All licensed programs, regardless of type, are responsible for meeting quality standards for early care and education. We value and encourage on-going professional development and continuous program assessment and improvement.

Effective advocacy by and on behalf of families is necessary to ensure that quality and affordable care is available to all.

The City has a unique leadership role focused on leveraging public and private resources to capitalize on the positive impact of early care and education.

STRATEGIC GOAL AREA 1

Increase the number of quality early care and education spaces to meet the diverse needs of San José families.



The long-range goal of the City of San José is that every child will enter kindergarten ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom and to develop to his or her full potential as a lifelong learner. Currently there are not enough high quality early care and education spaces available for the children of San José. To help address this shortfall, the City and the San José Redevelopment Agency will dedicate funding to expand the number of spaces by making grants to child care providers for facility construction and renovation and program quality improvement. Additionally, the City will vigorously pursue additional funding, as well as look to leverage its investment as effectively as possible, so that the demand for early care and education can be met city-wide. The City will seek to work with Santa Clara County, school districts, businesses, current providers and others to meet the need.

2014 Outcome: *Increase the number of Smart Start San José certified sites by 50% to 80 sites.*

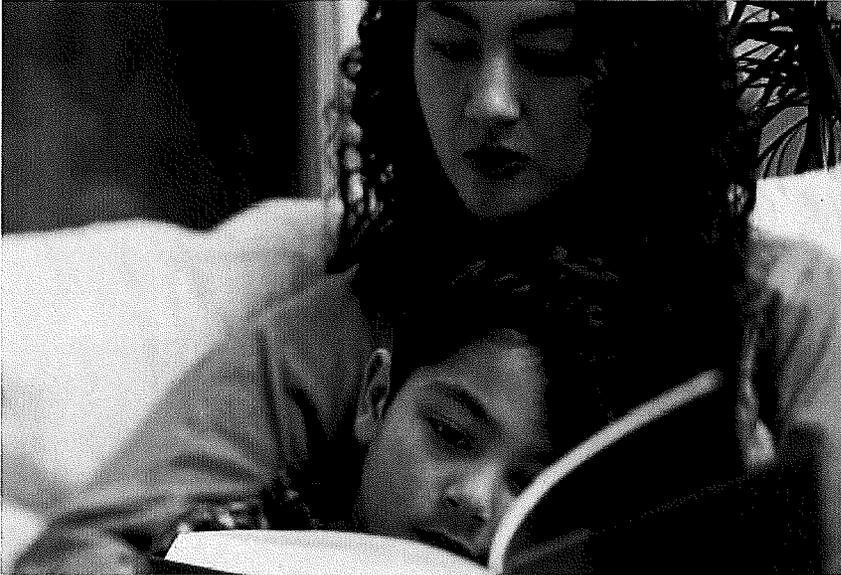
Objectives:

- Design and implement a voluntary option for early education programs to associate with Smart Start San José initiative.
- Continue to seek funding to support program quality improvement and recruitment of Smart Start certified sites.
- Work with other City services, community organizations, and businesses to streamline processes and provide support for those who wish to open childcare and/or early education sites in the City of San José.

- 2009-10 Strategies:
- Develop policies and procedures for voluntary option for Smart Start San José affiliation.
 - Identify 1-2 new partnerships and/or funding streams and apply as appropriate.
 - Meet with Planning and other City department staff to facilitate the permitting and inspection of childcare sites.

STRATEGIC GOAL AREA 2

Increase the supply of trained early educators by providing and facilitating professional development.



The long-range goal of the City of San José is that there will be adequate numbers of fully-trained early care and education professionals to meet the need. This will be achieved through partnerships with institutions of higher learning, resource and referral agencies and other training organizations. The City will also facilitate training for parents, paraprofessionals, and city staff who work with young children.

2014 Outcome *Provide or facilitate training for 2,500 early care and education professionals.*

Objectives:

- Retain current and develop new partnerships with local early childhood organizations to provide training through academic courses, workshops, and conferences.
- Evaluate the effectiveness of the Family Child Care training program including retention services and implement recommendations.
- Provide and facilitate child development training to paraprofessionals, parents, and city staff working with young children and families.
- Promote and expand Books for Little Hands services to San José licensed childcare and early education sites.
- Promote and expand early educators' ability to support children's language development in both home language and English.

2009-10 Strategies:

- Identify three new partners to provide training for Smart Start Family Child Care Training Program and annual Smart Start Conference.
- Analyze pre- and post- assessment of Smart Start Family Child Care Training participants to determine behavior and knowledge growth and to identify gaps in curriculum.

STRATEGIC GOAL AREA 3

Increase public awareness and advocacy on the importance of quality early childhood experiences.



The long-range goal of the City of San José is that the public will be well informed about the long-term positive impact of quality early care and education on children. The City of San José will work with other early care and education initiatives and organizations to outreach to the community with current and understandable information and identify the means to disseminate that information.

2014 Outcome *More than 50% of surveyed San José families will be aware of quality early care and education programs.*

Objectives:

- Support and promote a public education campaign for San José families.
- Develop and implement community awareness survey and outreach strategy.
- Coordinate with community organizations and businesses to provide Month of the Young Child activities.
- Use the resources of the San José Public Library such as library branches and materials to outreach to families with young children.
- Provide San José families with current information about quality early care and education through Smart Start and other outreach services.
- Participate in other existing community outreach efforts.
- Provide San José families with information on Smart Start certified sites and how to locate them.

2009-10 Strategies:

- Link with organizations such as Kaiser, All-Stars, First 5, PBS/KQED, Childhood Matters, and Stand for Children to produce a public education campaign.
- Identify and engage expanded resources to publicize the Children's Faire.
- Review Children's Faire content and evaluations to ensure engaging and educational activities for families.
- Identify and support community events that support community awareness of quality early education.
- Provide easy access to Smart Start San José website with links to Smart Start certified sites.

STRATEGIC GOAL AREA 4

Integrate the City of San José Early Care and Education Strategic Work Plan with city, local, state, and national initiatives to ensure a quality early care and education system.



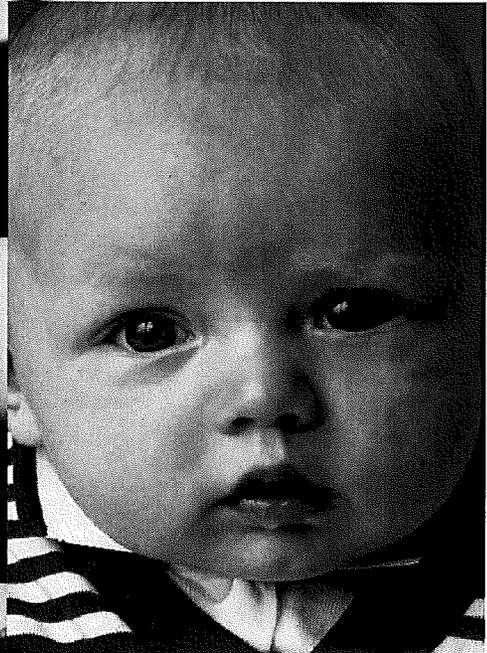
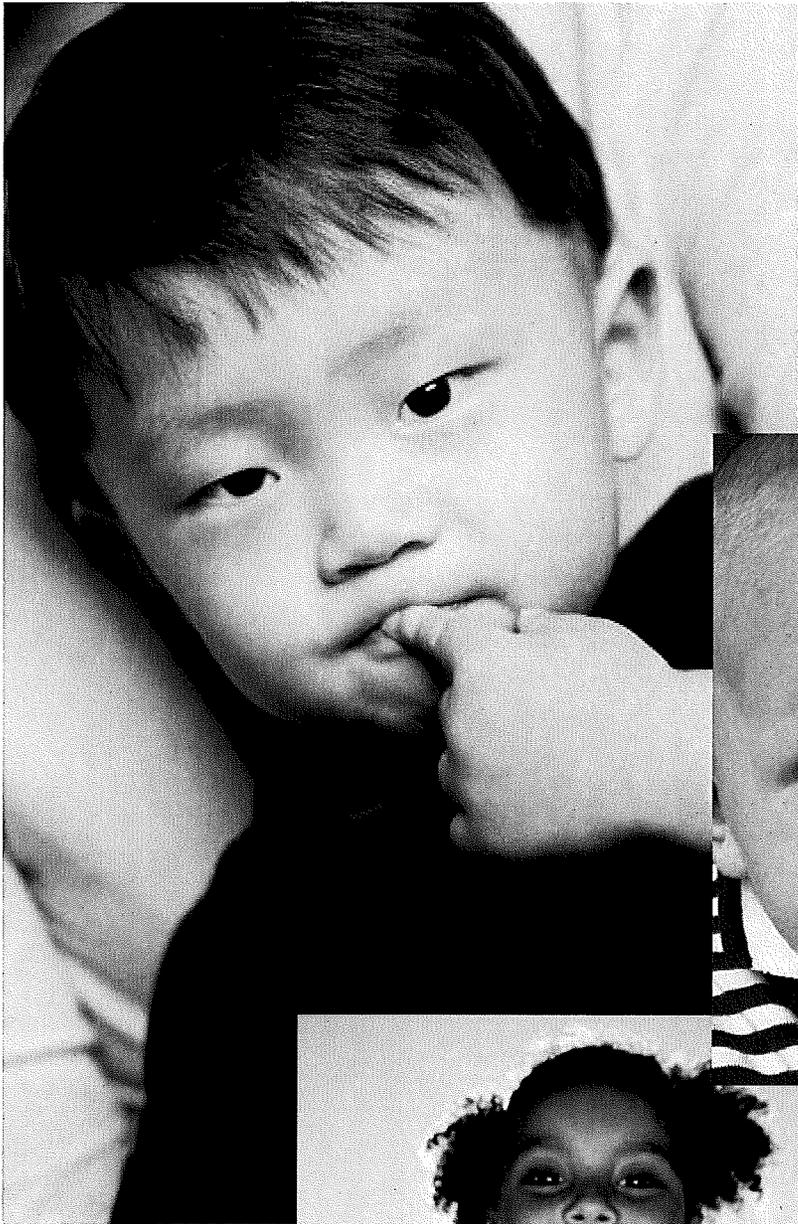
The long-range goal of the City of San José is that there will be adequate support for early care and education services in San José. The City will achieve this goal by engaging community stakeholders and representatives from the business, education, parents, faith and public and private sectors. The focus will be on identifying and leveraging both financial and non-financial resources to support early care and education expansion and sustainability.

2014 Outcome *Formal partnerships and collaborations with community organizations, businesses, and funders are established to leverage programs and services for San José families.*

- Objectives:**
- Convene a City of San José Interdepartmental Early Care and Education coordination team representing departments serving young children and their families.
 - Align city programs for families with young children with Smart Start program quality standards.
 - Identify partnerships and formalize linkages with local business, funders, and organizations to enhance services.
 - Explore opportunities to integrate Smart Start San José Child Care Program Quality Standards with initiatives such as those from the Santa Clara County Preschool Planning Workgroup and California Early Learning Quality Improvement System Advisory Committee.
 - Generate more than \$500,000 annually in non-general fund monies to support city sponsored early childhood programs and services.

2009-10 Strategies:

- Increase communication and enhance services for young children and children with special needs.
- Identify city programs that serve young children that could align with Smart Start Program Quality Standards.
- Using a pilot program, educate and support adoption of Smart Start Program Quality Standards by another city program.
- Identify 1-2 new partnerships and funding streams and apply as appropriate.



Appendix A:

Smart Start San José Program Quality Standards

Using established and generally accepted standards of program quality as a foundation,
all Smart Start San José Programs will demonstrate:

- Regular communication with local elementary schools
- A curriculum that meets kindergarten readiness criteria and use of a recognized kindergarten readiness assessment tool
- Ongoing parent participation
- Access to computers and technology for children
- Cultural competency, diversity, and equity
- An inclusive environment that meets the needs of individual children who are at risk or have identified special needs

Program operators must have the ability to meet these measures of quality and be reviewed
and validated on a regular cycle to assure compliance.

Appendix B:

Smart Start San José Ready for Kindergarten Content Standards/ Expected Student Skill Areas

Physical (Gross/ Fine) Motor Skills

- Jumps forward with 2 feet together
- Hops on either foot
- Catches and throws a large ball
- Touches left foot to right hand and right foot to left hand
- Walks on a straight line
- Runs/can change direction without stopping
- Holds scissors using correct grip to cut paper
- Uses writing tools smoothly
- Grasps and uses manipulative materials
- Negotiates with peers, using language during play
- Cleans up after self
- Takes care of own needs
- Takes care of materials (school/ personal)
- Shows initiative, is self-directed in familiar situations
- Separates for adult(s)
- Uses project supplies appropriately

Appendix B (*continued*)

Smart Start San José Ready for Kindergarten Content Standards/ Expected Student Skill Areas

Social Skills

- Plays cooperatively with peers
- Shares materials
- Handles routines independently
- Participates in group settings
- Follows simple verbal directions

Cognitive Skills

- Recognizes and writes (first) name
- Recognizes at least 10 (ten) letters
- Conveys a complete thought in his/ her speech (uses complete sentences)
- Responds appropriately to a simple question
- Relates a personal experience in logical order
- Participates in shared reading experiences
- Demonstrates a sense of rhythm and rhyme through music and movement activities
- Supplies a response in a simple rhyme
- Shows an (independent) interest in books
- Holds a book appropriately
- Identifies front of a book
- Distinguishes between letters and numerals
- Demonstrates left-to-right and top-to-bottom awareness when using books
- Shows an interest in writing
- Differentiates between self and others
- Understands the connection between self and family
- Recognizes basic safety rules
- Uses personal hygiene skills
- Responds to simple questions
- Accurately counts objects to 10
- Rote counts 10-20
- Recognizes and identifies numerals 1 – 10 when out of sequence
- Identifies (4) basic shapes
- Identifies (9) basic colors
- Sorts by color and/or one attribute
- Participates in group graphing activities
- Reproduces a visual pattern
- Names a simple pattern
- Names what comes next in a simple pattern
- Shows an awareness of “special days” and the passage of time
- Identifies basic body parts
- Links body parts with the appropriate senses
- Demonstrates at least 10 basic concepts (up, down, in front of, behind, next to, some, all, none, more)

SMART START SAN JOSÉ CERTIFIED SITES

Child Care Center Sites

Action Day Nurseries	MACSA
Almaden Elementary Pre-K	McKinley Elementary Head Start Program
Anne Darling Elementary	Mt. Pleasant Elementary (Barbara Marlatt Early Learning Center)
Christopher Elementary Pre-K	My Little University Preschool & Child Care
De Colores Children's Center	Olinder Elementary School
Eastside Union HS Dist. Yerba Buena	Overfelt H.S. Children's Center
Evergreen Valley H.S. CDC	Primary Plus Preschool
Estrella Family Services (Gardner Elementary)	Paseo Center at Charities Housing
Genesis Preschool	Rosemary Elementary School (Even Start)
Hillsdale Elementary (JM Dahl Head Start)	San Antonio Head Start
K's Quality CDC	San José Day Nursery
Kidango (7 Centers in the Alum Rock Area)	SJB Child Development Centers (6 sites)
Kiddie Academy	Shirakawa Elementary Head Start at Wool Creek
Kiddie Kollege	Stipe Elementary School Pre-K
Kids Park	Tomorrow Montessori
Luther Burbank CDC	Washington Elementary Pre-Kindergarten

Family Child Care Sites

Carousel Child Care	Maria's Family Child Care
De Colores Home Child Care	Nguyen's Home Childcare
Gaby's Creative Minds Daycare	Sandra Mendoza Family Child Care
Ledezma's Day Care	Tammy's Family Child Care
Little Steps Family Child Care	



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Website: www.smartstartsanjose.org