



Memorandum

TO: ALL CHILDREN ACHIEVE
COMMITTEE

FROM: Sara L. Hensley

SUBJECT: UPDATE ON THE EARLY CARE
AND EDUCATION MASTER PLAN

DATE: 02-25-04

Approved

Date

PURPOSE

The purpose of this memorandum is to provide the All Children Achieve Committee (ACAC) with a status report, listing accomplishments and progress relevant to implementation of Year 2 of the City of San José's Early Care and Education Strategic Work Plan: *Investment in the Future 2002-2006*.

BACKGROUND

On October 1, 2002, the new Early Care and Education Strategic Work Plan: *Investment in the Future 2002-2006* (Work Plan) was adopted by the City Council. The Work Plan identifies five strategic goal areas that detail the strategy to achieve the City's vision. They are:

1. Increase the number of accessible, affordable, quality early care and education spaces to meet the needs of San José families;
2. Facilitate the education and professional development on how to start, operate, and/or work in high-quality early care and education programs;
3. Create a public campaign to inform the public about early care and education options and issues;
4. Increase political and community advocacy for early care and education; and
5. Integrate the City of San José's Early Care and Education Strategic Work Plan with local, state and national initiatives in order to leverage and increase resources and ensure a comprehensive service delivery system.

Year 2 – Early Care and Education Status Report and Accomplishments

The following are the Early Care and Education Strategic Work Plan achievements realized between the period of October 2003 and March 2004

Strategic Goal Area I - Increase the number of accessible, affordable, quality early care and education spaces to meet the needs of San José families

- To date, Smart Start San José has successfully opened 1,338 new quality early care and education spaces in San José.
- 40 new quality early care and education spaces were created this reporting period.
- Scheduling the grand opening of the new Smart Start San José program at K's Quality Children's Center (opened February 2004 with 40 new pre-kindergarten spaces).
- See Attachment A for status of current and future Smart Start San José programs.

Strategic Goal Area II - Facilitate the education and professional development on how to start, operate, and/or work in high-quality early care and education programs;

- 13 of the 25 recipients of the Mini-Micro Loan/Grant program have completed their projects and will have loans converted to grants after successful completion of compliance review and passing of their program quality assessment.
- 35 participants are enrolled in the City's Smart Start San José Family Child Care New Business Creation component. Training is provided by U.C. Davis at no cost to the participants.
- The City of San José co-sponsored the Comprehensive Health in Early Care and Education Conference held at Mission College on Saturday, November 8, 2003. Over 300 attendees received 8 hours of Professional Development credit for their participation.

Strategic Goal Area III - Create a public campaign to inform the public about early care and education options and issues;

- On January 15th, San José participated in a National League of Cities teleconference. The topic discussed was "*Launching Early Care and Education Public Awareness Campaigns.*"
- On January 26th, staff launched the Smart Start San José "You Paid It, Now Claim It!" Child Care Tax Credit and Education Campaign with a press conference featuring Mayor Ron Gonzales and Congressman Mike Honda. The intent of this city-wide campaign is to increase the general public's awareness about the child care tax credit.
- The Smart Start San José initiative received both print and television coverage for the press conferences to announce the receipt of the Knight Foundation Grant and Child Care Tax Credit campaign.

Strategic Goal Area IV - Increase political and community advocacy for early care and education; and

- Assisted the Franklin McKinley Education Foundation in an application for a grant award through the Knight Foundation. FMEF will use this \$500,000 award to support the Smart Start San José Kindergarten Readiness component.
- Received a \$400,000 federal appropriation through Senator Barbara Boxer's office to support the implementation of the Early Care and Education Strategic Work Plan. The scope of this grant will be developed by May 2004

Strategic Goal Area V - Integrate the City of San José's Early Care and Education Strategic Work Plan with local, state and national initiatives in order to leverage and increase resources and ensure a comprehensive service delivery system

- Deborah Simon, Program Manager, was selected by the Local Early Care and Education Planning Committee to be their representative on FIRST 5 Santa Clara County's School Readiness Committee.
- Participated in a local workshop sponsored by the David and Lucile Packard Foundation, hosted by Preschool California. The goal of Preschool California is to put Universal Preschool on the 2006 State ballot.

NEXT STEPS

Continuing efforts by PRNS staff towards accomplishing the strategic goals include:

- PRNS, in partnership with United Way's Success by 6, the Children's Discovery Museum and the San Jose Public Library are exploring a funding opportunity through the Santa Clara County FIRST 5 Commission. If awarded, the grant will fund services promoting early reading literacy.
- Continuing to explore the feasibility of merging Early Care and Education Services with the Library's literacy programs - the goal being to streamline services and achieve General Fund savings.
- Given the decrease in RDA funds to construct new Smart Start San Jose sites, staff will develop a strategy that will convert existing early care and education programs into programs that meet the City's Smart Start San Jose quality standards, thus enhancing the quality of current spaces.
- Developing a strategy to *brand* the Smart Start San José logo as San José's symbol of program quality. This strategy includes the development of a poster that provides information on program quality indicators to be distributed throughout San José.
- Hosting the Annual Children's Faire in Guadalupe Meadows in front of the Children's Discovery Museum on Saturday, April 17, 2004.

COST IMPLICATIONS

There is minor general fund impact associated with coordination of the Children's Faire (001-64-228300). The funds are included in the base budget and partially supported by revenue. An additional \$12,000 is generated through sponsorships and booth rentals.

COORDINATION

This report was prepared in coordination with the City Attorney's Office.

SARA L. HENSLEY
Director of Parks, Recreation
and Neighborhood Services