

INVESTMENT IN THE FUTURE: EARLY CARE AND EDUCATION STRATEGIC WORK PLAN
YEAR ONE
2002 – 2003 ACCOMPLISHMENTS

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

Year One Objective(s)	FY 2002 – 2003 Accomplishment(s)
A. Create 220 new early care and education spaces.	<ol style="list-style-type: none"> 1. 225 new quality early care & education spaces created in centers. 2. 104 new quality early care & education spaces created through opening 13 new Family Child Care home businesses
B. Identify locations in need of expanded early care and education space.	<ol style="list-style-type: none"> 1. Geo-mapped the location of early care and education centers and family child care homes in the City of San José.
C. Establish the San José Smart Start San José Facility Development Fund.	<ol style="list-style-type: none"> 1. PRNS and RDA have agreed on a process to transfer funding from RDA to PRNS. The recent State Budget crisis has resulted in all RDA funding being suspended until the State Budget is adopted.
D. Implement the Downtown San José Child Care Strategy.	<ol style="list-style-type: none"> 1. The Downtown Child Care Strategy is included in programs identified to be funded through RDA in Cycle I (FY 2002 - 2004) of the Facility Expansion Strategy.
E. Ensure that Smart Start San José Facilities meet Program Quality Standards.	<ol style="list-style-type: none"> 1. Not implemented. Will hire staff in Year Two to meet this objective.
F. Streamline the Use Permit Process for child care facilities and develop user-friendly information explaining the process.	<ol style="list-style-type: none"> 1. The Early Care and Education Commission worked with the Department of Planning, Building, and Code Enforcement to revise Council Policy 6-14 Child Care Guidelines adopted by City Council June 24, 2003. 2. Development of user-friendly information is an objective in the Year two Strategic Work Plan.
G. Implement School Readiness Strategy.	<ol style="list-style-type: none"> 1. Not implemented. Will hire staff in Year Two to meet this objective.
H. Develop strategy to meet the City of San Jose's employee child care needs.	<ol style="list-style-type: none"> 1. Not implemented. Will develop strategy in Year Two.

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Strategic Goal Area II: Facilitate education and professional development in high-quality programs

Year One Objective(s)	FY 2002 – 2003 Accomplishment(s)
A. Develop partnerships with training organizations.	1. Collaborated with WestEd, San José City, Evergreen, and Mission Community Colleges to provide education and training to early educators.
B. Define education and training in qualifiable and quantifiable terms.	1. The Early Care and Education Commission adopted: <ul style="list-style-type: none"> • Definitions for Professional Development and Professional Growth, • Definition for School Readiness.
C. Focus on providing education and professional development in at least two of the following areas: <ul style="list-style-type: none"> • Children with special needs • Technology in the classroom • Center and family child care home business start-up • Early Childhood Rating Scale • Multilingual and multicultural family needs • Identifying characteristics of a quality program • Parents in the classroom. 	1. The City of San José provided education and training to early care and education professionals through conferences and workshops including: <ul style="list-style-type: none"> • <i>Expanding the Foundation for Success-21st Century Early Care and Education 5th Annual Best Practices Conference,</i> • <i>ABC's of Assessment – Tools for Supporting children's School Readiness,</i> a workshop, and • <i>Kids and Computers – A Trainer of Trainers</i> on using the KidSmart Early Learning (computer) Program. 2. 467 early care & education providers received education and training in professional growth and development through programs offered by the City of San José and its partners.
D. Formalize relationships with the San José Public Library to support reading readiness and jointly provide a Citywide training for early care and education providers.	1. PRNS and the Library are coordinating efforts to support expansion of <i>Books for Little Hands</i> . 2. The Public Library participated as a partner in hosting the conference, <i>Expanding the Foundation for Success-21st Century Early Care and Education 5th Annual Best Practices</i> .

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Strategic Goal Area III: Create a public awareness campaign about early care & education

Year One Objective(s)	FY 2002 – 2003 Accomplishment(s)
A. Establish baseline for performance measurements.	Not implemented. This Objective was deleted.
B. Identify programs that assist families with early care and education costs and recognize quality programs with incentives.	<ol style="list-style-type: none"> 1. The Family Services Broker is working with families at select Smart Start San José programs. Staff has developed an ongoing database of family resources in San José. 2. 209 families with children enrolled in Smart Start San José centers received services from the Family Services Broker who provided assistance to help meet individual family needs such as: dental and health care, employment development, affordable housing, rehabilitation training, transportation, parenting classes, mental health counseling, and access to educational literature.
<p>C. Identify and create vehicles with incentives such as tax credits and subsidy.</p> <p>D. Market program quality standards through widespread use of the Smart Start San José Logo.</p>	<ol style="list-style-type: none"> 1. Outreach/marketing plan developed for widespread dissemination of information on early care and education options and issues to the general public. 2. Smart Start San José was featured in presentations at workshops and conferences. The name is being recognized as is evident by inquires from the YMCA, Genesis Preschool and Kaiser Permanente on how they can become Smart Start San José Programs.
E. Develop and/or support a uniform message regarding the value and need for early education for all children.	1. The City of San José and other early care and education stakeholders are collaborating on the development of a uniform message. The City of San José, the Santa Clara County Partnership for School Readiness and the Local Early Education Council have agreed on a uniform definition of school readiness and Professional Growth and Development in the early education field.
F. Use the Month of the Young Child celebration to acknowledge child care champions and promote awareness of quality early care and education options	1. Celebrated the first Smart Start San José Program Award as part of San José's annual Month of the Young Child Outstanding Contributor to Child Care Awards and celebration.

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Strategic Goal Area IV: Increase political and community advocacy

Year One Objective(s)	FY 2002 – 2003 Accomplishment(s)
A. Identify barriers to universal access and to the expansion and stability of early care and education.	1. Advocacy implemented by the San José Early Care and Education Commission includes: support for various legislative proposals, increasing its 11 member body to 13 to encourage greater diversity, and hosting a Public Hearing to present the 2002 - 2003 Early Care and Education Strategic Work Plan and to gather public input about future priorities for implementation.
B. Generate \$500,000 to support early care and education programs.	1. \$99,350 received from the Federal Grant Administration for Children and Families in support of the San José Child Care Tax Credit Education and Support Program. 2. City staff, in coordination with the Office of the Mayor, completed a proposal requesting \$750,000 from the Department of Health and Human Services to support implementation of the City’s Strategic Work Plan.
C. Participate in local, state and national efforts to increase wages and benefits for early care and education professionals.	1. Aligned City of San Jose’s definition of professional growth and development with the WestEd CARES Matrix to assure that programs provided by the City allow participants to qualify for professional growth and academic stipends.

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Strategic Goal Area V: Integrate the Work Plan with initiatives to increase resources/ensure a comprehensive service delivery system

Year One Objective(s)	FY 2002 – 2003 Accomplishment(s)
<p>A. Identify local, state and national initiatives that support early care and education programs.</p> <p>B. Formalize linkages with identified initiatives.</p>	<p>1. The City of San José Office on Early Care and Education Services is continuing its work with community organizations and agencies to leverage resources and reduce duplication. Currently the Office works with: United Way of Silicon Valley, Santa Clara County Partnership on School-Readiness, Local Early Education Planning Council, Santa Clara County Office of Education, Santa Clara County Public Health Consortium, WestEd - Institute for Early Childhood Professional Development, First 5 of Santa Clara County, 4C's Council, Community Colleges in Santa Clara County, Silicon Valley Economic Development Corporation, and local school districts.</p> <p>2. Participated in the National Smart Start Conference held in North Carolina.</p>
<p>C. Involve businesses, the faith community, schools, and community-based organizations in the City's early care and education initiatives.</p>	<p>1. PRNS/Office on Early Care and Education Services will re-convene the Smart Start San José Advisory to oversee the program implementation and to assure broad-based community input.</p>

In addition, PRNS Office on Early Care and Education/Smart Start San José:

- received two awards this past year: Senator Barbara Boxer's Excellence in Education and the 2002 California Community Partnership Awards.
- was featured in several noted publications: San José California: Establishing Quality Standards, National League of Cities' Institute for Youth, Education and Families, City Hall as Catalyst, *how a mayor can help improve education*; Education Week (volume 22 number 27), Giving Kids an Early Edge, *Smart Start Program sets stage for Kindergarten success*, San José Mercury News, Thursday, February 20, 2003.
- was featured in a presentation made by Deputy City Manager, Jim Holgersson at the National League of Cities Conference in June 2003.
- was the featured article in the February 20, 2003 edition of the San José Mercury News Valley Section entitled, Giving Kids an Early Edge; Smart Start Program Sets the Stage for Kindergarten Success.