



Memorandum

TO: ALL CHILDREN ACHIEVE
COMMITTEE

FROM: Jane Light

SUBJECT: EARLY CARE AND EDUCATION
STRATEGIC PLAN

DATE: September 28, 2006

Approved

Date

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

That the Committee accepts the 2006-2008 Early Care and Education Strategic Work Plan.

OUTCOME

Action taken by this Committee will allow the San José Early Care and Education Strategic Work Plan to be implemented.

BACKGROUND

The first San José Early Care and Education Strategic Work Plan was created in 2002, and spanned five years, to 2006. The plan included the creation of child care spaces through grants, coordination and training for education professionals, public awareness of early care options, increased public support for early care programs and a seamless early care and education service delivery system.

The City of San José Early Care and Education Commission serves as an advisory body to the City Council and the Library Department on matters of importance to children of San José ages 0-5. The Early Care and Lifelong Learning unit of the Library works with the Commission to achieve the goals put forth in the strategic work plan.

In 2005 the City contracted with the Godbe Research Group to conduct a childcare study to assess the existing and future needs for early care services in the city of San José. The study found that approximately 43 percent of households use childcare on a regular basis and need care from a licensed provider outside of the home. Through research and surveys of families and child care providers it was concluded that with the current level of early care services, the City

would be unable to meet future needs expected with the continued rate of the area's population growth. By 2010, there will be 64,568 households in San José with children under the age of 5. That translates to 90,543 children who will have childcare needs. These needs will be provided by a parent or a close relative, non-licensed providers and licensed providers. The study estimates a shortage of 4,636 spaces.

The 2006-2008 plan creates a framework to continue the development and growth of effective early care in San José.

ANALYSIS

The 2006-2008 plan was formed with the input of various stakeholders, including the Early Care and Education Commission, First Five of Santa Clara County, National Hispanic University, the E3 Institute, and the Children's Discovery Museum, among others. City staff also provided input.

The vision statement from the first plan has been expanded to reflect the various developmental building blocks required within the early years. The new statement reads: *All children will enter school ready to learn with the physical, social, emotional and cognitive foundations, to ensure success in the classroom, and to develop to their full potential as lifelong learners.*

There are four goals outlined in the Early Care and Education Strategic Work Plan:

1. Increase the number of quality early care and education spaces to meet the diverse needs of San José families.
2. Facilitate education and professional development to recruit and retain educators to work in high quality early care and education programs.
3. Increase public awareness of quality early care and education through links to early care and education resources.
4. Increase political and community advocacy for early care and education services through coordinated efforts with local, regional, state and national groups and initiatives.

After this proposed plan is accepted, the Early Care and Education Commission, and the staff of the Early Care and Education unit will prepare their annual detailed work plan using this document as the framework.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
(Required: Website Posting)

- Criteria 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)**
- Criteria 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)**

This item does not meet any of the above criteria.

COORDINATION

Report was coordinated with the San José Early Care and Education Commission.

COST SUMMARY/IMPLICATIONS

Costs for most programs will be absorbed in the library budget.

CEQA

Not a project.

Jane Light
Director, San José Public Library

For questions please contact Carol Frost, Supervising Librarian at 808-2048.

A close-up photograph of a hand holding a bright yellow flower with multiple petals. The background is softly blurred, showing what appears to be a person's face in profile. The overall tone is warm and hopeful.

Investment in the Future:

San José's Early Care and Education
Strategic Work Plan
2006-2008

City of San José
Mayor Ron Gonzales

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San José Public Library

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Judy Chirco
Council Liaison to the Early Care and Education Commission

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Strategic Work Plan Committee

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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 1998, the City has invested more than ten million dollars in facility expansion and renovation, and has contributed to the expansion or renovation of 3,166 quality early care and education spaces. In this plan 3,500 additional child care spaces will be available for 4,000 children by 2010. This will be achieved by working with the Redevelopment Agency in providing grants, by working with existing providers to join the Smart Start San Jose centers, by training professionals, and by developing policy recommendations to provided incentives for child care businesses.

This 2006-2008 *Investment in the Future: San José Early Care and Education Strategic Work Plan* continues the work of quality early care 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, facilitate education and professional development to recruit and retain educators to work in high quality early care and education programs, increase public awareness of quality early care and education through links to early care and education resources, and increase political and community advocacy for early care and education services through coordinated efforts with local, regional, state and national groups and initiatives.

Creating additional child care spaces has been a goal of the City since the first strategic plan was created. Not only will this current plan address the need for more spaces, but will also help parents identify quality care for their children. This will be achieved by developing community resources and partnering with regional agencies.

A consistent challenge with the early education field is recruiting and retaining quality professionals. This plan addresses this need by actively supporting education and professional development. Economic incentives will be sought for educators. Collaborative efforts will develop a more focused effort to recruit new professionals in the field. Hands on training experiences will be coordinated with partnerships with key community stakeholders, such as the Children's Discovery Museum.

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 make parents and caregivers aware of the standards of quality programs and how to locate quality programs, including Smart Start San José centers. 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 increase political advocacy through coordinated efforts with businesses and local, regional, state and national groups and initiatives. Stakeholders will engage in efforts to impact public policy that affects quality child care.

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

“There is a child care crisis in the City of San José,” declared Mayor Ron Gonzales in his February 6, 2002, State of the City speech.

In October 2002, in response to Mayor Ron Gonzales’ State of the City speech, *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 and establishing a Smart Start San José Facility Development fund, helping centers to adhere to the Smart Start standards.

In 2005, the City of San José contracted with Godbe Research to conduct a child care study to assess the existing and future needs for early care services in the city of San José. The study found that approximately 43 percent of households use child care on a regular basis and need care from a licensed provider outside of the home. Through research and surveys of families and child care providers it was concluded that with the current level of early care services, the City would be unable to meet future needs expected with the continued rate of the area’s population growth. By 2010, there will be 64,568 households in San José with children under the age of 5. That translates to 90,543 children who will have child care needs. These needs will be provided by a parent or a close relative, non-licensed providers and licensed providers. The study estimates a shortage of 4,636 spaces.

Parents often need help in evaluating their choices for child care, whether it is with non-licensed care or with a licensed provider. The City is committed 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. This includes developing parent resources for child development, parent education and quality early care center resources.

Research shows there is an inadequate supply of fully educated professional staff, teachers, assistants and providers. Discouraged by low wages, men and women are not electing to enter the early care and education field. As a result, the City is working to build new early care centers, upgrade existing centers, and train and educate early care 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.

Background

The City of San José opened an 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 started the annual Children’s Faire as part of the nationwide Month of the Young Child public awareness event.

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. A ten-month tuition-free Family Care Training Program was developed for people interested in operating their own family child care homes. Approximately 45 people complete the program each year, and constitute a blend of new business owners and existing owners who were looking to gain new skills. In 2006, the new business creation component graduated 45 clients, creating 25 new businesses and 20 retention services clients, creating 18 new businesses.

Initiated in 1999, the City’s Smart Start San José program became Mayor Ron Gonzales’ first early care and education proposal with a vision that all children will enter school ready to learn with the physical, social, emotional, and cognitive foundation to ensure success in the classroom. SSSJ achieves this by expanding accessible, affordable quality early care and learning facilities in low income areas. It also established program quality standards, and evaluates program participants according to those standards, and developed and implemented Ready for Kindergarten Content Standards/ Expected Student Skill Areas for use by child care providers in developing curriculum and by the City in measuring program effectiveness.

To date, the City of San José and its partners have opened and/or upgraded 33 new early care facilities and have created and/or upgraded 3,466 quality spaces in both centers and child care homes. In order to assure program quality, the City established Smart Start San José Program Quality Standards (Appendix A). All programs receiving funding and support from the City of San José must meet these standards and also assess children based on the Smart Start San José Ready for Kindergarten Content Standards/ Expected Student Skill Areas. (Appendix B)

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. In 2006 the numbers soared to 525 attendees. The conference focuses on new developments in the field as well as hands-on workshops demonstrating best practices.

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. To date, public and private child care programs have grown—without a plan—into the complex, multilayered system that exists today. The need for accessible, affordable, quality early care and education remains in 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 education that prepares their children for school and lifelong success. Child care is the nexus where all sectors of our community meet. The challenges to expanding and sustaining quality early care and education programs can best be understood within a framework of quality, accessibility, and affordability.

Parent Leadership: It is important to acknowledge that parents are the child’s first important teacher. The Early Care and Education unit focuses much of its training and workshops on families and caregivers. This is to ensure that learning is continued at home with the family and child.

Reaching Exempt Care Providers: In many cases children are left in the care of providers who have no training and do not emphasize the educational aspect of child care. In an effort to reach non-licensed child care providers such as relatives, workshops are designed to give these child care providers ideas and resources about hands-on developmentally appropriate activities. They also encourage the providers to choose the field as a profession.

Access to a Variety of Child Care Choices: Parents require a variety of child care options to meet their family’s needs including child care subsidies. The early care unit, with the Redevelopment Agency, offers grants to child care providers to build Smart Start facilities. In addition, the unit offers a free, 10- month-training program which helps participants operate quality, licensed home based businesses through training that stresses the importance

of quality child care.

Support for Child Care Centers: Successful centers need the support of their community which often translates in monetary support. Recently, charitable organizations such as the United Way started supporting child care and early education services. Such support has help programs supplement their small operational budgets in order to provide basic supplies and materials for their regular curriculum.

Culture and Language Barriers: San José is comprised of communities and neighborhoods that represent diverse cultures. Language barriers represent a challenge in providing quality child care. Our profession needs to recruit and retain who represent the various cultures and languages of the children they serve.

Employers Supporting Child Care: The lack of quality care impacts an employers ability to attract and retain qualified employees. Companies are supporting their employees by providing on-site child care facilities and recruiting family child care providers to be used solely for their employees.

*2006 - 2008 Early Care and Education Strategic Plan
City of San José*

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.

STRATEGIC GOAL AREAS

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

Facilitate education and professional development to recruit and retain educators to work in high quality early care and education programs.

Increase public awareness of quality early care and education through links to early care and education resources.

Increase political and community advocacy for early care and education services through coordinated efforts with local, regional, state and national groups and initiatives.

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. Additionally, the City will vigorously pursue additional funding, as well as look to leverage its investment as effectively as possible, so that the aggregate demand for care 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.

| | |
|----------------------------------|--|
| Strategic Goal Area I | Increase the number of quality, early care and education spaces to meet the diverse needs of San José families |
| Outcome 1: | <i>3500 additional quality child care spaces will be available for 4000 children of San José families by 2010.</i> |
| Strategies: | <ol style="list-style-type: none"> 1. Support additional construction of new or renovated facilities in high risk/high need areas. 2. Train individuals to start new child care businesses including both child care centers and family child care homes. |
| Outcome 2: | <i>Parents and caregivers have access to information about quality child care facilities and support services in their neighborhoods.</i> |
| Strategies: | <ol style="list-style-type: none"> 1. Develop list of community resources for child care and early education related services by geographic region and develop a distribution system in collaboration with other community agencies and business communities. 2. Facilitate and host three to five meetings on early care and education resources in collaboration with FIRST 5, Choices for Children and other early care agencies. |
| Outcome 3 | <i>The business community supports early childhood care and education programs and services.</i> |
| Strategies: | <ol style="list-style-type: none"> 1. Convene a “business roundtable” meeting in collaboration with United Way and business leaders to promote a deeper understanding of the ways that early childhood development and child care support employees and the bottom line. 2. Develop policy recommendations that provide incentives for businesses to provide or help underwrite the costs of child care for employees. |

Strategic Goal Area 2

Facilitate education and professional development to recruit and retain early educators to work in high quality early care and education programs.



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.

**Strategic Goal Area
2**

Facilitate education and professional development to recruit and retain early educators to work in high quality early care and education programs.

Outcome 1:

Early childhood educators and aides will enter and stay in the field through effective workforce education and development.

Strategies:

1. In coordination with the library literacy program and other agencies, provide basic math, literacy and English language tutoring and/or classes to help early childhood educators build basic skills to prepare them for college level courses.
2. Identify and promote federal, state and local programs that offer economic incentives to early childhood educators, such as first time home buyer programs and forgivable loans for teachers.

Outcome 2:

Early childhood educators and providers are linked with professional development opportunities and education.

Strategies:

1. Provide links through the Smart Start San José web page to local providers of early childhood education training programs.
2. Encourage staff at Smart Start San José centers and other child care providers in the City to participate in the Comprehensive Approaches to Raising Educational Standards (CARES) professional development program in order to increase the number of early educators seeking college degrees.
3. Promote collaboration between local high schools, community colleges and child care agencies to develop a more focused effort to recruit new professionals into the field and jobs.
4. Provide and expand hands-on training experiences that emphasize play, and teach the whole child through collaborations with the Children’s Discovery Museum, Kelly Park, and other community organizations.

Strategic Goal Area 3

Increase public awareness of quality early care and education issues and create linkages to early care information resources.



The long-range goal of the City of San José is that the public will be well informed about early care and education resources that are available to them. The City of San José will work with other early care and education initiatives to inventory available resources, create a uniform message, and identify the means to communicate and disseminate that information.

**Strategic Goal Area
3**

Increase public awareness of quality early care and education through links to early care information and resources.

Outcome 1:

Parents and caregivers will be aware of the standards for quality programs and how to locate quality programs, including Smart Start San José centers.

Strategies:

1. Feature information about best practices, resources, and articles on the Smart Start San José web site utilizing students of San José State University departments and other educational institutions.
2. Organize a Research to Practice summit to highlight local academic research and best practices so that childhood researchers can share their work with other researchers, childhood educators and parents.

Outcome 2

Parents and caregivers have access to child development and parent education resources.

Strategies:

1. In collaboration with community partners such as the Children’s Discovery Museum, National Hispanic University, and Parents Helping Parent, offer workshops and materials to teach parents and caregivers about child development, the importance of play, early literacy development, health and nutrition, managing discipline, and getting ready for school.
2. Organize an event that brings parents and educators together to develop a leadership and advocacy program for parents of San José.
3. Work with other organizations to develop or contribute to a database of workshops for parents that can be publicized on the Smart Start San José or other community agency web sites.

Outcome 3

Strategies:

Existing networks are utilized to facilitate easy access to services for families and children.

1. Facilitate better intra-city coordination of services provided by Housing, Office of Economic Development, and Parks and Recreation and Neighborhood Services departments.
2. Promote better coordination between early childhood service agencies, childcare providers, and the Strong Neighborhood Initiative NACs.

Strategic Goal Area 4

Increase political and community advocacy for early care and education services through coordinated efforts with businesses and local, state and national initiatives.



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.

**Strategic Goal Area
4**

Increase political and community advocacy for early care and education services through coordinated efforts with businesses and local, regional, state and national groups and initiatives.

Outcome 1:

Stakeholders are engaged in leadership and advocacy efforts to impact public policy and investment in quality child care.

Strategies:

1. Identify key policy issues and bring together stakeholders to develop a coordinated advocacy plan with core messages and key activities.
2. Participate in county-wide early education initiatives such as the Power of Preschool coordinated by FIRST 5 of Santa Clara County and the E3 Institute.
3. Participate in National League of City initiatives to increase the coordination of early childhood education and advocacy, including parent leadership efforts, in cities across the United States.

Appendix A

Smart Start San José

Program Quality Standards

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

- ❖ A link to ongoing communication with local elementary schools
- ❖ A curriculum that meets kindergarten readiness criteria
- ❖ Ongoing parent participation (parenting component)
- ❖ A technology component
- ❖ Cultural competency, diversity, and equity
- ❖ Maintenance of California Department of Education Title V adult/child ratios
- ❖ 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 will 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
- ❖ Uses project supplies appropriately
- ❖ Grasps and uses manipulative materials (assembles a puzzle, builds with small blocks)
- ❖ 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)

Social Skills

- ❖ Plays cooperatively with peers
- ❖ Shares materials
- ❖ Listens and responds appropriately in a group
- ❖ Participates in group settings
- ❖ Follows simple verbal directions
- ❖ Handles routines independently



Smart Start San José “Ready for Kindergarten” Content Standards/ Expected Student Skill Areas (Cont.)

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 print and pictures
- ❖ Distinguishes between letters and numerals
- ❖ Demonstrates left-to-right and top-to-bottom awareness when using books
- ❖ Participates in shared writing experiences
- ❖ Shows and interest in writing
- ❖ Differentiates between self and others
- ❖ Understands the connection between self and family
- ❖ Knows the days of the week
- ❖ 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 (shape, size)
- ❖ 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 Facilities

| | | |
|--|---|---|
| Action Day Nurseries | McKinley Elementary Head Start | Olinder Elementary School |
| Almaden Elementary Pre-K | Mt. Pleasant Elementary School (Barbara Marlatt Early Learning Center) | Overfelt High School Children's Center |
| Anne Darling Elementary School | My Little University Preschool & Child Care | Primary Plus Preschool |
| Christopher Elementary School Pre-K | Hillsdale Elementary School (JM Dahl Head Start) | Rosemary Elementary School (Even Start) |
| De Colores Children's Center | K's Quality Child Development Center | San José Day Nursery |
| De Colores Home Child Care | Kidango (7 Centers – Alum Rock Area) | Shirakawa Elementary School Head Start at Wool Creek |
| Evergreen Valley High School Child Development Center | Kiddie Kollege | Stipe Elementary School Pre-K |
| Estrella Family Services (Gardner Elementary) | Kids Park | Tomorrow Montessori |
| Genesis Preschool | Luther Burbank Child Development Center | Washington Elementary Pre-K |

