

**YEAR TWO
2003 - 2004**

INVESTMENT IN THE FUTURE
San Jose's Early Care and Education Strategic Work Plan

— a “quiet crisis is happening” that is eroding the foundation of what children need to “start out right” in life. Too few children experience supportive, caring relationships in their families and with people around them. Too few children receive adequate guidance or the positive opportunities that can help them to make positive choices. And too few children receive constant and consistent nurturing of the values, commitments, and competencies they need to become independent, contributing members of society.

Starting Out Right: Developmental Assets for Children
Nancy Leffert, Ph.
Peter L. Benson, Ph.
Jolene L. Roehlkepartian Search Institute, 1997

These are tough economic times and many organizations are experiencing budget reductions, frozen funds, and program cutbacks. The City of San José, building on the accomplishments of Year One 2002 – 2003, continues its work in realizing the vision that *all children enter school with the foundation needed for academic and social success*. It has in its first year accomplished many of the Early Care and Education Strategic Work Plan goals and objectives through seeking outside funding and working collaboratively with stakeholders. The City will continue to work strategically with its partners to stretch dollars and resources, avoiding duplication and to seek funding.

The Early Care and Education Strategic Work Plan continues to guide the City and the San José community in the development of accessible, affordable, quality early care and learning facilities and programs. This update identifies strategic outcomes and objectives for Year Two (Fiscal Year 2003 – 2004). Each following year accomplishments will be reviewed and strategies developed to continue moving toward the achievement of the four-year objectives.

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VISION

All children will enter school with the foundation needed for academic and social success

MISSION

Increase access to quality, affordable early childhood care and education for all San José children and families

STRATEGIC GOAL AREAS

Increase the number of accessible, affordable, quality early care and education spaces to meet the needs of San Jose families

Facilitate education and professional development on how to start, operate, and / or work in high-quality early care and education programs

Create a public education & awareness campaign so that the public is knowledgeable about early care and education options and issues

Increase political and community advocacy for early care and education

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

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In some low-income communities, a major obstacle to the expansion of affordable child care is the need for new or rehabilitated facilities.

Jan Stokley
The Challenge of Child Care for Community
Development Corporation, 1990 NEDLC

**Strategic Goal
Area I**

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

**Four Year Goal
2002 –2006**

Create 3,200 new early care and education spaces.

**Year Two Objectives
2003 – 2004**

- A. Open 750 new early care and education spaces in centers
- B. Open 108 new early care and education spaces in 18 through the creation of 18 new family child care home businesses.
- C. Ensure that all Smart Start San José-funded facilities meet the Smart Start Program Quality Standards
- D. Add inclusion language to Smart Start San José Program Quality Standards.
- E. Encourage housing developers to include early care and education programs in their facilities and explore how early care and education can be included in low-income housing developments.
- F. Implement the Smart Start San José Kindergarten Readiness Criteria in all Smart Start San José centers.
- G. Pilot a program to bring existing early education programs under the Smart Start San José umbrella.

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The nation’s first education goal – readiness for all – is a mandate around which everyone can rally, a pledge America has made, not only to itself, but most especially to its children.

Ernest L. Boyer

Ready to Learn: a Mandate for the Nation

The Carnegie Foundation for Advancement of Teaching, 1991

**Strategic Goal
Area II**

Facilitate education and professional development on how to start, operate, and/or work in high-quality early care and education programs.

**Four Year Goal
2002 –2006**

Provide and/or make available professional development education and training to 1,000 early care and education providers (including exempt providers).

Year Two Objectives
2003 – 2004

- A. Formalize ongoing and continuing partnerships with organizations that provide career track education and training that meets the City’s definition of professional growth and development for early educators.
- B. Provide and/or make available education and training to 300 early educators.
- C. Focus on providing specific training and education in the areas of school readiness, health education, program quality, and professional development.
- D. Form a strong partnership with San José Public Library in support of early literacy.

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An overarching principle for high-quality preschool programs is that teachers build partnerships with the children's parents, guardians, and other primary caregivers.

Pre kindergarten Learning and Development Guidelines
California Department of Education, 2000

**Strategic Goal
Area III**

Create a public education campaign to inform the public about early care and education options and issues.

**Four Year Goal
2002 –2006**

City of San José families will be informed about the early care and education options available to them.

Year Two Objectives
2003 – 2004

- A. Create a database of programs that assist families with early care and education costs.
- B. Host a family resource faire for Smart Start San José families.
- C. Identify and create vehicles for the distribution of program quality and tax credit information to all families in Smart Start San José programs and to the general public.
- D. Increase the recognition of the Smart Start San José logo as a symbol of quality program through its use with all marketing strategies.
 - 1. Families in Smart Start San José programs will be familiar with program quality indicators.
- E. Use the Month of the Young Child Celebration to:
 - 1. Acknowledge early care and education champions.
 - 2. Promote increased awareness of quality early care and educational options.
 - 3. Recognize quality programs.
- F. Update the brochure "Opening Child Care in San Jose" in coordination with the Early Care and Education Commission and the Department of Planning, Building and Code Enforcement.
- G. Market Smart Start San José Programs to the San José Community.

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Our aim is to enrich the life of every child. Only then will America's future be secure.

Ernest L. Boyer

Ready to Learn: a Mandate for the Nation

The Carnegie Foundation for Advancement of Teaching, 1991

**Strategic Goal
Area IV**

Increase political and community advocacy for early care and education.

**Four Year Goal
2002 –2006**

Support local, state, and national efforts aimed at:

- **increasing wages and benefits for early care and education providers, =**
- **encouraging public and private funding for early care and education services,**
- **raising business support for early care and education, and**
- **supporting universal access to early care and education programs.**

**Year Two Objectives
2003 – 2004**

- A. The Early Care and Education Commission leads the City of San José in supporting and promoting the City's vision and mission for young children by:
1. reviewing and recommending support of legislation that supports the City's Early Care and Education Strategic Goals and Objectives
 2. obtaining public input on early care and education issues.
 3. assisting in a fund development strategy aimed at securing non-General Fund dollars to support implementation of the Work Plan's strategic objectives. Generate at least \$100,000 in FY 2003 – 2004.
- B. The Early Care and Education Commission will participate in local, state, and national efforts to build a quality early care and education system including but not limited to improving wages and benefits for early educators.

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A good start marks the beginning of hope. A poor start can leave an enduring legacy of impairment, and the high costs show up in the various systems of health care, education, and juvenile justices. We call these impairments by many names: disease, disability, ignorance, incompetence, hatred, and violence. By whatever name, such outcomes entail severe economic and social penalties for the nation.

Starting Out Right: Developmental Assets for Children

Nancy Leffert, Ph.D., Peter L. Benson, Ph.D.

Jolene L. Roehlkepartian, Search Institute, 1997

**Strategic Goal
Area V**

Integrate the City of San Jose'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.

**Four Year Goal
2002 –2006**

The City of San Jose's Early Care and Education Strategic Work Plan will be integrated with major local, state, and national early care and education initiatives.

**Year Two Objectives
2003 – 2004**

- A. Identify local, state, and national initiatives that support early care and education programs.
- B. Formalize partnerships with identified early care and education strategies. These linkages include but are not limited to: United Way of Santa Clara County – Success by Six, Santa Clara County Partnership for School Readiness, First 5, WestEd Institute for Early Childhood Professional Development, Local Early Education Planning Council, San José City and Mission Community Colleges, and 4C' Council.
- C. Involve businesses, the faith community, schools, and community-based organizations in the City's early care and education initiatives.
- D. Convene a City of San José Inter-departmental Early Care and Education Team to coordinate all City services and programs serving young children and their families. Team members may be recruited from:
 - Mayor's Office
 - Office of the City Manager
 - Department of Housing
 - Fire Department
 - Police Department
 - Library
 - Department of Planning, Building, and Code Enforcement
 - Department of Parks, Recreation and Neighborhood Services
 - Redevelopment Agency

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