COMMISSIONERS PRESENT:
Commissioners:
Nancy Au (Vice Chair)
Renatta Cooper
Gloria Molina (Chair)
Neal Kaufman
Corina Villaraigosa

Ex-Officio Commissioners:
Jacquelyn McCroskey
Matt Rezvani
Deanne Tilton
Harriette Williams

COMMISSIONERS ABSENT:
Commissioners:
Jane Boeckmann
Jonathan Fielding (Alternate)
Marvin Southard
Carolyn Wilder

STAFF PRESENT:
Evelyn V. Martinez, Executive Director
Victor Abalos, Director of Communications
Anthony Bellanca, Director of Finance
Lisa Brabo, Director of Grants Management
Armando Jimenez, Director of Research & Evaluation
Teresa Nuno, Director of Planning & Development
Maria Romero, Executive Assistant

LEGAL COUNSEL:
Craig Steele, Attorney-at-Law

CALL TO ORDER / ROLL CALL
1. Chair Gloria Molina called the meeting to order at 1:52 p.m.

Chair Molina welcomed and introduced Corina Villaraigosa as the newest member of the Commission. Commissioner Villaraigosa was appointed by the Los Angeles County Board of Supervisors to the Commission as the First District representative.

Legal Counsel Steele announced that the Board of Commissioners met in a closed session prior to the start of the Commission meeting. There was not action to report.

CONSENT CALENDAR: (Items 2 – 3)
2. Approval of Commission Meeting Minutes – July 21, 2005

   M/S (Neal Kaufman / Nancy Au) APPROVED AS RECOMMENDED

3. Approval of Monthly Financials

   M/S (Nancy Au / Renatta Cooper) APPROVED AS RECOMMENDED
COMMISSION: (Items 4-12)

4. Announcements by the Chair

RECEIVED

5. Executive Director’s Report

RECEIVED AND FILED

In addition to the written report, Executive Director Martinez commented on the following Commission-related issues.

- **Children’s Health Coalition (CHI)** – The Blue Shield Foundation committed $4 million for premiums and $1 million for the leveraging of matching funds to continue to provide health coverage for children ages 6 to 18 years. LA Care has also pledged $5 million to this project. As of July, there were 44,264 children enrolled through Healthy Kids and CHI with the following breakdown:
  - 7,659 children ages prenatal to 5 years
  - 36,605 children ages 6 to 18 years

  Additionally, as of July, there were 3,672 applications on hold for the 6 to 18 year population as the enrollment caps had already been reached.

- **AB 772 (Chan)** – This bill is a companion bill of AB 1199 (Frommer). This legislation, if signed by the Governor, would provide coverage for uninsured children. AB 1199 is the financing legislation that would enable AB 772 to succeed. As of September 7th, AB 772 passed the Assembly floor with a 45-25 vote and was sent to the Governor’s desk for signature. It is expected that the bill will be vetoed. Conversely, Senator Martha Escutia has an identical bill which she is going to hold back so that it can go forward early next year, with the hope that the Governor will sign it in 2006 which is an election year.


In April 2005, the Commission approved an additional allocation of $20.8 million for the five-year period of July 1, 2005 through June 30, 2010 for the Family Literacy Initiative with a distribution of $6.5 Million for up to ten new grantees. Agencies that operated 4-component family literacy programs or 3-component family literacy programs were eligible to apply for funding. Agencies were eligible to apply for up to $650,000.

A request for funding (RFF) for this initiative was released to the public on May 16, 2005 with applications due by June 30, 2005. The Commission received 24 proposals. In late June, the Commission convened an external panel of three (3) reviewers consisting of individuals with experience and expertise in family literacy, early childhood education, adult education and grant making. The reviewers evaluated and scored the proposals on their own in July and attended a consensus review meeting in early August during which they discussed the strengths and weaknesses of each applicant and made recommendations to advance applicants to the site visit stage for further funding consideration. Of the 24 proposals received, 8 are recommended for funding.

A friendly amendment was added to the motion requesting that staff re-examine the non-recommended applicants who did not successfully complete the RFF process to determine if two
additional quality applicants could be funded from this pool in order for the Commission to fund a
total of 10 grantees.

M/S (Neal Kaufman / Nancy Au)  APPROVED AS AMENDED

7. Approval to Reclassify the Strategic Plan Goal Area Allocations and the Prenatal Through Three
Focus Area Allocation into a Combined Fund for Future Allocations

In the third strategic plan, allocations were classified into three goal areas: Early Learning, Health and Safe Children & Families. The sustainability fund from the second strategic plan was re-classified into a Prenatal Through Three Focus Area. Under the direction of the Board at the May 2, 2005 Budget Workshop, staff was instructed to adopt new language to reclassify goal area allocations and the one focus area allocation into a combined fund. The First 5 LA Planning Committee, at its July 26, 2005 meeting, approved the idea of reclassifying goal area allocations and the one focus area allocation into a combined fund. The Planning Committee recommended that the idea be presented to the full Board of Commissioners for its consideration.

This combined fund would allow the Board of Commissioners flexibility in deciding funding for initiatives that cut across the goal areas including the Prenatal Through Three Focus Area rather than be constrained by focus area boundaries. Realizing that many initiatives cut across goal areas, this change to a combined fund will facilitate the commission staff's efforts to make funding recommendations that are not constrained by goal area/focus area boundaries and instead make results-based recommendations. This change will also facilitate the budgetary allocation and subsequent accounting of the use of that allocation when a program such as the First 5 LA Connect/211 is implemented which supports efforts in all three of our goal areas as well as our Prenatal Through Three Focus Area. Reclassifying the goal area allocations and our Prenatal Through Three Focus Area allocation would result in a combined balance of approximately $830 million to be allocated based on the priorities of the Commission. Of the $830 million, the Commission has already obligated $570,119,392 through various initiatives, contracts and allocations resulting in a combined balance of $259,880,608 available to allocate.

M/S (Nancy Au / Neal Kaufman)  APPROVED AS RECOMMENDED

8. Approval of the Public Affairs Plan Developed by the Public Affairs Department which
Incorporates Community Outreach, Advocacy, and Marketing/Communications Strategies to
Achieve Commission Goals Regarding the Initiatives

In October 2004, the Communications/Government Affairs Committee, as it was known then, discussed and approved the 2004-2005 Communications Plan. The four key strategies of that plan included: (1) a county-wide public attitudes and perceptions survey regarding First 5 LA and our programs and initiatives; (2) a re-branding of this organization, along with a new logo, tagline, and marketing strategy; (3) the development of a comprehensive news media outreach campaign; and, (4) the development of an aggressive public outreach and education program which included paid media buys. The goals of that plan included: (a) increasing this organization’s profile by establishing First 5 LA as a leader in LA County regarding children’s health, education and safety; (b) providing parents important information about their children’s health, education and safety; and, (c) educating the public, our grantees’ clients, policymakers, and members of the business/corporate community about First 5 LA’s programs and initiatives.

The survey was approved by this Commission on February 10, 2005 and was executed in March-April of this year. Those results were presented to the Commission on May 12, 2005. The results of our re-branding campaign were reviewed and approved by the Commission on February 10, 2005. First 5 LA’s new logo and tagline are now being incorporated on all our collaterals, outreach materials, grantee collaterals and internal documents.
Incorporating the results of the Public Attitudes Survey and using our new branding materials, the Department of Public Affairs launched our first comprehensive Community Outreach and Education Campaign on May 2, 2005 and ran through June 17, 2005. The campaign ran on three radio stations, a monthly parent magazine, a daily newspaper with county-wide circulation, and 17 community newspapers.

A friendly amendment was added to the motion requesting that staff return to the Commission at a future date to present the proposed public affairs campaign for First 5 LA.

M/S (Renatta Cooper / Nancy Au)  APPROVED AS AMENDED

9. UPDATE: Los Angeles Universal Preschool

Chair Molina welcomed Graciela Italiano-Thomas, LAUP Chief Executive Officer. Dr. Italiano-Thomas, provided an update of the current LAUP activities and the progress made regarding the motion Chair Molina made at the July 21, 2005 Commission meeting.

Dr. Italiano-Thomas stated that the first recommendation of Chair Molina’s motion requested that First 5 LA and LAUP create a temporary working group comprised of two Commissioners/Board members from each organization and their respective executive directors in order to resolve all remaining tenant improvement matters, and should report their progress to the commission at our next meeting. As such, representatives from First 5 LA and LAUP convened on August 10, 2005 to begin to resolve all remaining tenant improvement matters for LAUP’s leased space on the second floor of the First 5 LA building.

LAUP representatives included the following individuals:
- Victor Palmieri (Board member)
- Ann Hollister (Board member)
- Graciela Italiano-Thomas (Chief Executive Officer)

First 5 LA representatives included the following individuals:
- Nancy Au (Commissioner)
- Jane Boeckmann (Commissioner)
- Evelyn Martinez (Executive Director)

The group resolved the following items:
- Any amount over $42.50/sq ft will be considered a loan, as per the lease, and re-paid to First 5 LA at 5% interest over a 60 month period.
- First 5 LA will prepare a work authorization for Warner Constructors to commence construction until review of the Warner contract. The full contract is under review by First 5 LA legal counsel, Craig Steele. Assuming receipt of the work authorization, Warner is on a 75 calendar day schedule to complete construction.

Dr. Italiano-Thomas reported that the LAUP Board of Directors was also asked to fully examine, in a public setting, the proposed LAUP organizational chart and corresponding staff salaries in order to reach a consensus about the personnel needs of the organization, and should report to the Commission at the September meeting about how they plan to address this issue. The LAUP Board of Directors Personnel Committee met on August 25, 2005 to fully examine the LAUP organizational chart and corresponding staff salaries. LAUP staff presented the Committee a salary survey of like positions in the community. The Committee felt it would be beneficial to expand the salary survey presented and search for an already existing salary survey in the field and look at both surveys in order to agree upon salaries. The Committee reiterated the importance of not just looking at the base salary and to acknowledge that current...
LAUP benefits are extremely low and the entire offering to prospective candidates is much lower than the rest of the organizations that were included in the salary survey.

As part of Dr. Italino-Thomas' presentation, she reported on the status of the plan outlining how LAUP would become the leader in setting policy on matters related to universal preschool and should report to this Commission periodically. At the LAUP September 1st meeting, the LAUP Board of Directors unanimously voted to significantly increase the funding in LAUP's FY 2005-06 budget dedicated to creating new preschool classrooms, and to focus that funding in those areas of the County in greatest need of preschool services. The “areas of greatest need” include 37 zip codes in which at least 500 four-year olds have no access to any preschool at all. Across these zip codes, the preschool service rate is only 32%. In the balance of the County, the service rate is twice as high, with 64% of four-year olds having access to preschool.

The LAUP Board of Directors Strategic Planning Committee believes that the issue of leadership and LAUP is extremely important and should therefore be aligned with LAUP’s strategic plan. Therefore, the Strategic Planning Committee has agreed to develop a plan on how LAUP will become the leader in setting policy on matters related to universal preschool. The Strategic Planning Committee will develop a sub committee to begin working on this plan and will report back to the Commission on the progress of the plan.

Dr. Italiano-Thomas also reported on the recommendation that First 5 LA and LAUP create a working group comprised of appropriate staff, commissioners/board members, and each respective executive director that will:

1. Develop a plan to formally institutionalize communication between their organizations, and,
2. Identify areas for collaboration between First 5 LA and LAUP in order to avoid duplication of services.

To this end, at the September 1, 2005 LAUP Board meeting, three LAUP Board members volunteered to serve on the working group to develop a plan to formally institutionalize communication between LAUP and First 5 LA as well as identify areas of collaborations between the two organizations. The Board members that will represent LAUP include: Beth Lowe, Victor Palmieri, and Vibiana Andrade. Once First 5 LA has established who will be volunteering on their behalf to serve on this workgroup, we hope that the workgroup will convene within the next month or so.

Executive Director Martinez stated that First 5 LA would be represented by Commissioners Nancy Au, Jacquelyn McCroskey and Neal Kaufman. In addition, Executive Director Martinez commented that meeting of this group had already been scheduled for Monday, September 19, 2005.

Commissioner Au requested of Dr. Italiano-Thomas that written points of reference of the presentation be provided to the Commissioners in advance, so that the Commissioners could better follow and understand the context of the comparisons in the presentation as it pertained to the discussion of the staff salary issue relevant to the compensation package, staff qualifications, and the comparability of LAUP staff salaries to those noted as similar organizations.

Commissioner Williams asked if a comparison between Los Angeles County and LAUP fringe benefits has been done and requested that this information be provided.

Commissioner Kaufman inquired when the revised scope of work with more specificity would be returning to the Commission. Director Brabo responded that based on the revised timeline, the revised scope of work would be coming back to the Commission at the October meeting.

Chair Molina thanked Dr. Italiano-Thomas for her presentation.
10. Workforce Development Concept Paper

At the Commission meeting of June 2005, the Board of Commissioners revisited its participation in First 5 California’s Comprehensive Approaches to Raising Standards (CARES) Initiative in view of a new funding cycle opportunity. The Board was supportive of the focus of the CARES Initiative goal of improving the professional development for all types of child care workers and promoting compensation and retention of the workforce. However, the Board recognized that the initiative design did not allow the extent of a systemic approach to addressing workforce development envisioned by the Commission nor did it offer enough flexibility to tailor workforce development strategies to meet perceived local county needs. As such, the Board voted not to participate in the State Commission’s CARES Initiative and alternatively directed staff to create a conceptual framework for an initiative that addresses the needs of the early care and education workforce in Los Angeles County within the context of the universal preschool initiative’s long term plans. As part of this request, the Board asked staff to consider the continuum of care and infrastructure support needed, extending from entry into the early child care and education career lattice through advancement. Additionally, the Board highlighted the importance of supporting its investment in the goals of Los Angeles Universal Preschool (LAUP) and the need to build a foundation that would begin to bridge the gap between the current status of training and education of the workforce and that which is required of the LAUP quality standards.

To create the conceptual framework for a Workforce Development Initiative, staff gathered information from a wide variety of sources including a review of relevant research, a Roundtable discussion of experts in all facets of this initiative, and other key informant interviews. Staff also conducted a cursory environmental scan to identify leveraging opportunities through existing resources and immediate potential partners.

Staff was directed to present more initiative detail at the November Commission meeting in order for Commissioners to make an informed decision to approve the initiative framework.

11. Report on Year 1 of the Healthy Kids Initiative Evaluation

Chair Molina welcomed Ian Hill, Project Lead for UCLA, and William Nicholas, Research Analyst.

Dr. Nicholas provided background information on the evaluation framework. In May 2004, First 5 LA contracted with the Urban Institute to conduct a comprehensive evaluation of the Healthy Kids Initiative. The evaluation team also includes subcontractors at Mathematical Policy Research, UCLA and USC. The original evaluation design consisted of three components: (1) Qualitative study; (2) Impact study; and, (3) Process monitoring for quality improvement.

Through the fundraising efforts of the Children’s Health Initiative of Greater Los Angeles, Healthy Kids was expanded to include children ages 6-18 beginning in June 2004. In an effort to make the evaluation relevant to the expanded program, First 5 LA established a funding partnership with the California Endowment. Additional funds from the California Endowment are being used to expand the process monitoring component to include children 6-18 and to add two key evaluation components that were cut from the original design due to budget constraints: (1) Analysis of population-based trends in insurance coverage, and (2) Analysis of Medi-Cal and Healthy Families enrollment data.

Staff developed the proposed initiative framework based on a consideration of how First 5 LA could potentially make the most significant impact on improving the quality of early care and education and furthering professionalism of the field. Due to the complexity of the challenges facing the early care and education workforce, the initiative framework is designed to improve the quality of early childcare and education by supporting the training and advancement of the workforce.
SUMMARY ACTION MINUTES

Staff developed the proposed initiative framework based on a consideration of how First 5 LA could potentially make the most significant impact on improving the quality of early care and education and furthering professionalism of the field. Due to the complexity of the challenges facing the early care and education workforce, the initiative framework is designed to improve the quality of early childcare and education by supporting the training and advancement of the workforce.

Key policy implications of the evaluation findings to date include:

1. Outreach and enrollment and retention system working well slightly surpassing stated objectives.
2. Part of the solution to the challenge may be to try to reach the relatively higher income (200-300%) families. The data suggest we are doing well with lower income.
3. Challenges of coordination across programs (e.g., on the enrollment side since it is difficult to check status of enrollment of different programs since they use different systems). Also, on the service delivery side, there appears to be confusion between emergency Medi-Cal and Healthy Kids. These are precisely the kinds of issues that the California Healthy Kids legislation (Wilma Chan AB 772) is designed to address.

Chair Molina thanked Mr. Hill and Dr. Nicholas for their presentation.

12. Public Comment

None.

ADJOURNMENT

The meeting adjourned at 5:15 p.m.

The next Commission meeting is scheduled for:

October 20, 2005 at 1:30 p.m.
Multi-Purpose Room
750 N. Alameda Street
Los Angeles, CA  90012

Meeting minutes recorded by Maria Romero.