



**The Santa Cruz County
Child Care Planning Council**
El Consejo de Planeación de Cuidado
Infantil del Condado de Santa Cruz
www.childcareplanning.org

Preschool For All Taskforce Meeting
Tuesday, December 13, 2005, 1:30-3:00
County Office of Education- **Ed Services Conference Room**

Members in attendance: Sandy Davie, Carole Mulford, Vicki Boriack, Irene Freiberg, Claudia Vestal, Naomi Brauner, Tricia Pastor

Members of the Public Present: Maria Castro, Carmen Young, Kathleen Avalon

Minutes

- I. Correction to November PFA Taskforce meeting minutes:**
Include Taskforce members' directive to contact Preschool California regarding setting up a media training for Taskforce members in January.

- II. Discuss possibility of planning a workshop on PFA at the PACE-CCAIEYC conference on April 29th: what to focus on, who to present.**
Hiranya shared conference workshop plans to-date. Group considered purpose/focus of potential workshop of PFA. Sandy suggested focusing on the professional development implications of the PFA initiative: what we know and what is yet to be determined through development of regulations. Members agreed this would be a good topic and plan to bring appropriate speakers/presenters to facilitate such a workshop.

- III. Continue planning for PFA forum/information session series:**
 - a. Dates: Members agreed that the forum should take place in the 2nd or 3rd week of March. Exact dates to be determined by speakers' availability.

 - b. Timeline, purpose/content, invitees and format for each event:

Timeline:

March event: Public forum on the Power of Preschool, PFA Initiative Info and Q&A.

April event: CCAIEYC Conference workshop on what we know to be true about workforce development requirements as laid out in the PFA initiative and what the Taskforce believes will be needed in development of the higher education system.

May Event: Undetermined at this time. Hiranya will contact Preschool California regarding their strategic plan leading up to the ballot initiative in June.

Purpose/Content/Format

- Group agreed that the purpose of the first, large community forum in March is to be an informational forum and to harness interest in participating in workgroups. Taskforce members to present the Power of Preschool power point presentation. John Laird, Wilma Chan and possibly Catherine Atkin to talk about what is in the initiative versus what must be introduced in enabling legislation and in the development of regulations and to host Question and Answer session.

- Members agreed that the creation of workgroups to focus on key areas of concern should not begin until the Superintendent has shared her vision for PFA planning and the development of an advisory council. At such time, the Taskforce will revisit the plan to convene and facilitate workgroups.
- Members discussed the purpose of a workshop on workforce development issues in the PFA initiative at the PACE/CCAAYC ECE Conference in April. Members agreed that raising concerns about workforce development issues in relation to PFA would be helpful to child care providers, even if workshop facilitators don't have all the answers about how the PFA initiative will impact the field. The taskforce will share its ideas about how the workforce can prepare itself for the eventuality of Preschool For All teacher qualification standards.
- Members discussed appropriateness of asking the League of Women Voters to present Pros and Cons of Preschool For All. Members agreed to hold off on planning such an event and to first ask Preschool California about their campaign strategies/plans for the Spring (i.e. to request information/guidance on planning such an event).

Invitees

Child Care Center Providers/Administrators, Family Child Care Providers, Workforce Development Agencies, School District Superintendents, County Superintendent of Schools, County Board of Supervisors, First 5 Santa Cruz Commissioners, City Council Members, John Laird, Joe Simitian, Simon Salinas and all Presidents of School Boards.

- IV. Continue to formulate a media plan/discuss meetings with Sentinel Editorial Group.** Carole shared her vision for a three part series on PFA in print media. She has spoken briefly with Tom Honig regarding developing three stories to focus on major areas of interest/concern for publication in the Sentinel in the Spring. Carole asked the group who would like to work with Sentinel Editorial Board. The following names were mentioned: Vicki Boriack, Tricia Pastor, Naomi Brauner, Pam Elders, Cynthia Wells. It was suggested that Carole contact the sentinel to set up a plan for a series of stories to begin in February or March and that meanwhile, she do initial research on talking points in the case that she is contacted by the media

Carole also shared that she has been working with Comcast to develop a 10 minute informational piece on Preschool For All. Producers would plan to interview Rob Reiner, Jack O'Connell and Catherine Atkin. Members discussed the possibility of bringing in Preschool California for funding of such a project and to influence above individuals to participate. Carole plans to speak with Comcast representative regarding cost of production and will speak with Preschool California.

- V. Plan a media training with Preschool California: date, focus, invitees and format.** This item was tabled until the next meeting of the Taskforce.

- VI. Items for Next Agenda:** **Next meeting:** January 24th, 2006 @ COE
- Continue Planning March and April Events.
 - Plan a media training with Preschool California: discuss date options, focus, invitees and format.
 - New member recruitment: South County representation
 - Building a recommendation for a steering committee