



ECE CONFERENCE PLANNING COMMITTEE
Wednesday, January 18, 2007, 3:00-5:00 PM
COE Educational Services Conference Room

MINUTES

Attendees: Janine Canada (Consultant), Maria Castro (Central CA MHS), Vicki Coffis (Early Care and Education Teacher), Sandy Davie (SC Toddler Center), Irene Freiberg (Growing Years Preschool), Jean Gallagher-Heil (Cabrillo College), Lorena Gonzalez (Head Start), Karen Hamman (GoKids), Michele Mosher (California Early Childhood Mentor Program) and Cindy Torres-Rica (GoKids).

I. Welcome and Introductions

Chair Michele Mosher called the meeting to order at 3:10. All present introduced themselves.

II. Review workshop and presenter ideas (including kinder teacher panel)

Miche discussed possible need to reduce number of workshops. Members reviewed list of possible workshops and presenters and suggested possible deletions/changes. See January 18 workshops and presenters list for more information.

Kim Sakamoto-Steidl, kindergarten teacher from Freedom Elementary and Cabrillo ECE faculty member, joined the committee to discuss plans for a kinder transition workshop. Kim and other teachers/administrators from the Freedom area have been part of a First 5 School Readiness funded collaborative to support and expand preschool/kindergarten transition activities and resources. Kim has agreed to put together a panel of presenters from this collaborative to share their methods, successes and ideas with the ECE community at the conference. The panel will be made up of no more than five people to include two preschool teachers/directors, two kinder teachers/administrators and one parent. Agencies represented will include: Freedom Elementary School, Freedom Children's Center, the YWCA Child Development Program and Migrant Head Start. The focus of the presentation will be on parent involvement and child transition. The panel will attempt to provide an overview of other successful transition projects and collaboratives in the area. Hiranya will attend the next meeting of the Freedom area collaborative on February 7th from 6:00 to 7:30 PM. More details to follow.

III. Review ideas/mock up application for centers including incentive for programs to send staff

Members reviewed and made suggested edits to Program Registration Forms. Miche recorded suggestions and will make revisions and present to committee again at next meeting.

IV. Discuss Exhibitor Tables Pricing

Members discussed and finalized pricing schedule for exhibitor tables. The pricing schedule will be as follows:

For Profit:

Table size: 3" x 6"

1 Table -\$50 (\$25 - Half off for non-profits. Non-profits can only reserve one table)

2 Tables -\$85

3 Tables -\$120

4 Tables -\$155

Additionally, Maria Castro mentioned needing a save-the-date flyer to give to exhibitors. STD flyers are projected to be completed and mailed out by the end of February.

V. Discuss cafeteria displays and showcasing of programs

Tabled until next meeting

VI. Brainstorm prospective sponsors and advertisers

Members decided to allow organizations/businesses to purchase ad space without being a conference sponsor (change from previous decision). Some suggestions and points regarding advertisement/sponsorship are recorded below:

- Vicki to send list of businesses related to Early Childhood Education to receive sponsorship information.
- Hiranya to send sponsorship information to CCPC mailing list.
- All Exhibitors will be listed for free (either in program or separate sheet).

Below is a list of other businesses/agencies to send sponsorship information to:

Children's dentists

Ocean Chevrolet

Bay Federal Credit Union

Santa Cruz Community Credit Union

Coast Commercial Bank

Bagelry

Ugly Mug

Kinkos

Book Shop Santa Cruz

Capitola Book Café

Santa Cruz Medical Center

Western Medical Center

Look in Growing Up in Santa Cruz for other possible sponsors

VII. Choose caterer and program designer

Hiranya working with Five Star to arrange a burrito lunch with beverages and coffee/cookies for the afternoon. Hiranya will report back the specific terms/costs given by Five Star at the next committee meeting.

VIII. Review conference planning timeline

Tabled until next meeting.

IX. Set agenda for next meeting.

- Discuss closing activity/facilitator (talk to Julie Edwards and Ronda Martin for ideas)
- Sponsorship
- Discuss cafeteria displays and showcasing of programs
- Review conference planning timeline

Next meeting: Thursday, February 15, 3:00-5:00, COE Ed Services Conference Room
