

Joint CFC and EC COAC Meeting

May 1, 2024



San Francisco Department of
Early Childhood

Agenda

1. Call to order
2. Roll call
3. General public comment
4. Agenda items public comment
5. Discussion and possible action to approve the February 13, 2024 meeting minutes (Action item) [Body members provided with the following: draft minutes]
6. Discussion and action to decide Department of Early Childhood Policy Body public comment procedure (Action Item)
7. Strategic Plan Updates and Recommendations (Discussion Item)
8. Communications and Community Engagement Planning (Discussion Item)
9. Joint Body Member updates
10. CPAC updates
11. Executive Director updates
12. Adjourn



2. ROLL CALL



3. LAND ACKNOWLEDGEMENT



LAND ACKNOWLEDGEMENT

We, the San Francisco Department of Early Childhood's Early Childhood Community Oversight and Advisory Committee acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging the Ancestors, Elders and Relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples. We commit not only to acknowledgement but also to using our roles and privilege to promote equitable access to culturally responsive early learning opportunities and resources.



4. GENERAL

Public Comment

5. Discussion and possible action

to approve the April 17, 2024 meeting minutes (Action item)

[Body members provided with the following: draft minutes]

6. Strategic Plan Updates and Recommendations

(Discussion Item)



Theory of Change

ISSUE STATEMENT

Research shows that being ready for kindergarten is a key educational benchmark that leads to continued success in future years.

All children need the support of family, community, and systems to be ready for kindergarten.

Unfortunately, structural racism prevents too many San Francisco children from being ready for kindergarten and achieving their full potential. Black, Latino, Pacific Islander, and

Indigenous children, face persistent inequities in health, and social and cognitive skills that support school success.

CORE STRATEGIES

Early Learning

We support teacher preparation and compensation, enhance program quality, and improve affordability and access.

Child Health

We ensure universal developmental screening and promote access to health and mental health services for children and their families.

Family Strength

We ensure that families have opportunities for social and professional connections, linkage to resources, and information on parenting and child development.

STRATEGIC PRIORITIES 2023–2028

Advance racial equity in policy, planning, and service delivery across the early childhood network of care.

Amplify parent voice and influence in shaping policy and programs.

Increase cultural responsiveness of all early childhood development services.

Increase transparency in communications and open access to information and services.

OUTCOMES

Children enter kindergarten with the cognitive, social/emotional, and physical skills that support school success.

Children are in excellent physical and mental health or have reliable access to quality health providers to address concerns.

Parents have the information, resources, and connections to peers and professionals to successfully raise their children in San Francisco.

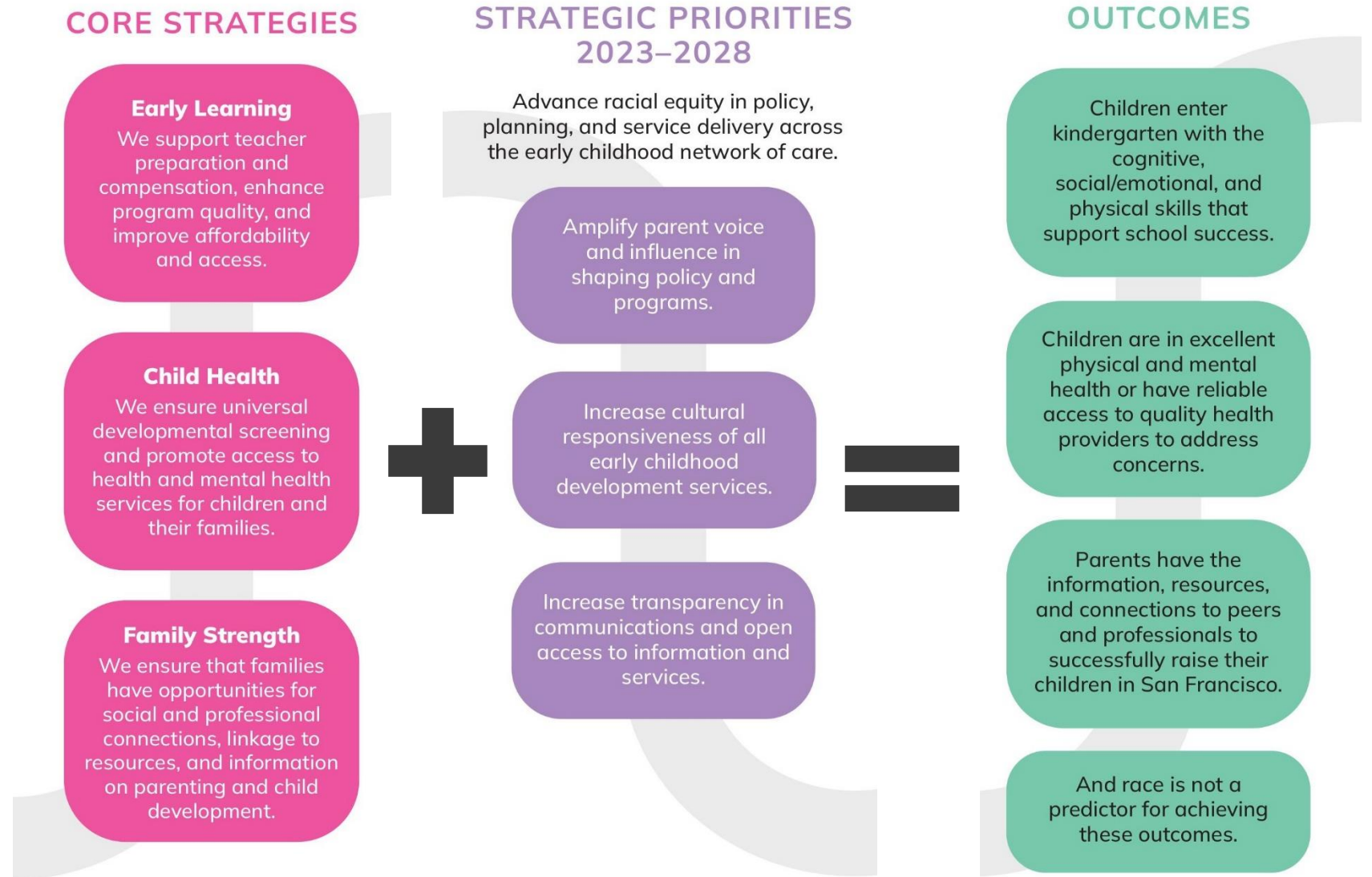
And race is not a predictor for achieving these outcomes.

IMPACT

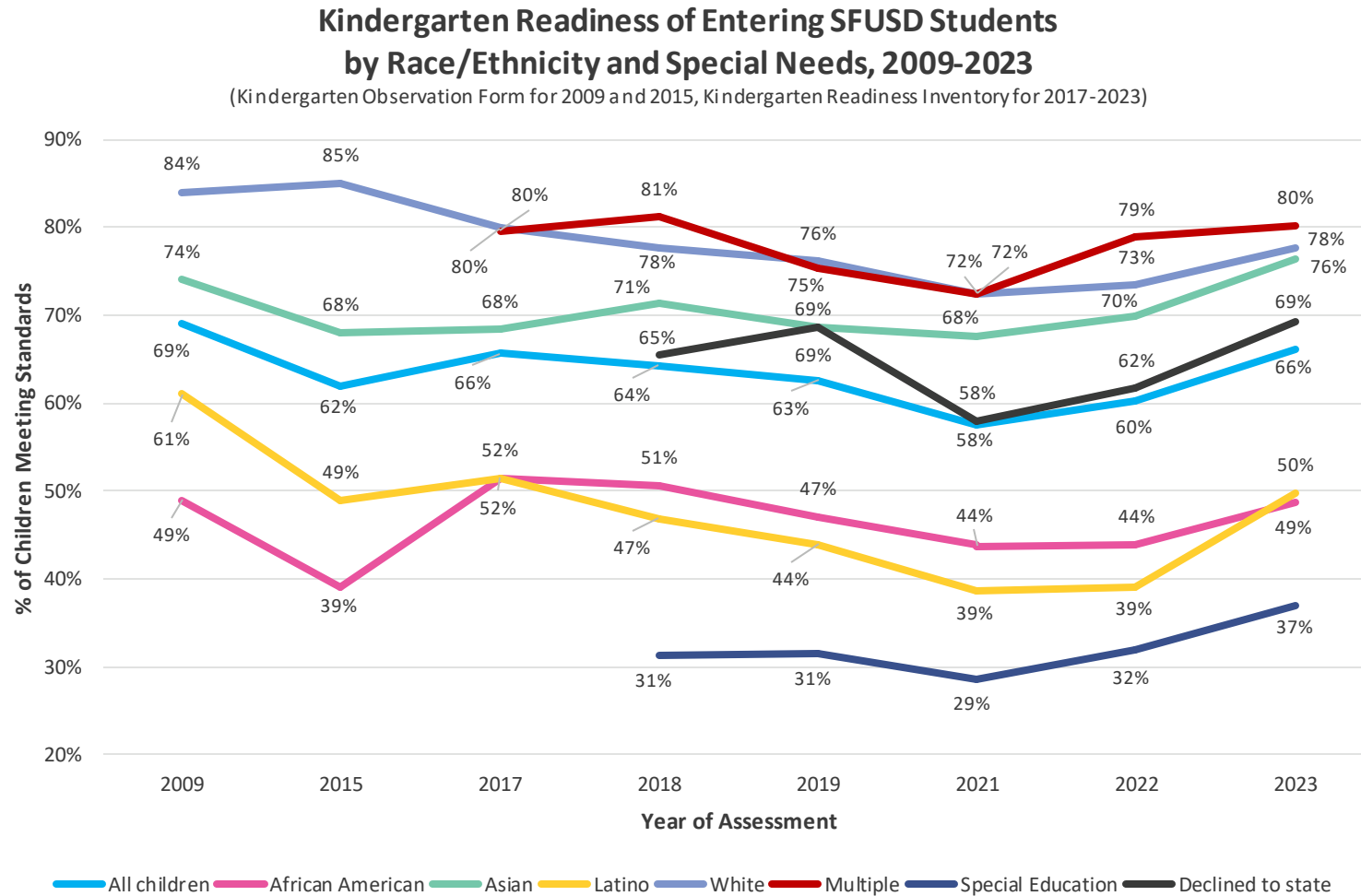
All San Francisco children enjoy a solid foundation to support future success.

What We Learned

- Family voices confirmed best practices!
- The key issue is **EQUITY** in access and experience



Race continues to predict K readiness, but recent progress is encouraging



Early Learning Division (ELD) Core Strategy Updates: Access & Enrollment

In the last two years, DEC launched ambitious new early learning initiatives which will continue to grow and develop:

- Expanded eligibility for free, high-quality early care and education (ECE) to families earning up to **110% of AMI**
 - Reduced the ECE “wait list” of families from **3,061** to **850** (-72%)
 - Increased the number of infants served from **2,020** to **3,111** (+54%)
 - Added **47** new family child care homes (+19%) and **20** new centers (+13%) to DEC’s network of **469** high-quality ECE programs
 - Awarded more than \$13 million in 2022-23 to add over 550 new spaces

Early Learning Division (ELD) Strategic Priorities Updates: Quality Improvement

Pre-ELS Pipeline

- 75 Total (including but not limited to) 57 FCC + 7 Centers+ Center Expansions

Expansion and Conversion:

- Infant/Toddler conversion and expansion funding with four sites that will provide 62 spaces in total.
- Third this year! SF-Quality Connections Infant/Toddler Conference. Partnership with West Ed. Focus: Attachment Theory. June 7&8. Over 300 responses of interest.
 - Early Childhood Mental Health Consultation Grants from DPH to DEC
 - UPK: Partnerships & System Building

Early Learning Division (ELD) Core Strategy Update: Workforce Development

Early Educator Support Grant:

- Educators are receiving **30-47% more in pay**.
- Average Salary **\$29.50 to \$37.00 per hour**, based on teacher role/education.
- Approximately **1,200 early educators** receiving grant funding pay augmentation.

CARES 3.0

- **\$20 million annually** allocated to fund stipends for wage gaps
- Over **1,600 educators** receive increase in compensation, with an average of \$12,336.
- DEC & Office of Economic and Workforce Development Partnership: recruitment of new early educators with a **focus on African American early educators**. Funding efforts total over \$1.6 million annually.

Child & Family Well-Being (CFW) Core Strategy Updates

- **Family Resource Center Initiative:** \$17.8 million to fund 25 grants
 - **Family Resource Center Initiative Proposals Received:** 35 proposals representing 24 neighborhoods and 11 city-wide populations
- **Early Childhood Mental Health Consultation Initiative:** \$5million to fund 4-6 grants
 - **Early Childhood Mental Health Consultation Proposals Received:** 4 proposals
- **Early Intervention and Specialized Services System of Care:** \$2.7 million to fund 9-11 grants
 - **Early Intervention and Specialized Services System of Care Proposals Received:** 18 proposals

Child & Family Well-Being (CFW) Strategic Priorities Updates

- Parent engagement and input in initiative planning processes expanded significantly.
- Applicants were required to identify contract practices, policies and actions to ensure equity and address racism at multiple levels including among staff, within their organization, and within communities and systems. This will be used as basis for accountability moving forward.
- Initiatives include specific expectations for meaningful parent input and influence in decision-making structures.
- Currently planning to bring greater integration to the early childhood system of care for families navigating across service sectors.

Evaluation, Policy, & Communications (EPC) Strategic Priority Updates

- Data and Evaluation
 - Increased staffing to support planning and build-out of new data systems and evaluation infrastructure for accountability
 - Facilitated internal planning with program divisions to develop preliminary logic models, data inventories, and research questions for every major initiative
 - Gearing up to release \$2 million/year RFP for data and evaluation services to support initiative evaluation, landscape analysis, data mapping and governance, and data systems development and management
 - RFP prioritizes implementation of work using racial equity lens, culturally and linguistically responsive methods, familiarity with San Francisco's diversity, and authentic, non-extractive representation in evaluation work.

Evaluation, Policy, & Communications (EPC) Strategic Priority Updates

- Policy and Communications
 - Launched intensive communications and community engagement planning
 - Implemented workgroup, gathered information and feedback through focus groups, surveys, community events, stakeholder listening sessions, key informant interviews, and staff (ongoing)
 - Increased representation of voices from Black, Latino, indigenous, and Pacific Islander communities, multilingual families, and families with children with special needs
 - Will ultimately inform new web site content, ways for parents to engage with DEC lightly or more deeply, marketing and outreach, and partnerships with grantees and other institutions

7. Community Engagement Plan

(Discussion Item)

2024-2027 Communications and Community Engagement Planning

Process & Key Learnings



San Francisco Department of
Early Childhood

A young child, likely of East Asian descent, is wearing a grey long-sleeved hoodie with blue stripes on the sleeves and a blue denim cap. The child is smiling and holding the hands of an adult, who is partially visible. They are standing on a colorful mat with red, orange, and green sections. The background is slightly blurred, showing what appears to be an indoor play area.

Background

DEC is looking to build a comprehensive communication and community engagement strategy and infrastructure to be able to:

- Enhance public engagement and public interest in their work
- Create brand awareness and recognition
- Bolster direct parent engagement on a regular and consistent basis

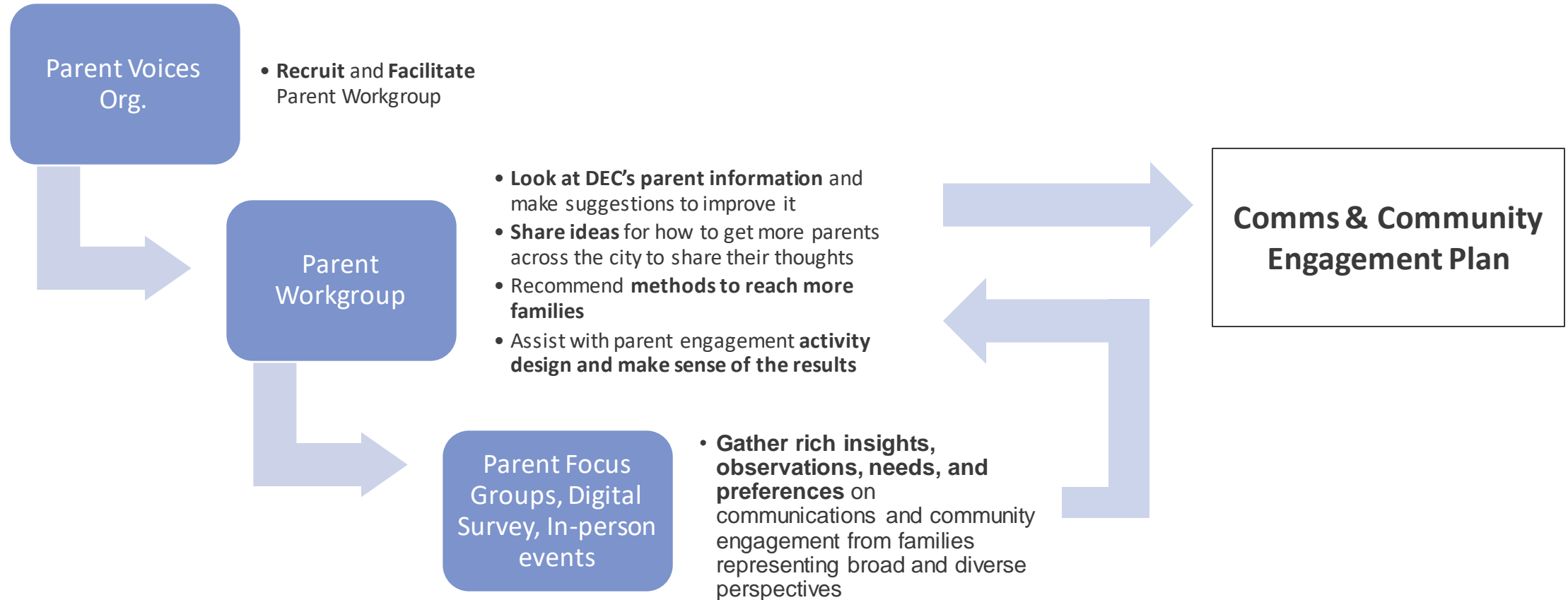
Process

Process Rooted in Values & Strategy

What guided the community engagement process?

- Desire to carry out what was learned through DEC's strategic planning process
 - ◆ Include and lift up parent voice
 - ◆ Increase transparency and access to information
 - ◆ Increase cultural responsiveness
 - ◆ Engage parents, providers, and grantees as partners
- Genuine interest in parent and system stakeholder perspectives and experiences
- Key Learning Questions
 - ◆ 18 parent learning questions
 - ◆ 7 stakeholder learning questions

Parent-Led Process



Engagement Opportunities

Parents

1. Parent Communications Workgroup
2. Parent Focus Groups
3. Digital Parent Survey
4. In-person Community Events

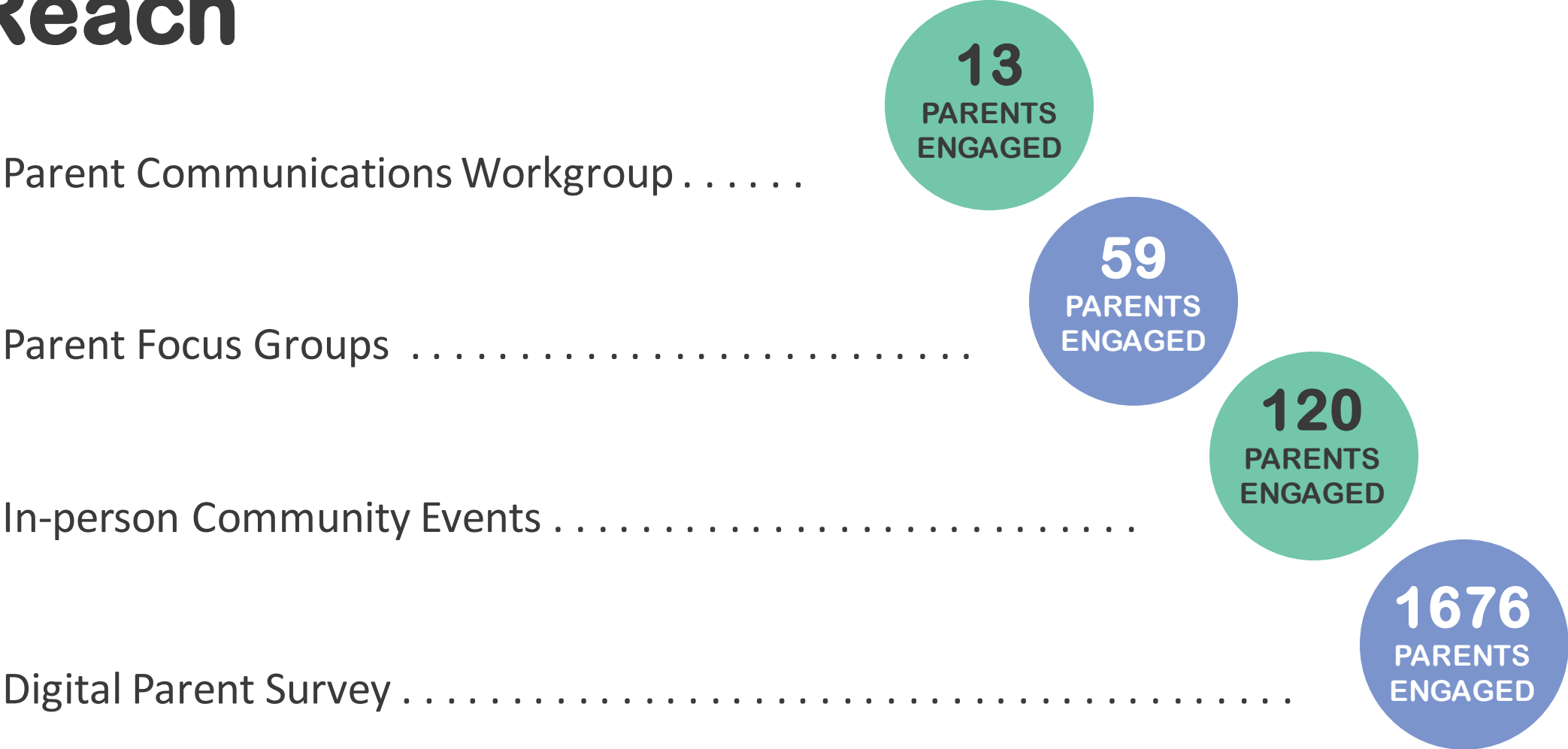
Early Childhood System Stakeholders

1. Stakeholder Listening Sessions
2. Key Informant Interviews

Equity-Centered Approach

- **Thoughtful recruitment parameters and process were key!**
 - Racial, economic, linguistic, geographic and gender diversity were carefully considered in selecting workgroup participants. As were age of children and prioritizing parents of children with special needs.
- **Different inputs designed to reach different audiences**
 - Focus groups lifted up perspective of specific pops. (Cantonese-speaking, Spanish-speaking, Filipino/Tagalog-speaking, Black/African American, Indigenous and Pacific Islander families and families that have children with special needs)
 - In-person events designed to reach across digital divide
 - Digital survey=big-tent
- **Equitable Compensation**
 - Parents at all levels of engagement were compensated fairly for their time and expertise. We sought to structure parent payment processes and rates as close as possible to the way we pay other expert consultants.

Reach



*Some parents participated in more than one engagement opportunity

Reach

Key Informant Interviews



Stakeholder Listening Sessions



Key Learnings



Key Learnings: Parent Communications

Mediums & Approaches

- Comms a la carte: There is **no one-size-fits all medium or approach!** Effective parent communications will allow parents to opt-in and tailor communication content, language, frequency, and medium(s) to their needs, interests, and preferences.

Content & Priorities

- City services, **free** family-friendly events, **opportunities for socialization with other parents**
- Information related to parenting, such as **tips and training related to building capacity** in their parenting skills.
- Parents care about **funding and accountability mechanisms.**

Key Learnings: Parent Engagement and Relationship-Building

Insights and Preferences

1. Trust must be **built, earned, and maintained**
2. Engagement a la carte: **No one-size-fits-all approach!**
3. Parents and primary caregivers want **support forming connections with other families**. The majority of parents surveyed reported little to no connection to other families with young children in San Francisco.
4. DEC should **share back tangible results** from feedback provided by families and do so relatively **quickly**.

Key Learnings: System Partners

Insights and Communications Needs

1. **Streamlining co-branding policies and approaches** would ease pain points and facilitate unified communications among early childhood system stakeholders and DEC.
2. Formal quarterly communication and marketing check-in **meetings with collaborating organizations and agencies would support joint and unified communications** among system stakeholders.
3. System **stakeholders would like access to an intranet or central repository** where they can access DEC approved messaging, visuals, videos, and other communications materials.
4. DEC should ensure other San Francisco-based agencies have clear information about DEC, how it fits into the network of city services, and how to help families access early childhood supports.

Next Steps

1. Review and refine proposed strategies and implementation plan to address key findings
2. Present to Joint Bodies (May 1st)
3. Share finalized plan with all who participated in the process and more broadly
4. Implementation starts yesterday!

Thank You!



8. EC COAC UPDATES

9. CPAC UPDATES

10. EXECUTIVE DIRECTOR UPDATES

11. ADJOURN

