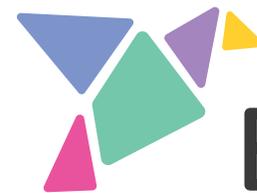


San Francisco Children and Families Commission

Wednesday, June 5, 2024



San Francisco Department of
Early Childhood

AGENDA

1. Call to order
2. Roll call
3. Officer Elections (Action Item)
4. General public comment
5. Agenda Item public comment
6. Discussion and possible action to approve the May 15, 2024 meeting minutes (Action item) [Commissioners provided with the following: draft minutes]
7. Discussion and possible action to approve row 15 (Family Resource Centers expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
8. Discussion and possible action to approve rows 18 and 24 (DPH work order expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]
9. Communications and Community Engagement Planning (Discussion Item)
10. Commissioner updates
11. Executive Director updates
12. Adjourn



3. Roll Call



7. Officer Elections (Action Item)





Officer Roles

- Duties of the Chair:
 - presides at all meetings of the Commission
 - works with the Commission members and staff
 - oversees the preparation and distribution of the agenda for all Commission meetings.
- Duties of the Vice Chair:
 - In the absence of the Chair, the Vice Chair presides at meetings of the Commission.



4. General public comment



5. Agenda item public comment



**6. Discussion and possible
action to approve the May
15, 2024 meeting minutes**
(Action item)



7. Discussion and possible action to approve row 15 (Family Resource Centers expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item)
[Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]



Children and Families Commission FY25 & FY26 Budget

(rows 14-25)

14	FAMILY SUPPORT PROGRAMMATIC EXPENDITURES	FY24	FY25	FY26
15	Family Resource Centers (includes addbacks & pass-throughs)	17,819,270	17,229,078	17,447,884
16	Family Support Training & Field Building	325,000	325,000	325,000
17	Other Family Support programs	113,000	0	0
18	DPH - Parent Training Institute	70,000	70,000	70,000
19	EXPENDITURES TOTAL:	18,327,270	17,624,078	17,842,884

20	CHILD HEALTH PROGRAMMATIC EXPENDITURES	FY24	FY25	FY26
21	Inclusion Training & Technical Assistance	263,015	0	0
22	Early Intervention Family Resource Center	0	75,253	75,253
23	Mental Health Consultations	332,240	332,240	332,240
24	DPH - Health Screenings	100,500	100,500	100,500
25	EXPENDITURES TOTAL:	695,755	507,993	507,993



8. Discussion and possible action to approve rows 18 and 24 (DPH work order expenditures) of the FY2024-25 and FY2025-26 CFC Division budget (Action item) [Commissioners provided with the following: coversheet and CFC FY25 & FY26 budget]



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9. Communications and Community Engagement Planning (Discussion Item)



2024-2027 Communications and Community Engagement Planning

Process & Key Learnings



San Francisco Department of
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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

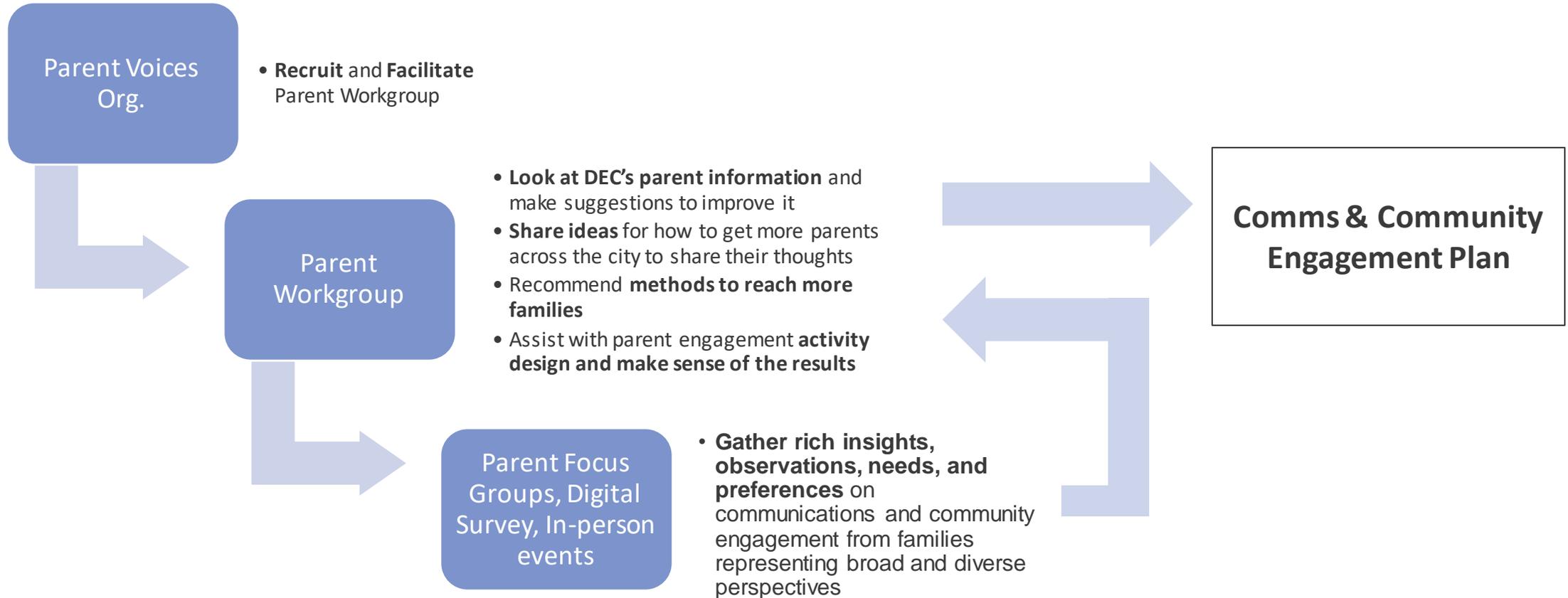
Process Rooted in Values & Strategy

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

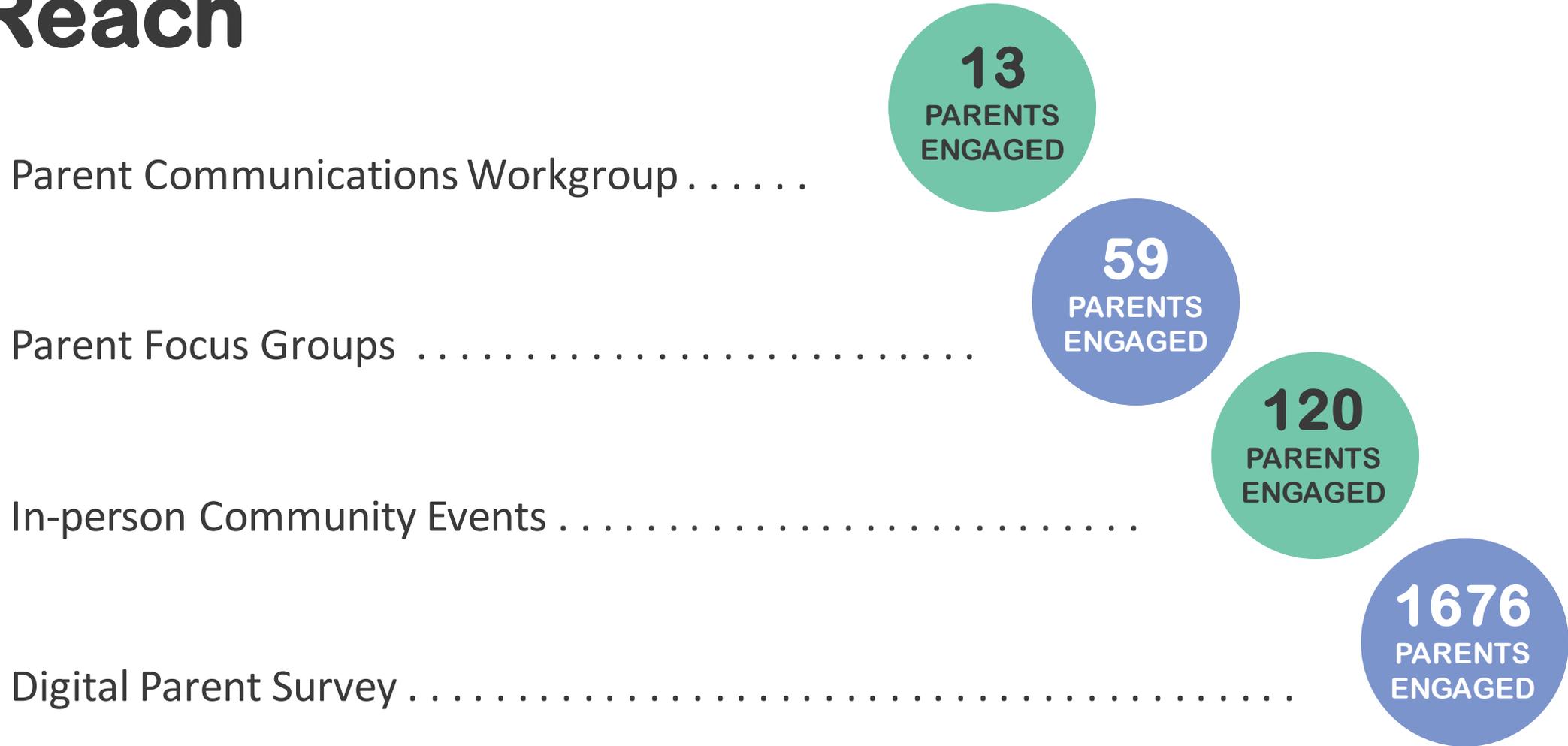


Equity-Centered Approach

- **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!



10. COMMISSIONER UPDATES



11. EXECUTIVE DIRECTOR UPDATES



Adjourn



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