



City of Jacksonville – The Jacksonville Journey

Education

MINUTES

OF

EDUCATION SUB-COMMITTEE

EARLY LEARNING WORKGROUP

February 22, 2008

The Jacksonville Journey – Education

Education Sub-Committee

Early Learning Workgroup

February 22, 2008

2:00 p.m.

PROCEEDINGS before the Jacksonville Journey - Education Sub-Committee, Early Learning Workgroup taken on Friday, February 22, 2008, Edward Ball Building, 8th Floor, Room 851 - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 2:00 p.m.

Early Learning Workgroup

Connie Stophel, Chair

Vicki Burke, Member

Cheryl Grymes, Member

Deborah Heald (Gianoulis), Member

Councilman Kevin Hyde, Member

Reverend Perry Robinson, Member

Susan Main, Early Learning Coalition, SME/Advisor

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

CONNIE STOPHEL, Chair

VICKI BURKE, Member

ABSENTEE MEMBERS:

DEBORAH GIANOULIS, Member

CHERYL GRYMES, Member

COUNCILMAN KEVIN HYDE, Member

REVEREND PERRY ROBINSON, Member

STAFF:

ALICE CHECORSKI

OTHERS PRESENT:

Jan Korb, BroadBased Communications

Padma Rajan, ELC

Lucretia Williams, Citizen

Susan Main, Early Learning Coalition, Sme/Advisor

PROCEEDINGS

February 22, 2008

Education Sub-Committee, Early Learning Workgroup 2:00 p.m.

Call to Order and Comments. The meeting began at approximately 2:05 p.m.

1. Purpose of Meeting.

Discuss the challenges (centered around early childcare and learning) impacting the Mayor's crime initiative - *The Jacksonville Journey*. The workgroup was asked by the Education Sub-Committee Chair, W.C. Gentry, to focus on zip codes in Zone One.

2. Discussion Items

Chairman Stophel opened the meeting by stating the workgroup will review the draft "proposal", now referred to as "goals" which she distributed.

Goal 1: Add 25 more childcare centers to Guiding Stars of Duval

Susan Main reported that Education Subcommittee Chair, W.C. Gentry, would like to add a bullet on the economic impact. Ms. Main said it is included in the document, but it needs to be moved to the front page as a bullet. Additionally, Attachment 1 will be the booklet provided by Dr. Cheryl Fountain.

The draft now includes all the measures that we are going to use to assess the outcome of the program were added. Mr. Gentry recommended that Attachment 2 be the evaluation plan and what data will we need for tracking.

Vicki Burke asked who will track the data. Susan Main stated the

Early Learning Coalition is currently tracking data and they will continue to do so and pay for it. Additional tracking is included in the budget proposal. Ms. Main said that FIE has been the ELC's tracking and research partner and they are connected with the DCPS system.

Connie Stophel said a behavior specialist is recommended in all of the learning centers, but we will recommend that they be attached to the centers in Zone 1. This will give us a control group.

Vicki Burke asked if the 90% in Goal 1 is reasonable. The group discussed this and decided to change to "In three years, 75% of Zone 1 participating centers will earn at least a 4-star overall rating." Susan Main stated that currently they only work in the center for two years, so they are giving this program an additional year to achieve the goal.

Goal 2: Provide mental health consultation services

Vicki Burke said we talked about assigning a mental health person per team. Will that be enough? Connie Stophel asked where are we explaining the 5% of the total number of children that will need this service. Ms. Stophel said based on the experts in the field, they project that 5% of the total served would need the service, or out of approximately 1,500 children, 30-35 per caseworker, which is normal for this goal. Padma Rajan stated that for 25 new centers, 1 behavior specialist per 16 sites is in the budget. Susan Main said she will add a bullet with the explanation. Connie Stophel said there are additional resources that we refer them out to.

Goal 3: Increase parent engagement in their child's education

Susan Main said that the "Child's First Teacher" initiative is attached to the centers to get the families more involved. "Born Learning" workshops are offered at the centers; however, it is still difficult to engage the families.

Lucretia Williams asked if the programs could be expanded because her church is involved in the *I Care* program and we could get more churches involved. Connie Stophel replied this is not our charge because we won't have any control, but she thinks it is a wonderful idea to encourage the church involvement. Susan Main recommended discussing this with the faith-based *Jacksonville Journey* committee.

Goal 4: Use a rigorous evaluation and accountability system

Attachment 2 will have the actual plan of assessment as it relates to everything. It will be complete by March 5th.

The next item on the agenda was the budget prepared by Padma Rajan. Ms. Rajan stated it is modeled on the current budget for existing *Guiding Stars* centers. ELC's contributions to the 32 existing sites show up as a match on the bottom line of the budget.

Ms. Stophel stated that the cost is \$5,400 per child for 3 years vs. the cost of \$20,000 to incarcerate an adult in prison. It is our hope that taking these steps in early learning will help to reduce the number of adults in prison in later years.

Chairman Stophel introduced Jan Korb, BroadBased Communications who spoke about the public relations proposal. Ms. Korb said that

Maria Coppola worked with ELC last year to launch the *Guiding Stars* Program marketing and budget.

Ms. Korb provided a "wish list" for consideration. (See handout for details). She said that after today we can make a real marketing plan based on expenses.

Focus Group - \$25,000 Maria Coppola mentioned last week there was an interest in a focus group to interview kindergarten teachers. Vicki Burke asked if we need more information on the idea of a focus group. Connie Stophel stated that the children coming out of the coached sites are more ready but the teacher doesn't have time to spend with them because her focus is on the other children. Ms. Korb stated we can modify the focus group piece to fit our needs. We are targeting the parents and caregivers with advertising.

Marketing Planning - \$3,500 Ms. Korb will develop a marketing plan upon receiving feedback from the workgroup.

Marketing Implementation - \$150,000 +/- The proposal is to develop a sustained awareness of the *Guiding Stars Program*, particularly in Zone 1, driven by the budget. We would want the program to be measurable and tie into Goal #4. Current data identifies nearly 1,500 households with children under the age of 5 in these zip codes. Ms. Korb recommended consideration of reaching every home in the zip codes because of other caregivers (i.e. grandparents, etc.).

The workgroup discussed various outreach ideas such as entertainment incentive coupons distributed through fast food

restaurants. It was noted that *Guiding Star* sites are already on brochures.

Public Relations - \$24,000 Ms. Korb suggested developing a 12-month plan using PSAs, etc. Vicki Burke asked about putting a flyer in new-born packets at the hospitals. Jan Korb replied there is a network at the hospitals because of the previous "Baby Rally". The idea will have to be discussed with each individual hospital. Connie Stophel suggested concentrating on 3 and 4 year olds. She further stated we have not discussed how we are linking with the libraries. Susan Main said that Chairman W.C. Gentry said the library is not a measurable link, but if we would like to add an Attachment 3 that supports literacy, that would be fine. Chairman Stophel concluded that we will not be able to add the whole Public Relations segment to the budget. Ms. Main will take the proposal to Mr. Gentry to determine what kind of Public Relations budget he is thinking about. Ms. Korb reminded the workgroup this is only a "wish list" of the possibilities.

Event Planning and implementation - \$42,500 Susan Main recommended going out into the community with a neighborhood family picnic in each of the target zip codes. Connie Stophel said the Family Festivals would serve as a good link to activities. The proposal includes 5 events at \$8,500 per event, but Ms. Korb was informed there are actually 6 zip codes that are being targeted. Lucretia Williams mentioned the fact that people will have less money due to the passage of Amendment 1 and the economic impact has to be considered in event planning.

The workgroup ended the meeting with a discussion that the message should be taken to those families not eligible for subsidized childcare but that their children can attend a free pre-kindergarten for 3-4 year olds. Susan Main said we need the additional dollars to continue expanding.

3. Action Items

- Add bullet on economic impact.
- Add bullet on explanation of 5% of total number of children that will need mental health services.
- Include Attachments 1 (economic impact) and 2 (assessment plan) with the proposal.
- Consider including Attachment 3 (supporting literacy)
- E-mail final draft to workgroup (either Susan Main or Renee Brust)

No additional meetings were scheduled.

Adjournment: The workgroup adjourned at 3:10 p.m.