

**New York State Early Childhood Advisory Council**  
**Quarterly Membership Meeting**  
**March 14<sup>th</sup>, 2012**  
**Minutes**

**Attendees**

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**Members:**

Ingrid Allard	Jacquelyn Jones	Anne Mitchell
Evelyn Blanck	Ira Katzenstein	Janice Molnar
Sherry Cleary (Co-chair)	Kristen Kerr	Donna Noyes
Nancy Cupolo	Nancy Kolben	Sophia Pappas
Rachel deLong	Lee Kreader	Patty Persell
Christine Deyss	Linda Landsman	Sandy Rybaltowski
Denise Dowell	James Langford	Carol Saginaw
Andre Eaton	Patti Lieberman	Mary Shaheen
Maggie Evans	Barbara-Ann Mattle	Meredith Wiley
Robert Frawley (Co-chair)	James McQuirk	
Dana Friedman	Mary McHugh	
Liz Hood	MegMcNiff	

**Guests:**

Dorcey Applyrs	Lori King Kocsis	Lynnette Pannucci
Fran Basche	Frank Mahar	Melanie Pores
Marsha Basloe	Kimlee Marquise	Shannon Raymond
Darrell Berman	Sheryl Mathis	Amy Rudat
Sam Bittman	Maria Mayoral	Sam Stephens
Kate Breslin	Maggie McGlynn	Linda Warren
Christina Collazo	Marsha Miller	
Jamie Dughi	Ngozi Onunako	

**Staff:**

Elizabeth Belsito	Jeff Luks	Susan Perkins
Regina Canuso	Renee Nasadoski	Bridget Walsh
Barbara Hogan	Jenn O'Connor	Stephanie Woodard

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- Bob Frawley and Sherry Cleary, ECAC Co-chairs, welcomed and introduced the following:
    - **New ECAC Members:** Patricia Persell, Director, Head Start Collaboration Project and Myung Lee, Deputy Commissioner for Child Care and Head Start, Administration for Children's Services, NYC (replacing Sara Vecchiotti).
    - **New Strong Families Co-Chair:** Jim McQuirk (replacing Denise Harlow).
    - **Administration for Children and Families:** Ngozi Onunaku, Senior Policy Analyst, Early Childhood Development and Education, Administration for Children and Families (federal staff to State Advisory Councils).

- **Center for Women in Government, SUNY Albany Fellows:** Dorcey Applrys (detailed to Council on Children and Families) and Jamie Dughi (detailed to Office of Children and Families Services).
- **Altarum Institute:** Sheryl Mathis and Shannon Raymond (Evaluators of Early Childhood Comprehensive Systems Grant).
- **Advocates for Human Potential:** Christina Collazo, Darrell Berman, Sam Bittman, Linda Warren, Marsha Miller, Fran Basche (Communications Consultants).
- Sherry Cleary announced that ECAC Co-chair Bob Frawley and Member Doris Fromberg will receive a NYS Association for the Education of Young Children Champions for Children awards at the annual conference in April, 2012.
- Sherry Cleary announced that the NYS Education Department and NYC Early Childhood Professional Development Institute have reached an agreement to provide \$4 million over three years to implementing QUALITYstarsNY in communities with schools identified as being Persisting Lowest-Achieving.
- Facilitator Maggie McGlynn welcomed everyone and asked participants to introduce themselves and answer the question, “How does your work or the work of the organization you represent contribute to systems building in early childhood in the state?”

## Opening Remarks

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The Federal Perspective of State Advisory Councils (SACs) - Ngozi Onunaku spoke of the federal Administration for Children and Families as partners with State Advisory Councils in their work, and discussed activities at the federal level to support SACs:

- Federal staff are publicizing the work of the State Advisory Councils to the public and policymakers (including Congress and state legislatures).
- Federal departments that support children and families are aligning policy resource development to provide more efficient technical assistance.
- Federal staff are working with SACs on sustainability. Some examples of what states are doing include:
  - SACs are inviting public and private partnerships,
  - Activities that are being conducted include private and public monies,
  - Moving legislation to have SACs included in state statute.

Developing a Communication Plan – Darrell Berman of Advocates for Human Potential reviewed the goals and tasks of the project as communication consultants for the ECAC.

**MAIN GOAL**—Promote the importance of investments in early childhood and role of the Early Childhood Advisory Council in developing high quality services for young children and their families.

There are four main tasks:

1. Developing the plan
2. Implementation
3. Consulting with the Work Groups
4. Revising the Communication Plan

## Updates

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1. Early Learning Challenge Grant (ELCG) Strategies for Moving Forward and Integrating Change – Next Steps Discussion – Bob Frawley

- Bob discussed how the ECAC Strategic Plan provided the foundation for the proposal and that writing the proposal provided the opportunity to develop more detailed plans for existing ECAC strategies. There were strategies contained in the proposal that were in addition to existing ECAC strategies, such as family engagement and comprehensive assessment. In some cases this work is being included in the work plans of relevant work groups.
- ECAC members received an updated chart, organized by the ECAC's focus areas, which highlights the work currently underway by the work groups and ECAC staff to implement the strategies contained in the Early Learning Challenge Grant proposal.

#### **Next Step**

- Members should contact Bob if there are any additions or corrections to the Early Learning Challenge Grant -Next Steps Chart (Bob.Frawley@ccf.ny.gov).

#### **2. Early Care and Learning Framework – Sherry M. Cleary**

- The Early Learning Guidelines, Core Body of Knowledge and QUALITYstarsNY Standards will be distributed at the NYS Association for the Education of Young Children annual conference next month. A Trainers' Institute will be conducted during the pre-conference day with a particular focus on the Early Learning Guidelines, the Prekindergarten Foundation for the Common Core, and the Core Body of Knowledge. The session is full with a waiting list.

#### **Work Group Focus**

#### **Quality Improvement Work Group**

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Tapping the Tremendous Expertise and Energy of the ECAC to Support the Success of QUALITYstarsNY - Discussion Led by the Quality Improvement Work Group Co-chairs.

Anne Mitchell reported on recent progress of the Quality Improvement Work Group and efforts to implement QUALITYstarsNY:

- Program standards for Center/School-based programs and also for Family/Group Family Child Care Programs were recently finalized and are available on the QUALITYstarsNY website ([www.qsny.org](http://www.qsny.org)).
- QUALITYstarsNY brochure is complete; copy in the members' packets; additional copies are available upon request (contact Barbara Hogan, staff to the Quality Improvement Work Group at [Barbara.Hogan@ccf.ny.gov](mailto:Barbara.Hogan@ccf.ny.gov)).
- The ECAC is sponsoring QUALITYstarsNY Readiness Workshops in all 10 regions of New York State. They are being conducted under the management of the Early Care and Learning Council.

As an example of how agencies and organizations could support implementation of QUALITYstarsNY

Janice Molnar talked about steps taken by the Office of Children and Family Services to support QUALITYstarsNY over the past two years. For example, the Division of Child Care Services at OCFS used its discretionary authority to:

- Fund the QUALITYstarsNY field test with \$1.2 million from the American Recovery and Reinvestment Act.
- Support statewide training and quality improvement through Quality Scholars, which accesses Education Incentive Program (EIP) resources (a portion of the \$6.5 million dedicated to training) to advance the professional development and quality improvement plans of participating programs.

- Train regulatory staff (licensors and registrars) to be ambassadors of QUALITYstarsNY and promote the concepts of continuous quality improvement with all regulated child care programs in the future.

Meg McNiff discussed the recent agreement between the NYS Education Department and NYC Early Childhood Professional Development Institute to provide \$4 million over three years to:

- Support the implementation of QUALITYstarsNY in 300 programs in communities with schools identified as persisting lowest-achieving. It is expected that about 40 programs will be able to participate in QUALITYstarsNY in each area (Albany, Buffalo, New York City, Rochester, Schenectady, Syracuse, Roosevelt, Yonkers, Poughkeepsie). All types of early learning and development programs will be included.
  - Program recruitment will begin Spring/Summer of 2012.
  - QUALITYstarsNY program ratings will be published in 2014.
  - Participating programs will receive professional development, technical assistance, materials and support for needed coursework.
  - SED is also developing a parent toolkit that will help parents understand what constitutes quality.

**Supporting QUALITYstarsNY implementation** –Members were given a Contributions Mapping Chart to fill in with how they and/or the organization(s) they represent could contribute to the successful implementation of QUALITYstarsNY in the following categories: Publicity, System Policies/Leadership, Professional Development, Technical Assistance, Connections and Resources, Other. Report-outs from the tables and other representative written offers from the Contributions Mapping Chart included:

- (NYS Education Department) Providing QUALITYstarsNY training and technical assistance on the standards to programs in communities with persistently lowest-achieving schools, distribute training publications and be QUALITYstarsNY ambassadors.
- (Maria Mayoral) Existing programs that support the bilingual community will provide bilingual trainers.
- (Anne Mitchell) Engaging the school boards and local governments.
- (Liz Hood - NYS Education Department) Ensuring that all public libraries display QUALITYstarsNY materials.
- (Ingrid Allard – Albany Medical College) Connecting QUALITYstarsNY to the health care community and to Albany Medical College, training the pediatricians.
- (Rachel de Long – NYS Department of Health) Providing assistance and content expertise to share resources for the QUALITYstarsNY standards regarding health.
- (Sam Stephens) Offering Pro bono analysis of evaluation data.

In addition, on their sheets, members offered many other contributions in all categories.

- Publicity – Including information about QUALITYstarsNY in publications, websites, electronic newsletters, to their networks, and to their own staff in targeted areas,
- System Policies – Engaging and educating policymakers and elected officials; placing commitment to QUALITYstarsNY in agency mission and purpose statements,
- Professional Development – Incorporating QUALITYstarsNY activities in existing professional development system work,
- Technical Assistance – Providing TA around Environmental Rating Scales and quality improvement planning,

- Professional Development – Opening up training on Classroom Assessment Scoring System (CLASS) to other programs’ staff, and
- Connections and Helpful Resources – Using regional and local offices of agency/organization to recruit programs in targeted areas.

### **Next Steps**

- Regina to send the blank copy of the Contributions Mapping Chart electronically to all members along with minutes. Additional member contributions can be sent to Barbara (Barbara.Hogan@ccf.ny.gov).
- Regina will send members the one page document describing plan for QUALITYstarsNY implementation within communities having persistently lowest-achieving schools.
- Quality Improvement Work Group Co-chairs to review members’ Contributions Mapping Charts for additional contributions.
- Individual contacts will be made by the work group staff to follow up on offers.

### **Reports**

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Liz Hood a member of the management team of New York State Parenting Education Partnership (NYSPEP) reported on the new Parenting Educator Credential. She provided a brief history of NYSPEP and an explanation of the newly established credential for New York State parenting educators. She included a request for assistance in promoting the credential and recognition for those who receive the credential. A descriptive brochure was distributed.

### **Innovative Strategies**

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Advocates for Human Potential (AHP) introduced the first steps in developing a communications plan for ECAC. The first three months will be spent on the goals and content of the plan. Four key audiences have been identified: Governor and his office; the Legislators; early childhood educators; and business leaders. ECAC members were polled to the degree of knowledge each audience had about the ECAC. General consensus was that all four groups had very little or no knowledge of the ECAC.

Key points:

- Question about purpose – Is communication plan purpose to sustain the ECAC? (Answer: No, the communication plan will be designed to impress upon decision makers the important role that the ECAC plays in building a high quality system of services for young children and their families and to convince decision makers of the importance of investing in early childhood services).
- To build a comprehensive, high quality system of services for children and families, the Governor and the Legislature must know how much it will cost.
- Governor and Legislators are key to sustainability of ECAC systems building efforts; other groups are important for reaching these decision makers and for building support for QUALITYstarsNY and other work of the ECAC.
- The financial modeling is important.
- Quality in early learning and development programs is a means to an end (success in school and life and a high return on investment).
- We are building a foundation for a quality work force.
- The science of early childhood (birth to age 8) is clear on the importance of a quality early childhood system, now the funding is needed.

- Educating the decision makers is fundamental.
- Keep in mind what each group of stakeholders needs to know and frame the message for them
- Experience from the Maternal Child Health Block Grant: think hard how to communicate to 'regular people' i.e., legislators.
- Additional audiences include parents and higher education faculty.
- Suggested slogan: "Pay less now, pay more later".

A Q Sort Methodology Activity was used to determine the degree to which certain ECAC messages would resonate with key audience groups.

**Next Step**

- Advocates for Human Potential will compile a report for the ECAC on the results of the activity.
- Regina will send out PowerPoint slides of Advocates for Human Potential's presentation along with the minutes.

**Wrap-Up**

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Next meeting: June 4<sup>th</sup>, 2012, at Empire State Plaza, Albany, NY.