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Contra Costa County Office of Education
 Contra Costa County Local Planning Council for Child Care and Development

Purpose: LPC Advocacy Committee Meeting
 Location: CCCOE/Las Trampas Conference Room

Facilitator: Cathy Roof
 Timekeeper: Ruth Fernández

*The projected timeline is a projection only not a limitation on the length of any agenda item, and may be revised at the meeting.
 The Contra Costa County Local Planning Council for Child Care and Development (LPC) will provide reasonable accommodations for persons with disabilities planning to participate in Contra Costa County Local Planning Council meetings who contact the LPC Coordinator at least 48 hours before the meeting at 925-942-3413.*

AGENDA
Tuesday, November 29, 2011

 TIME	AGENDA TOPIC	PURPOSE	DISCUSSION LEADER	DESIRED OUTCOME
3:00 - 3:10	Welcome/Introductions Agenda Review/Minutes Review/Approval	C, A	Cathy	Approval of agenda and/or amendments
3:10 - 3:40	<u>Staff Report and Updates:</u> Date & Location Updates Proposed Event Format LPC recognitions Event Timeline	I, D	Ruth/Cathy	Event updates & Review notes from last meeting
3:40 - 4:05	<u>Discuss and Define:</u> Target Audiences Outreach/Marketing Strategies	D, C	Crystal	Define best outreach mechanisms
4:05 - 4:30	<u>Fundraising:</u> Review current strategies Brainstorm new opportunities	I, C	Crystal	Determine fundraising goal
4:30 - 4:50	Task Delegation	I	All	Identify committee task leads
4:50 - 5:00	Other/Announcements/Meeting Adjourn	A	Cathy	Discuss next steps and define next meeting agenda

D = Discussion C = Consensus A = Action I = Information

NEXT MEETING: January 10, 2012
Location: CCCOE - John Muir Conference Room
Time: 3 PM to 5 PM



CONTRA COSTA COUNTY
LOCAL PLANNING COUNCIL FOR CHILD CARE AND DEVELOPMENT

Minutes of Advocacy Committee Meeting

10/18/2011

Las Trampas Room @ CCCOE

2:00 p.m. - 4:00 p.m.

Welcome/Introductions: Cathy Roof (Committee Chair), Daryl Hanson (LPC Chair), Sue Houweling (2nd Vice Chair), Joan Means, Crystal McClendon-Gourdine, Kathy Lafferty, Estela Alvarez (via telephone), Silvana Mosca-Carreon, Ruth Fernandez, Mindy Hyde, Christine Martin, Carolina Salazar, Office of Supervisor Karen Mitchoff, Carmen Angulo, Office of Assemblywoman Bonilla, Iris Obregon, Office of Assemblywoman Joan Buchanan, Emlyn Struthers, Office of Senator Mark DeSaulnier.

Agenda Review/Approval: Daryl moves to approve agenda. Silvana seconds motion.

Staff Report/Updates:

Event Background and Overview – Ruth gave a background and overview of this event. This is the first meeting for planning this year's event. LPC recognized that they need to have community dialogues with local legislators. First event was 2004, every year we try to expand, looking at impact, increasing awareness. How do we communicate our needs in early child care to Legislators? Last year, 165 people attended. It is held at a public place like a school, church, child care, etc. Ruth showed committee the website. LPC funds were cut 50% last year. They raised \$4,000 for the event by partnering with community groups. This is an educational event. We are a non-partisan advisory board. We still need to reach out more to parents/families. Ruth has been approached by East Bay Junior League who is interested in partnering for this year's event. Ruth wants to find out what their focus was in the past. Kathy Lafferty suggested we look for sponsors. Ruth talked about looking at this as a blank canvas. Group was asked to brainstorm some ideas for the event. What are the opportunities in terms of bringing to light some of the hot topics in early care and education? Ruth talked about PACE Conference she attended. She attended a workshop about advocacy. PACE developed an Advocacy Tool Kit that is available online. These tools are available for public use.

Brainstorm format of event:

- Ruth suggested that this fiscal year's event could expand to add breakout sessions after panel presentations, keynote presentation, and Q&A session. Expand event to become a conference with breakout sessions. Offer advocacy workshops that would breakout by levels: State, County, and City? LPC Executive Committee has talked about "systems" for early child care, and how they are very complex. System would be a great topic along with budget.
- Conflicting events in March: CAEYC (March 15-17), CCDAA (Feb 27-28)
- Talked about possible venues for event
- Workshop that describes and explains the Child Care System
 - Ruth suggested creating a few charts to explain the systems to help explain the global roles.
- Making sense of the system and making sense of the dollars
- Joan Means suggested keeping length of the event and changing the format slightly so that people could have a more intensive dialogue with the legislators.
- Professional Development hours are given to students who attend
- If length of event is extended, lunch will need to be provided. Keynote address may be presented during lunch time. May expand event to be 5 hours.
- Will consider Saturday, March 24th and March 10th as possible dates
- Create packets for participants with legislative information – i.e. how a bill becomes law, how to find your legislators, list of the legislators addresses, Website for how to find your legislator, LPC Advocacy handouts
- Have Computer/Resource Center set-up on site

- ECE Systems Graphic – Christine & Crystal will help Ruth design this
- We should find a Community group that works with Latino families in Contra Costa who could be at the event and do a Workshop and could help Latino participants debrief after breakout sessions.

Possible conference format:

Date: Saturday, March 24th and March 10th are possible dates

Event outline:

- 8: 30-9:00 - Registration - Refreshments
- 9:00-10:15 - Program begins Reports (Panel)
- 10:15-10:30 - Break/Refreshments
- 10:30-11:30 - Workshop I
- 11:30 -12:00 - Break/Refreshments
- 12-12:30 - Keynote Presenter
- 12:30-12:45 -LPC Acknowledgements to Legislators
- 12:45-1:45 - Workshop II
- 1:45 – 2:00- Closing Remarks

Location: Consider Cal State University of the East Bay, Concord Campus or LMC Recital Hall

Topics of interest:

- Transition to Kindergarten,
- Race to the Top,
- Report from Assemblywoman Bonilla on The Select Committee on Early Childhood Education/Fight on restoring child care,
- Tax initiative for CA, RTT-Early Learning Challenge Grant – ELAC
- Providers interests in Unions (Workforce)
- Report on Health/Social Services
- Realignment
- Report on County policies
- First 5 Commission

Possible Keynote Presenters: **Eric Karolak from Early Childhood Consortium in Washington D.C. (PACE paid \$450 for his airfare) is a possibility*

Suggested Theme: *Educate, Update & Advocate*

Targeted audience: Families, Child Care Providers, local ECE stakeholders, business leaders

Fundraising Goal: TBD

Discussion Items for Next Meeting:

Refine target audience and link to event outcomes/format

LPC Recognitions

Marketing/Outreach

Determine Fundraising Goal and Sponsor recruitment strategy

Future meetings will be on: Tuesdays, 3-5p.m.

-Tuesday, November 29th, 2011

-Tuesday, January 10th, 2012

Committee Tasks:

-Site must be solidified by the next meeting

- Date

-Sponsors

Meeting Adjourned at 4:05 p.m.



Contra Costa County Local Planning Council for Child Care and Development Advocacy Committee Meeting Calendar 2011-2012

MEETING	DATE	TIME	LOCATION
LPC Advocacy Committee	October 18, 2011	2:00-4:00 PM	CCCOE Las Trampas Room
LPC Advocacy Committee	November 29, 2011	3:00-5:00 PM	CCCOE Las Trampas Conf. Room
LPC Advocacy Committee	January 10, 2012	3:00-5:00 PM	CCCOE John Muir Conf. Room
LPC Advocacy Committee	January 31, 2012	3:00-5:00 PM	CCCOE John Muir Conf. Room
LPC Advocacy Committee	February 14, 2012	3:00-5:00 PM	CCCOE Las Trampas Conf. Room
LPC Advocacy Committee	February 28, 2012	3:00-5:00 PM	CCCOE Las Trampas Conf. Room
LPC Advocacy Committee	March 5, 2012	3:00-5:00 PM	CCCOE John Muir Conf. Room
LPC Advocacy Committee	March 13, 2012	3:00-5:00 PM	CCCOE John Muir Conf. Room
LPC Advocacy Committee	April 10, 2012	3:00-5:00 PM	CCCOE John Muir Conf. Room