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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/John Muir 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, January 31, 2012

 TIME	AGENDA TOPIC	PURPOSE	DISCUSSION LEADER	DESIRED OUTCOME
3:00 - 3:10	Welcome/Introductions Agenda Review/Approval Minutes Review: 11.29.11 and 1.10.12 /Approval	C, A	Cathy	Approval of agenda and minutes
3:10 - 3:30	<u>Staff Updates:</u> Eventbrite invitation LPC Website Moderator/Keynote Volunteer Info. Meeting Press Release	I, D	Ruth	Event updates & review notes from last meeting
3:30 - 4:00	<u>Fundraising Updates:</u> Sponsorship Packet	D, C	Ruth/Crystal	Define best fundraising mechanisms and next steps
4:00 - 4:30	<u>Governor's Budget Proposal Group Discussion:</u> Impact of trigger cuts in Contra Costa	I, C	Daryl	Review proposed budget cuts for child care & development
4:30 - 4:55	Advocacy efforts/common message/ local data collected	I,D	All	Action steps identified
4:55- 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: February 14, 2012
Location: CCCOE - Las Trampas Conference Room
Time: 3 PM to 5 PM



ACTION x
DISCUSSION _____

**CONTRA COSTA COUNTY
LOCAL PLANNING COUNCIL FOR CHILD CARE AND DEVELOPMENT
Minutes of Advocacy Committee Meeting
Tuesday, November 29, 2011**

Members Present: Cathy Roof, Joan Means, Silvana Mosca-Carreon, Crystal McClendon-Gourdine, Sue Houweling, Kathy Lafferty

Members Absent – Estela Alvarez, Daryl Hanson

Staff Present: Ruth Fernandez, Mindy Hyde

Guests: Christine Martin, Carolina Salazar, Carmen Angulo, Iris Obregon, Emlyn Struthers, Elsie Witt, Linda Kilday, Christine Gerchow

Welcome/Introductions: Chair, Cathy Roof welcomed committee.

Agenda Review/Minutes Review/Approval – Kathy Lafferty motions for approval of agenda, Sue Houweling seconds, and motion carried.
Sue Houweling motions for approval of minutes, Silvana Mosca-Carreon seconds motion, motion carried.

Staff Report/Updates:

Date & Location Updates:

Location: Doug Rowe and Cathy Roof went to Heather Farm Park in Walnut Creek and looked at the Lakeside Room. They liked it! Parking is free and plentiful. Room seats 200 for dining. There is one break-out room that seats approximately 50 people. Both rooms are available March 31st. Cost will be \$120 per hour for dining room/ \$90 for break-out room-2 hours. It should cost approximately \$800 for event.

Cathy and Ruth looked at Cal State East Bay. They felt that venue was not the most ideal for the forum as the rooms were not compatible for what we need. Classrooms were all smart rooms and excellent for workshops. However, large lecture room and open room in the old student union were too small and the acoustics were bad. Then, they looked at City Facilities/Union Hall etc. Many of the rooms were booked for March.

Committee discussion on other possible venues continued–Union may rent space/Local One Union may rent rooms too. DVC is another possibility. Ruth and Cathy will follow-up.

Date: Possible dates for event are March 3rd, (Women’s Conference at St. Mary’s College is a conflict), March 24th, or March 31st.

Proposed Event Format- Forum can start with a panel of legislators addressing the group; then move into roundtable discussions with advocates/legislators to discuss current issues. These groups could be facilitated by various advocacy groups.

Legislative Staff would need to work with the facilitators to create the agenda prior to event so the legislators are prepared for the discussion.

Key is to continue the focus on Children's Issues (group gave a huge list of possible issues). Crystal asked what the purpose of the Roundtable Discussions would be. How can every participant feel that they are able to share their input and leave with tools to advocate for the issues being discussed?

Possible structure:

Panel with Legislators

Break for lunch

Workshop 1 – Roundtable Discussions with audience and Advocacy groups

Workshop 2 – Goal would be to empower participants with tools to go back to community and advocate for children.

Iris suggested that it may be more interactive to add more Q&A periods throughout the event. Emlyn agreed that increasing the Q&A throughout the forum would be more beneficial for participants to feel heard.

Joan suggested more casual opportunities for discussion during last half hour rather than formal Roundtables. People walk away joining group they are interested in talking with. We could invite Advocacy Agencies/Groups to have resource tables and be available for dialogue with participants.

Computer tables can be set up for participants to send comments directly to the Legislators along with their contact information. The legislators would be able to respond to constituents more easily via email.

LPC Recognitions – Ruth commented that the LPC started presenting recognitions to local children's champions and legislators two years ago – for their contribution and leadership on behalf of children in Contra Costa and the entire State of California. This year we would like to continue to recognize leaders – this is one area of the program that still needs to be discussed and defined at future committee meetings.

Event Timeline – Ruth will send out the proposed time line to the legislative staff ahead of time to craft the focus areas/a context for the legislators' panel.

Discuss and Define:

Target Audiences -

Early Childhood Educators

Providers

Parents/Families

**Child Care – Linda suggested putting a question down on the invite asking if child care is needed. This will help to determine if we need to provide on-site child care. (Item to be discussed at January meeting)*

Outreach/Marketing Strategies – Ruth will start working on draft flyer/invite with the Communications Department.

Fundraising:

Review current strategies – Crystal led group in brainstorming activity for fundraising. Ruth distributed contributions list from Forum last year. Of total amount spent last year, 80% was came from fundraising. Each member was asked to think about who they know that they could ask for sponsorship. There is a draft letter that people will get to use as an example.

Carolina suggested having sponsors buy ads to place in Event Program instead of asking for direct donations.

Possible Sponsors:

Concord Chamber of Commerce

Hispanic Chamber of Commerce

COCO Kids Mailing List

Target

Wal-Mart (will match money raised)

If we raise enough money, we can use extra for next year's event.

Crystal encouraged the committee members to give the names of 2 organizations that we can solicit; we will have a very thorough list if all of us provide a minimum of two contacts.

Brainstorm new opportunities (item skipped)

Task Delegation (item skipped)

Other Announcements: Silvana suggested that we send out a Save-the Date notice to make people aware of the Forum so they can mark their calendars.

Meeting Adjourn

Carolyn Johnson motioned to adjourn, Silvana seconds, motion carried.

Minutes submitted by Mindy Hyde
Minutes Approved on: _____



ACTION x
DISCUSSION _____

**CONTRA COSTA COUNTY
LOCAL PLANNING COUNCIL FOR CHILD CARE AND DEVELOPMENT
Minutes of Advocacy Committee Meeting**

Tuesday, January 10, 2012

Members Present: Daryl Hanson, Cathy Roof, Silvana Mosca-Carreon, Crystal McClendon-Gourdine, Kathy Lafferty

Members Absent: Joan Means, Janeen Rockwell-Owens

Staff Present: Ruth Fernandez, Mindy Hyde

Guests: Diane Morrell, Peggy Marshburn, June Stephens, Christine Martin, Carolina Salazar, Carmen Angulo, Iris Obregon, Emlyn Struthers, Elsie Witt, Janissa Rowley, Aurora Ruth

Welcome/Introductions: Chair, Cathy Roof welcomed committee at 3:08 p.m.

Agenda Review/Minutes Review/Approval – Silvana motions for approval of agenda, Daryl seconds, motion carried.

Minutes from last meeting will go out by email tomorrow.

Kathy Lafferty pointed out that there are inconsistencies with the date of the Advocacy Committee meetings throughout the year. She asked Ruth to check to see if it is intentional or if a correction is necessary. Ruth will follow-up and check calendar dates.

Staff Updates:

Location- Event will be held at the Willow Pass Community Center. Ruth was there today and went over all the logistical details with the Events Mgr. There is no room for Resource Tables in the hallway. If the weather is good, tables could be set up outside on the patio. Facility does not have adequate sound, a podium etc. Ruth suggested that we ask the city for help with those things. Carolina suggested asking for an in-kind donation from the Mayor of Concord. Ruth will follow up with him. Kathy Lafferty suggested that Ruth contact Jim Ocean regarding equipment.

Save the Date Flyer- Group reviewed the draft flyer. It is English on one side and Spanish on the other. It has not gone to press yet. It will be sent out in the CCCOE Dateline edition as well through e-blast. Chair, Roof asked members to send flyer to everyone they know.

Review and Discuss:

Program Outline – Ruth shared a rough draft of possible ways to structure the day. Based on discussion and recommendations provided, Ruth will flip order of the panels. Panel I will be legislators and panel II will be local champions. Q&A sessions will follow after each panel, committee liked and agreed to this format. Silvana thinks it will be distracting to have people eating while the Keynote is presenting. She suggested allotting 10 minutes to eat prior to presentation.

Carolina recommended having the Legislator Panel go first so they can leave if they have other commitments.

Peggy suggested that both groups know what they each will be addressing ahead of time. And, if Q&A happens immediately after each panel, the first presenters could be asked questions about what the second group is presenting on.

Minutes submitted by Mindy Hyde
Minutes Approved on: _____

A keynote speaker and moderator still need to be identified. Carolina suggested contacting Superintendent Tom Torlakson. She will e-mail his scheduler to inquire about his availability. Ruth will contact Ted Lempert as a possible moderator.

Kathy Lafferty suggested that people from advocacy groups could share more resources and information at the end. Moderator could wrap it all together by discussing the tools organizations use and suggesting ways people could advocate. Kathy Lafferty would like committee to reach out and connect with folks in other counties to help support the roadblocks they are facing with legislators from other counties. Key messages need to be repeated at the end- i.e. People need to understand that they need to vote and that they can affect change.

Aurora Ruth recommended sharing data at the end of the event about what was accomplished from last year's event. Last year the audience was given homework, let's ask participants from last year to share what they did as follow up to the Forum. Cathy Roof can report on that data in her closing remarks. Ruth will revise program outline according to recommendations provided today.

In terms of participant handouts, legislative staff will provide the links and contact information on a handout, roster, legislative map etc.

Fundraising Update: Crystal McClendon-Gourdine reported *Sponsorship DRAFT Letter*-increasing one of the sponsorship levels to \$750. We are not allowed to advertise/sell things in the program. Peggy Marshburn explained the CCCOE policies regarding what is allowed in the program. This is still a work in progress. Committee will look at it and then the letter will be put out in packets to have accessible for contacting potential sponsors. There needs to be another letter drafted for people who donated last year. Diane Morrell recommended that sponsors are asked to provide a Vector Graphic when they send their logos. Sponsorship deadline was changed to Friday, February 17, 2012. Cathy Roof shared that we already have commitments from Sue Houweling for \$250, Early Childhood Mental Health Program for \$100 and Martinez Early Childhood Center for \$250.

Next Steps:

Other Resources Needed – Facility does not have tablecloths or skirts, need a podium, sound system with microphones, and a presentation screen. Also needed is the translation equipment (in the past provided by First 5 Contra Costa). Ruth will follow-up with contacts mentioned by committee members to request contributions.

Media Coverage –Ruth will work with CCCOE's Communications Department to develop press release and be sent to all media advisories.

New Partners – Ruth will contact some of the advocacy organizations between now and our next meeting. She will contact Ted Lempert from Children Now and Mary Ignacious from Parent Voices.

Volunteers - Ruth heard from Christine Gerchow from the Bay Area Junior League. Public Policy Chair of their committee has stepped down from her role. They will not be able to participate as actively as they had originally planned. However, Ruth will contact them to see if we could still work with them regarding volunteers.

Other /Announcements/Meeting Adjourn – Ruth mentioned it would be great to find a sponsor who could cover the cost of catering for the event. Catering will be the bulk of the cost of the event.

Silvana motioned to adjourn, Daryl seconds, motion carried.

Next Meeting is Tuesday, January 31, 2012 from 3-5 p.m.



Contra Costa County
Local Planning Council
For Child Care and Development
77 Santa Barbara Road • Pleasant Hill, CA 94523 • 925-942-3413

January 17, 2012.

Daryl Hanson
Chair

Cathy Roof
1st Vice Chair

Sue Houweling
2nd Vice Chair

Ruth Fernández
LPC Coordinator

Dear Community Member and Partner,

Thank you for the many ways you continue to support the efforts to increase the quality of care for young children in this county. The Young Children's Issues Forum is an annual community event sponsored and organized by the Contra Costa Local Planning Council for Child Care and Development (LPC) and coordinated by the Contra Costa County Office of Education. As you may already know, the purpose of the event is to provide a forum for discussion among legislators, local officials and the community regarding current children's issues.

Our **8th annual forum will be on Saturday, March 24, 2012 from 9 a.m. to 1 p.m.** The event is free and open to the public. The LPC greatly encourages the participation of all parents, child care providers, teachers, and students in the county and other community representatives. Within the last year we have witnessed visible positive outcomes due largely to our efforts to collaborate and coordinate our work across the county to respond to critical local needs.

We invite you to partner with us by becoming a Sponsor and a Partner in this event. Please complete the enclosed form and mail to the Contra Costa County Office of Education, 77 Santa Barbara Road, Pleasant Hill, CA 94523 Attention: Ruth Fernandez, LPC Coordinator. Checks should be made payable to *Contra Costa County Office of Education.*

On behalf of the Advocacy Committee of the Local Planning Council, I thank you for your contribution and your commitment to ***Speak Out for Children: Educate & Advocate*** in this County!

Please return this sponsorship form by February 17, 2012. For more information about the event visit the LPC website at www.plan4kids.org/events.html or contact me at the telephone or e-mail address below.

Yours in Service,

A handwritten signature in black ink, appearing to read 'Ruth Fernandez'.

Ruth Fernández, M.A.
Coordinator, Contra Costa Local Planning Council
(925) 942-3413
rfernandez@cccocoe.k12.ca.us





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Sponsor Information

Become a Sponsor!

\$750 - Platinum Sponsor

- Recognition space in program
- Hyperlink company name and logo LPC website
- Exhibit Table at event
- Verbal mention at event

\$500 - Gold Sponsor

- Logo placement in program
- Logo placement in LPC website
- Company item placed in bag (provided by Sponsor)

\$250 - Silver Sponsor (or in kind)

- Company Listing on program
- Company Name on LPC website
- Company signage at registration table (81/2 x 11) (provided by Sponsor)

If in kind, explain type of sponsorship below:

\$100 - Bronze Sponsor

- Company Listing on program

Become a Partner! (in kind)

- ____ Volunteer the day of the event
- ____ Recruit volunteers for the event from your agency
- ____ Publicize event in your program to staff, parents and other (Bulletin boards, newsletters, mailing, list serves, website)
- ____ Other: _____

Organization Name: _____

Contact Name: _____ Job Title: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

If providing company logo please e-mail to rfernandez@cccoe.k12.ca.us in vector format (jpeg is also acceptable).

Mail check to

Contra Costa County Office of Education, 77 Santa Barbara Road, Pleasant Hill, CA 94523
Attention: Ruth Fernandez, LPC Coordinator

Checks should be made payable to *Contra Costa County Office of Education*



Daryl Hanson
Chair

Cathy Roof
1st Vice Chair

Sue Houweling
2nd Vice Chair

Ruth Fernández
LPC Coordinator

Contra Costa County
Local Planning Council
for Child Care and Development



SAVE THE DATE!
for the 8th Annual
Young Children's Issues Forum 2012

“Speak Out for Children: Educate and Advocate”

A forum for discussion among State Legislators, local elected officials and the community regarding current children's issues.

When: Saturday, March 24, 2012, 9:00 a.m. – 1:00 p.m.
Refreshments, resources and information available at 8:30 a.m.

Where: Willow Pass Community Center
2748 East Olivera Road, Concord, CA

Cost: Free

**Invited Guests Speakers Include:
State Legislators and Local Elected Officials**

**** Four Hours of Professional Growth Available ****

Please visit the Local Planning Council website to register and for more details:

www.plan4kids.org/events.html

For more information, please call

Ruth Fernández at 925-942-3413

Coordinated by the

Contra Costa County Office of Education



Contra Costa County
Local Planning Council
for Child Care and Development



Presenta el Octavo
Panel Legislativo de los Temas de Nuestros Niños
*“Seamos la Voz de los Niños
Eduquémonos y Apoyémoslos”*

Una platica acerca de: temas relacionados a nuestros niños entre legisladores, oficiales del gobierno local, y la comunidad.

- Cuando: Sábado, Marzo 24, 2012, 9:00 a.m. – 1:00 p.m.
Refrescos, información y recursos serán disponibles a las 8:30 a.m.
- Donde: Willow Pass Community Center
2748 East Olivera Road, Concord, CA
- Costo: Gratis

PANELISTAS INVITADOS INCLUYEN:
Legisladores del estado y oficiales del gobierno local

*** Cuatro Horas de Desarrollo Profesional Disponibles ***

Para registrarse y más detalles sobre el evento visite la página web del
Local Planning Council: www.plan4kids.org/events.html

Para más información, por favor llame a
Ruth Fernández al (925) 942-3413
Coordinado por la Oficina de Educación
del Condado de Contra Costa

