

**FIRST 5 SAN MATEO COUNTY
 PROGRAM, OPERATIONS AND PLANNING (POP) COMMITTEE MEETING**

DATE: February 6, 2017
 TIME: 4:00 – 5:00 PM
 ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.
 Superintendent’s Conference Room, 2nd Floor,
 Redwood City, CA 94065

COMMISSION MEMBERS: Anne Campbell (Chair), Sandra Phillips-Sved
 PUBLIC MEMBER: Harvey Kaplan
 STAFF: Michelle Blakely, Kitty Lopez, Chonne Sherman

AGENDA		
1.	Approval of the February 6, 2017 Program, Operations and Planning Committee Meeting Agenda	Campbell
2.	Approval of the November 7, 2016 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2)	Campbell
3.	Discussion: <ul style="list-style-type: none"> ▪ New Commission Meeting Format Update ▪ Proposed Calendar of 2017 Commission Meeting Dates ▪ POP Meeting Date and Time (See Attachment 3)	Lopez
4.	Program Highlights <ul style="list-style-type: none"> ▪ Early Childhood Education Facilities Forum ▪ Help Me Grow/Watch Me Grow Centralized Telephone Access Point Feasibility Study ▪ Mental Health Systems Planning (See Attachment 4)	Blakely
5.	Communications Update (See Attachment 5)	Sherman
6.	Adjournment	Campbell
NEXT MEETING: March 6, 2017		

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**FIRST 5 SAN MATEO COUNTY
PROGRAM, OPERATIONS AND PLANNING
COMMITTEE MEETING MINUTES**

November 7, 2016

- **Commission Members:** Anne Campbell (Chair), Dave Pine
- **Public Member:** Harvey Kaplan M.D.
- **Staff:** Michelle Blakely, Kitty Lopez, Chonne Sherman
- **Absent:** Sandra Phillips-Sved

PROGRAM UPDATES

Measure A Strategic Planning: F5SMC is participating as a strategic thought partner in developing recommended strategies and systems enhancements for children 0-5 as part of the process to determine how to utilize future Measure A funding in San Mateo County.

Big Data Project - October 27, 2016 Meeting: Supervisor Warren Slocum hosted the Kickoff for this F5SMC and Bella Vista Foundation funded research project with over 20 participating agencies in attendance. Questions potentially answered by the research project could/will have client services, organizational and public health policy implications. Discussion included making service delivery easier on the ground, increasing interagency coordination.

POP Committee members discussed data sharing and linking, how to measure outcomes and for how long, early risk factors that would pop up and indicate predictors, etc.

Early Learning Facilities Taskforce – November 3, 2016 Meeting: The task force is following up from the Needs Assessment, narrowing down and developing a concise plan. Once the document is finalized, in February or March, Brion Economics, Inc. will discuss a dissemination plan, communication materials, and develop an official recommendation. This work will be coordinated with the Human Services Agency, F5SMC, San Mateo County Office of Education, Silicon Valley Community Foundation, etc. IMPACT Funding is going to support an in depth workforce development survey.

Early Learning & Health Policy: Senate Bill 792 (Mendoza)-Child Care Employee and Volunteer Immunization and Tuberculosis. Legislation passed in October 2015 affecting Child Care Centers and Family Day Care Homes. F5SMC will lead an effort with the Child Care Partnership Council to provide advocacy and clarity for the new legislation.

Persimmony: The online Grants Management and Data Collection Implementation is underway. System demonstrations for staff and grantees will be held in early-mid November; Grantee training on Scopes of Work, Budgets, Fiscal Invoicing and Client Data Entry is scheduled for early-mid January and Program Report Submission training is scheduled January- February 2017.

UPDATE: COMMUNICATIONS IMPLEMENTATION

It is important to get buy in from our current and potential users. Given that our website audience is an external one, we want to be sure that we are developing a site that fits their needs. Involving grantees during the initial discovery phase provides an opportunity for inclusion and ownership as our goal is to partner with them in our future communications and outreach efforts, at events and on initiatives, etc.

Survey feedback will be taken into consideration by RSE; the website will be a reflection of RSE's experience and knowledge of successful and proven content and design layouts. The following are highlights from the Website Survey Results; 19 responses were received:

Slide 1: What do you like most about the current First 5 San Mateo County website?

Received favorable feedback on Graphics, design and tabs/ease of navigation; grantee and funding information less favorable feedback.

Slide 2: What do you like the least about the current website?

- 1) Lack of visual/videos and Limited resources & information for parents;
- 2) Hard to navigate/find information (Each of the items identified are being addressed in the Website Plan by RSE; two target audiences for new website are grantees and parents)

Slide 3: If you could change one thing about the website what would it be?

- 1) Look of site- more visuals and videos
- 2) More resources/information for parents
- 3) Update information for general public & grantees
- 4) Improve navigation of site

(Same focus is carrying through on responses - grantees and parents)

Slide 4: What are your three favorite websites? What makes them your favorites?

- 1) <http://www.first5la.org> – Very visual and engaging (This website's two target audiences are grantees and parents)
- 2) <https://www.amazon.com> – Easy to navigate and effective search site
- 3) <https://www.zerotothree.org> – Great parent resources

Mentions: <https://healthy.kaiserpermanente.org> – Clear and consistent messaging, warm graphics and easy to navigate and <http://www.rs-e.com> – Creative and colorful (RSE's website made the list!)

Slide 5: Please rank the types of information you would like to see highlighted on the website from most important to least important

Top 5: Parents Corner; Impact/Results; Community Initiatives; Talk, Read Sing; Policy and Advocacy

(Top 5 are consistent with parent information and outreach and communicating F5 investments and affecting change.)

Slide 6: When you come to the site, what device are you typically on? Desktop, mobile phone, tablet

Slide 7: Which target audiences should the new website prioritize?

- 1) Parents/ Families
- 2) Funded Partners / Community Service Providers
- 3) General Public/ Community
- 4) Stakeholder/ Policy

Slide 8: Please provide any other any other comments regarding what you would like to see on the website:

Success stories (currently working on success stories)

Easy access to direct services

More parent resources, download sheets

WOW factor

UPDATE: MAY 20, 2016 SPECIAL COMMISSION MEETING DELIVERABLES

Commission Primer: Commissioners reviewed the draft Primer, which is a deliverable from the May 20, 2016 Special Commission Meeting Deliverables. The Primer is a snapshot of the 0-5 world with live links and resources for Commissioners. The Primer is also a tool which can be utilized for dissemination to a wide range of target audiences, new Commissioners, etc.

Commission Meeting Format: There will be some new changes in the Commission meeting format and agenda which will focus on system level topics and helping us to align policy focus areas. Commissioner Kaplan requested that resource information on toxic stress and the effect on early brain development be called out in the resources, especially information about resilience resources to counter act toxic reaction to stress in early childhood.

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Date: February 6, 2016
To: First 5 San Mateo County Program, Operations and Planning Committee (POP)
From: Kitty Lopez, Executive Director
Re: Discussion

- New Commission Meeting Format Update
- Proposed Calendar of 2017 & 2018 Commission Meeting Dates

ACTION REQUESTED

Discussion

- New Commission Meeting Format Update
- Proposed Calendar of 2017 & 2018 Commission Meeting Dates

BACKGROUND

The new Commission Meeting Format and proposed 2017-2018 Commission Meeting Schedules are being presented for discussion as the result of input from Commissioners around building commission capacity and engagement at the February and May 2016 Special Commission Meetings (Commission Retreats). Staff continues to work with consultant Christina Bath Collosi, VIVA Strategy + Communications, in the advancement of Commission retreat priorities in order to focus the Commission Meetings and work more on strategy, policy, advocacy, and communication efforts.

Some proposed changes include:

1. New Commission Meeting Format: The goal of the new Commission meeting format is to energize Commission meetings by maximizing the flow of information and incorporating:
2. **Expert and guest speakers**. These can be outside and 'in-house' experts to speak on pertinent topics.
3. **Periodic discussions on leading-edge topics**. Use reports, videos, and white papers from outside organizations to stimulate thinking on a topic in advance of discussions.
4. **The creation of a learning organization**. Invite Commission members who have attended outside conferences, workshops, and education seminars to make brief reports and facilitate meaningful dialogue around these reports.

New format of the Executive Director Report. The document will be reformatted so that strategic focus areas are at the top of the document, while other more general announcements are moved further down. The Report will be kept short whenever possible; at Commission meetings there will not be a verbal update on information contained within the report, there will be "questions only" about the report (**See Attachment 3A**). Strategic items to discuss will be agendized as part of the Commission Meeting.

Proposed Calendar of 2017 & 2018 Commission Meeting Dates: The goal of the revised Commission meeting calendars is to reduce the number of Commission meetings during the year to focus more on strategic/advocacy issues. Programmatic and fiscal considerations were

taken into consideration while developing the proposed schedules. In a year when funding mechanisms are rolled out (RFP's; RFQ's, etc.) adjustments to the schedules may be needed.

The intent of this agenda item is to present a revised 2017 and 2018 Commission meeting dates to the Commission for approval at the February 28, 2017 Commission meeting.

2017 Commission Meetings:

January
February
April
May
June
August
October
November

2018 Commission Meetings:

January
March
May
June
August
October
November

**Commission meetings will continue to be held on the fourth Monday of each month from 4:00PM – 6:00PM*

**FIRST 5 SAN MATEO COUNTY
REPORT OF THE EXECUTIVE DIRECTOR
FEBRUARY 2017**

OVERVIEW

During the past month, the Executive Director took the following actions under the Commission's delegation authority:

1. Hired new program director.
2. Initiated annual audit.
3. Convened grantees to discuss new Commission policy "X."

STRATEGIC INVESTMENT FOCUS AREAS - UPDATES**Early Learning**

- San Mateo County early learning partners are sponsoring again, this year, the Virtual Inclusion Collaborative State Conference-Harvesting Equity for All Children and Youth with a focus on "Inclusion through Integrated Services."

Collaborating partners include: San Mateo County Office of Education, F5SMC, the Child Care Partnership Council, 4Cs, StarVista, Community Gatepath, IHSD and the Santa Clara Office of Education.

Child Health and Development

- On August 16th, First 5 Commissioner Lee Michelson led the San Mateo County Oral Health Coalition meeting in his role as the Oral Health Coalition Chair.

Family Engagement

- On September 27th the San Mateo County Office of Education will be hosting a Parent Café Overview session as an entrée to their Parent Café Institute Training.

POLICY, ADVOCACY, & COMMUNICATIONS UPDATES**Legislative Forum**

- The Silicon Valley Children's Advocacy Network's legislative forum was held on September 1, 2016. The forum included a Recap of the California State Budget and Legislative Session and other pending legislation for Early Learning.

Communications Implementation Plan

- Communication consultants Runyon, Saltzman, Einhorn, Inc. (RSE), will be contacting grantees to schedule a Grantee Communications Workshop to garner feedback and input from grantees about future communication efforts in partnership with F5SMC and what they need to be supported in future communication efforts.

ACCOUNTABILITY & EVALUATION

Persimmony Database

- Significant progress has been made toward implementation of a new grantee reporting system Persimmony. Grantees will begin using the system XXX.

FIRST 5 CALIFORNIA & FIRST 5 ASSOCIATION UPDATES

F5CA Child Health, Education, and Care Summit, November 8-10th, 2016.

- At the Summit, the First 5 Association is hosting a commissioner panel discussion and Commissioner Pine will speak on a panel about Commissioners' role in supporting essential services for children ages 0-5 in the midst of declining revenues.

COMMUNITY AND STATEWIDE EVENTS & UPDATES

San Mateo County Child Care Needs Assessment Study Session

- Join the Child Care Partnership Council on Tuesday, September 27th from 6:30-8:00pm and make your voice heard at a forum focusing on the needs and challenges faced today by families, child care providers, and preschool teachers in San Mateo County. The meeting will be held in the Dolphin Room at the San Mateo County.

Date: February 6, 2017

To: First 5 San Mateo County Program, Operations & Planning Committee (POP)

From: Michelle Blakely, Program and Planning Director

Re: Review and Discussion

- **Program Updates and Highlights: Early Childhood Facilities Forum; Help Me Grow/Watch Me Grow Centralized Telephone Access Point Feasibility Study; and Mental Health Systems Planning**
-

BACKGROUND

Program Updates and Highlights are provided as brief illustrations of the work addressing the Commission's Strategic Plan 2015-2020 in the focus areas of: Early Learning, Family Engagement, Child Health and Development and Policy, Advocacy and Communications.

PROGRAM UPDATES AND HIGHLIGHTS

- Early Childhood Education Facilities Forum: F5SMC is working with partners at the Silicon Valley Community Foundation, the Child Care Partnership Council, the 4Cs and others to align current and future efforts to build awareness and to develop a SMC work-plan to address early learning facilities shortages.
- Help Me Grow/Watch Me Grow Centralized Access Point Feasibility Study: Gatepath F5SMC WMG Systems Change Policy Group is developing a recommendation for an agency(s) to host a centralized access point that:
 - Families have easy access to that supports them in learning about their child's developmental needs
 - Identifies children with special needs and connects them to services
 - Service providers (health care, early care & education and human service) have easy access to resources for children at risk for developmental and behavioral problems.
 - Helps key stakeholders understand the gaps and barriers in available supports and service and provide data to plan and ensure that SMC is able to meet the needs of children and families.
 - Is leveraged and is not duplicative of existing call and warm line access points.
- Mental Health Systems Planning: Early childhood mental health system planning has commenced. As referenced in the Strategic Plan Implementation Plan (SPIP), this effort includes community planning, landscape analysis, and needs assessment activities. Subsequent funding decisions will be determined by the results.

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Date: February 6, 2017

To: First 5 San Mateo County Program, Operations & Planning Committee (POP)

From: Chonne Sherman, Communications & Operations Liaison

Re: Communications Update

BACKGROUND

On July 25, 2016 the First 5 San Mateo County Commission approved the 2015-2020 Strategic Communications and Implementation Plan. The following is an update on the progress of the implementation of communication activities by F5SMC staff and Runyon Einhorn, Inc. (RSE), communications consultant.

SOCIAL MEDIA

Instagram and Twitter: First 5 San Mateo will post informational posts about who First 5 is and what we do for children in the county. Also, for the first few months, RSE will cross promote F5's new social accounts across all channels.

Starting in February, RSE on F5's behalf will be very active on Twitter with 2-3 tweets and retweets a day. Posts for LinkedIn will happen a few times a month. First 5 staff reviewed and provided input on the social media content.

Social media activities will occur on a monthly basis with different themes as well as highlighting upcoming community events that focus on children prenatally to age 5 and their families.

Defining Metrics to Assess Success: RSE is defining metrics to evaluate the success of the campaign strategies, which will also identify if adjustments are needed:

- **Twitter Follower Growth:** Keeping track of your follower growth on a day-to-day, weekly or monthly basis, provides information of our direct Twitter reach and how strong our brand is growing on Twitter.
 - **Twitter Engagement:** Measuring Twitter engagement providing insights on the quality of the audience and how many followers are actually engaging with our content; most importantly it is an indication of how well our Twitter content strategy resonates with our audience.
 - **Instagram Metrics:** Counting the number of likes and comments a post gets by the number of followers shows which topics are being followed to rate the success of individual campaigns.
-

WEBSITE (Brief Overview)

What We've Done-Phase 1: Planning: Content Strategy & Information Architecture: Before diving into visual design, the focus was on content strategy and information architecture. This was accomplished through RSE's research of other First Five websites, their internal survey and the working group discussions. This planning process ensured that key goals and objectives were defined and that the content is organized clearly and intuitively for each target audience.

- Based on conversations and survey results, the site will cater to the following audiences:

Parents; make sections Spanish-language functional; focus on fathers; grantees; commission members/staff; policy-makers; stakeholders, partners and the media.

What We're Working on Now-Phase 2: Visual Design: After completion of the Phase 1, RSE produced two unique website design concepts tailored to meet all of F5SMC's objectives for each target audience.

- RSE is refining and finalizing Option 2, building out design templates for the homepage and five interior pages.
- RSE copywriters are developing new content as appropriate based on the new site infrastructure and design direction to maintain a consistent brand identity and to engage with each target audience. New content will also be identified for each section of the site by First 5 staff.

Schedule: The process to complete the website design for each page, evaluate existing content, develop and approve new content is scheduled to be complete mid-March 2017.

What's Right Around the Corner- Phase 3: Development & Launch: Once the website design/pages are approved, RSE will move into the development phase. The website is being developed using the best practices for mobile and tablet responsiveness, SEO (search engine optimization), site analytics and easy content uploading. WordPress is the development platform and content management system for the new website.

- Prior to the website launch, RSE will provide web-based group training for the F5SMC team members who will be responsible for making content updates.
- Once final content has been populated into the site, the RSE development team will then perform extensive browser testing to ensure the website displays and works properly in all modern web browsers on both Mac and PC computers.

Schedule: Soft launch for the website prior to having a hard launch is scheduled for June 30, 2017.

COMMUNICATIONS SUSTAINABILITY & CAPACITY BUILDING

Communication Policies and Standardized Internal Processes: A component of the Strategic Communications and Implementation Plan is the development of fundamental communication tools, outreach methods, outline and schedule of communication activities that once created, can be used year after year and updated as needed.

The first component of that work a style guide/brand guideline has been developed (**See Attachment 6A**).

- **Style Guide:** Will help steer not only the look of the website design (and other offline and online assets), but to guide the voice and tone of content among target audience groups. Parents, for example, messaging should be informative and positive while for community influencers we should stress F5's experience and knowledge.
- **Consistency:** Use of logo (do's and don'ts), color palate, photography, typography and collateral materials, power point presentations, etc. for grantees and the media.

Schedule: A complete manual of standardized internal processes will be defined and presented to POP and to the Commission at upcoming meetings.

Brand Boot Camp: The purpose of the boot-camp is to review messaging with primary brand advocates, F5SMC Staff and Commissioners, and practice using communications tools and strategies to deliver compelling messages. Our goal is to develop messaging that communicates the impact of our strategic investments. The brand boot-camp is a component of

Attachment 5

our overall communication efforts that includes our new website (under construction) and the use of social media (Twitter, Instagram, etc.) which is scheduled to begin in February.

Schedule: March 31, 2017 @ 10:00AM – 2:00PM; location TBD

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Style

Guide

- Brand Tone..... 1
- Logo..... 2-3
- Color Palette..... 4
- Photography..... 5
- Typography..... 6

First 5 San Mateo County is entrusted with the strategic investment of nearly 7 million public dollars each year specifically earmarked to help children and families in our county succeed.

We work on behalf of over 53,000 children ages 0-5 living in San Mateo County to ensure their every need is met, their families are supported and their future is a priority.

The brand tone for First 5 San Mateo County is:

- Friendly and approachable, but presents knowledge with authority because they have done the research
- Clear and informative
- Inspires trust
- Open and collaborative, ready to acknowledge and highlight partners, champions and parents/caregivers

Messaging to Parents

When speaking with parents, our brand's voice should be caring, informative and always positive. To aid with clarity and encompass everyone in our diverse audience, all copy intended for parents should be written at a fifth grade level.

Sample social post:

Looking for a cost-free way to keep your kids busy? Check out these fun-filled indoor activities!

Messaging to Community Influencers

When speaking to the community and/or public officials we should stress an informative and knowledgeable voice.

Sample social post:

Learn about the new ways our state is keeping our little ones safe here!

Primary Color Logo

The First 5 San Mateo County logo is a key identifying brand graphic and should be used on all communication and advertising.

Tagline

When appropriate, include the tagline, Success for Every Child, underneath the logo. Please typeset the tagline as seen here. *Font used: Trebuchet Regular.*



White/Reversed Logo

The logo may be used in white when placed on a solid color background. To maintain brand strength and consistency, the background color should be F5 San Mateo Green (see *Color Palette on page 4*).



Black & White Logo

Sometimes color reproduction is not available on printed materials. In this case, the logo may be used in black, as shown here.



The First 5 San Mateo County logo and logo elements should never be altered, stretched, tilted, rearranged or placed on a busy or dark background. These are a few examples of incorrect logo use.

Do not rearrange or alter the logo elements.



Do not stretch or skew the logo.



Do not change the color of the logo.



Do not place the primary color logo on a busy or dark background.





Primary Brand Color

F5 San Mateo Green
CMYK 51/33/83/11
RGB 128/136/76
HTML 80884c

The color palette for First 5 San Mateo County complements the brand-established color of the logo. The logo color, F5 San Mateo Green, is the primary brand color and should be used on all materials and communications.

The secondary colors accent the primary color, and are meant to add graphic interest and emotion. The colors are cheerful, positive and add a warm personality to the brand.



Secondary Colors

Celery
CMYK 38/7/91/0
RGB 172/196/74
HTML acc44a



Soft Aqua
CMYK 54/0/18/0
RGB 105/204/213
HTML 69ccd5



Lilac
CMYK 27/65/0/0
RGB 197/111/197
HTML acc44a



Peach
CMYK 0/54/71/0
RGB 172/196/74
HTML f68e56



Sunny Yellow
CMYK 3/26/100/0
RGB 247/189/16
HTML f7bd10

Photos used for First 5 San Mateo County messaging should be positive, inspiring, empowering, educational and informative. These images should always use interesting depth of field and never seem posed or unnatural. Whenever possible, imagery should highlight children ages 0-5. Below are stylistic examples of appropriate photos for use.



Digital/Web

The font that is used in digital instances is the Trebuchet font family. Trebuchet is a sans serif font that has a friendly look and is easy to read. This is a common font that can be viewed on most computers.

Trebuchet Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Trebuchet Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Trebuchet Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Printed Collateral

A suggested font for headlines and subheads is ITC American Typewriter Bold. This font has a friendly, warm personality and is reminiscent of toy alphabet blocks. If this font is not available, use a serif font such as Palatino Bold.

For body copy, Trebuchet Regular may be used. It contrasts nicely with the bold serif headline font and is friendly and easy to read.

Headlines and Subheads

ITC American Typewriter Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz •
1234567890

Body Copy

Trebuchet Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890