

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

DATE: January 8, 2018  
 TIME: 4:00 – 5:00 PM  
 ADDRESS: San Mateo County Office of Education, 101 Twin Dolphin Dr.  
 Superintendent’s Conference Room, 2<sup>nd</sup> Floor,  
 Redwood City, CA 94065

COMMISSION MEMBERS: Anne Campbell, David Canepa, Sandra Phillips-Sved  
 PUBLIC MEMBER: Harvey Kaplan, M.D.  
 STAFF: Kitty Lopez, Michelle Blakely, Myra Cruz

AGENDA		
1.	Approval of the January 8, 2018 Program, Operations and Planning Committee Meeting Agenda	Campbell
2.	Approval of the August 7, 2017 and November 6, 2017 Program, Operations and Planning Committee Meeting Minutes (See Attachment 2 and 2A)	Campbell
3.	Elect POP Committee Chair	
4.	Strategic Planning Update	
5.	Build Up Advisory Committee Meeting: Verbal Update	Lopez/Blakely
6.	Verbal Updates: <ul style="list-style-type: none"> <li>• Program Highlights – Early Childhood Mental Health System</li> <li>• Grants Funding for F5SMC</li> <li>• Communications</li> </ul>	Blakely
7.	Adjournment	Campbell

**NEXT MEETING: February 26, 2018**

**FIRST 5 SAN MATEO COUNTY  
PROGRAM, OPERATIONS AND PLANNING (POP)  
COMMITTEE MEETING MINUTES  
August 7, 2017**

- **Commission Members:** Anne Campbell (Chair)
  - **Public Member:** Harvey Kaplan M.D.
  - **Staff:** Kitty Lopez
  - **Absent:** David Canepa, Sandra Phillips-Sved
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Commission Chair Campbell called the meeting to order at 4:00 p.m.

**1. Approval of the August 7, 2017 Program, Operations, and Planning Committee Meeting**

**Agenda:** Public Member Harvey Kaplan moved to approve the Agenda; Commissioner Phillips-Sved seconded the motion.

**2. Approval of the June 5, 2017 Program, Operations, and Planning Committee Meeting**

**Minutes:** Commissioner Phillips-Sved moved to approve; Public Member Harvey Kaplan seconded the motion

(See Attachment 2)

**3. Verbal Discussion: Strategic Plan Implementation (SPIP) Update for Fiscal Year 2017-2018 through 2019-2020**

Kitty Lopez stated that the Staff will be bringing the funding recommendations, per the Strategic Plan, to the full Commission for the August 28, 2017 Commission Meeting

**4. Program Updates and Highlights**

- **Build Up for San Mateo County's Children-Early Learning Facilities:** Staff and partners (San Mateo County Office of Education (SMCOE), Child Care Partnership Council (4C's), and Silicon Valley Community Foundation (SVCF), continue to meet regularly to launch and fully implement the next phase of facilities work including funding a dedicated staff person to manage tasks and activities as well as continuing to meet with city councils and or planning and development committees.
- **Update on Children's Health Initiative (CHI):** There is a reserve in the Healthy Kid's fund balance as a result of the implementation of the Affordable Care Act, Medi-Cal Expansion, and continuous contributions of the long term funding partners, including First 5SMC. First 5's current balance is approximately \$1.2M; Sequoia HealthCare District, Peninsula Health Care District, Lucile Packard Hospital, and SMC Health Department are also funders. The Oversight Committee met in July and decided to monitor State and Federal legislation as a result of the on-going and challenging Affordable Care Act landscape and make a definitive plan for the reserves in January, 2018.

- Quality Counts San Mateo County: San Mateo County's Quality Rating and Improvement System (QRIS) has a brand, logo, and tag line: *Quality Counts San Mateo County-Early Learning Excellence* has been officially launched. The communications plans include parent and provider outreach tool kit and website hub development.

Commissioner Campbell asked if First 5 CA Talk, Read, Sing Campaign will be linked to the First 5 San Mateo website; Kitty Lopez responded that she will have to ask the consultant, RSE, if there will be a link.

Public Member Harvey Kaplan asked what the parent outreach plan would be to help inform the parents about Quality Counts. Kitty Lopez responded that the communications consulting firm, VIVA Strategies & Communications, was developing specific parent outreach tools and materials; we would be able to present these when they are completed.

### **Communications Update**

Staff will be meeting with Runyon Saltzman, Inc. (RSE) to discuss their Scope of Work for Year 3 on August 17, 2017. The website launch has been moved out to the last week in August.

Committee members also discussed the importance of having the Communications Consultant support the Commissioners in effective use of social media platforms as part of our communications work.

Commissioner Campbell asked if RSE was making the First 5 Website ADA compliant with the Office of Civil Rights. The County Office of Education is in the middle of this process right now. She suggested we check with our County Counsel and RSE to ensure First 5 San Mateo is protected and in compliance.

### **5. Adjournment**

Commission Chair Campbell adjourned the meeting at 5:00 p.m.

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

**November 6, 2017  
San Mateo County Office of Education**

- **Commission Members:** Anne Campbell (Chair), Sandra Phillips-Sved
- **Absent:** David Canepa, Harvey Kaplan (Public Member)
- **Staff:** Kitty Lopez, Myra Cruz

Commission Chair Campbell called the meeting to order at 4:07 p.m.

**1. Approval of the November 6, 2017 Program, Operations, and Planning Committee Meeting**

**Agenda:** Commissioner Phillips-Sved moved to approve the Agenda; Commissioner Campbell seconded the motion.

**2. Approval of the August 7, 2017 Program, Operations, and Planning Committee Meeting**

**Minutes:** The approval of the August 7, 2017 minutes is postponed until the next meeting due to no quorum.

**3. Verbal Discussion: Strategic Plan Implementation (SPIP) Update for Fiscal Year 2017-2018 through 2019-2020**

- Kitty Lopez shared the F5SMC 2015 – 2020 Strategic Plan Executive Summary. Strategic planning for FYs 2020-2025 will begin in 2018. After obtaining input from F5SMC staff, Lopez suggested to continue with the current vision, mission, and desired outcomes in the current strategic plan, and use it as the foundation for developing the new Strategic Plan 2020-2025 and the new SPIP for FY 2020-2025. She shared some of the staff's thoughts for strategic planning next year such as what are the critical questions we want to consider? What are the financial numbers to work with? What is the projected landscape? What is our highest added value?  
Commissioner Campbell added given the work, what do we see as accomplishments of this strategic plan and what areas do we need to review or learn from this work going forward?

The POP Committee agreed with this approach and to relay the information at the next Commission Meeting.

- **Medi-Cal Administrative Activities (MAA)**

Kitty Lopez explained that MAA that we are looking to partner more with the Health System to see if F5SMC can draw down reimbursement from the Federal Medicaid program for the activities that the staff and grantees are engaged in. We are working with the Health System for possibility of reimbursement since the MAA program for San Mateo County is administered and monitored by the Health System.

▪ Communications Update

- Runyon Saltzman Eihorn, Inc. (RSE) reviewed other First 5 websites and recommended to translate the F5SMC new English site to Spanish on major areas of the website. See Communication report attachment 11.1.
- ADA compliance for F5SMC website – Kitty asked if there somebody in the SM County of Education that RSE can connect with for guidance. Campbell suggested to connect with Claire Cunningham, County Counsel, for the County Office of Education.
- F5SMC staff is working with the grantees regarding 2018 – 2020 Scope of Work.
- Immigration Learning Circle was attended by 50 people on November 6, 2017.
- Early Childhood Mental Health System – a meeting is set on Nov. 28<sup>th</sup> for community input session.

**The POP December 4<sup>th</sup> meeting is canceled. The next meeting is January 8, 2018 from 4:00 – 5:00 PM.**

**5. Adjournment**

Commission Chair Campbell adjourned the meeting at 4:29 p.m.