



EXECUTIVE COMMITTEE MEETING MINUTES
Wednesday, November 18, 2015 at 8 a.m.
15506 County Line Road
Spring Hill, FL 34610

Board Members Present: Dr. Steve Kanakis, Chair; Gus Guadagnino, Pat McHugh

Committee Members Present via Phone: None

Committee Members Excused: None

Staff Present: Jim Farrelly, Jak Jakubauskas, Betsy Kier

Guests Present: None

I. Call to Order – Dr. Steve Kanakis, Chair

Dr. Kanakis called the regularly scheduled Executive Committee meeting to order at 8:06 a.m.

II. Review/Adoption, Draft Minutes from October 19, 2015 Executive Committee Meeting

Dr. Kanakis requested a motion to adopt the minutes from the October 19, 2015 Executive Committee meeting as presented. Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

III. Review/Approval of Spending Plan, Ad Hoc Marketing Committee

Mr. Farrelly explained this Committee has met to discuss spending Outreach and Awareness funds, to create elevator speeches and to establish a speaker's bureau. The proposed spending recommendation from the Committee is for VPK Outreach and Awareness, which has approximately \$16,000 in this fiscal year's budget and the Committee recommends spending approximately \$900 a month or a total of \$7,200 on Facebook advertising to target parents.

Additionally, a Board member has agreed to contact a writer with the *Tampa Bay Times* and the Coalition will work with local pediatrician's offices and Head Start offices to dispense information on the VPK program.

Mr. McHugh explained the Committee will review the Facebook advertising every 30 days and should be able to determine by the second or third month if funds are being used effectively.

Dr. Kanakis requested a motion to approve the Marketing Committee's spending plan for Facebook. Mr. Guadagnino so moved and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

Mr. Farrelly noted that volunteers have been recruited to create a speaker's bureau, both from staff and Board members and training will begin in January.

IV. Review, Early Learning Florida Project

Ms. Kier explained this is an on-line training system developed by the University of Florida and the Lastinger Center for Learning, who have obtained private funding to sustain this project for several years. Early Learning Florida (ELF) and OEL's Performance Funding Project will work together on this new quality initiative. The Coalition will begin to offer a course in January which will be facilitated by Ms. Harvey, the Training Specialist, as three (3) community practice sessions will be held at the Coalition.

Upon completion of this 8-week training course, each student will be awarded \$125 by the state. The funds will go directly to the teacher participating in the training and not the owner or director of their center. The ELF Project will also award the Coalition's facilitator a stipend and the Coalition will also receive a stipend for administration purposes.

The training will allow for twenty-five (25) students and the first group to be targeted for participation will be Sunshine Star applicants.

Ms. Kier explained that four (4) days of free training will be offered to Program Manager, Joe Mascaro and to Ms. Harvey. Coalition Provider Specialists will also be sent to a free technical assistance coaching training.

Depending on the outcome of the completion of this course, Ms. Kier explained the Coalition may offer another course in March. The state will require sign-in sheets for each training session as well as agendas for the community practice sessions. The teacher stipends will be processed by the Lastinger Center.

V. VPK Monitoring and Provider on Probation (POP) Procedures

Ms. Kier explained this procedure is being presented for informational purposes only. The procedure outlines 100% of VPK monitoring procedures and that CAPs will be implemented for low scoring providers. This procedure also contains wording required by OEL.

Ms. Kier explained the VPK monitoring takes approximately 30 minutes per classroom and some centers can have as many as eight (8) VPK classrooms. She explained that for a severe non-compliance finding, the provider's VPK contract could be cancelled and the state will not allow the provider to offer VPK for five (5) years.

Under the POP procedures, POP providers will require a quality improvement plan and certain assessments will be required.

VI. Other Updates

- **“2017: Year of the Young Child in Pasco/Hernando Counties”**

Mr. Farrelly explained that early learning begins with the Coalition and it is important to have that concept distributed throughout Pasco and Hernando Counties. He envisions working with the school boards and county commissions to do something every month

in 2017. Additionally, the speaker's bureau will be utilized as well as newspaper media and he would like to create a Planning Committee to plan some events and to bring in county luminaries to talk about early learning. A Planning Committee would be created in January with a representative from the Executive Committee to plan monthly events.

As 2017 will the 10th anniversary of the Early Learning Conference, Mr. Guadagnino suggested obtaining a proclamation from the counties.

- **WEDU**

Mr. Farrelly explained the Coalition is one of 35 non-profits in the running for WEDU's Be More Humble award. The Coalition is also nominated in two (2) other categories, one for the annual conference and one for Storybook Forest. Finalists will be announced in December.

- **Fundraising Competition Among Providers – Foundation**

Mr. Farrelly informed the Committee that Dr. Bonnie Clark is now the Chair of the Foundation for Early Learning. He explained that WEDU raises a great deal of money through events like their award program and even though the Coalition cannot do something similar to raise match, the Foundation can. Mr. Farrelly explained the concept of having "best childcare award" with different categories to be held at a venue such as Spartan Manor. This concept will be presented at the November Foundation meeting.

VII. Public Input

None. At this time, Mr. Farrelly played a 3-minute video which had been compiled by a videographer during the Coalition's recent annual Early Learning Conference.

VIII. Adjournment

Dr. Kanakis adjourned this meeting of the Executive Committee at 8:56 a.m. without further discussion.

Respectfully submitted,

Ramute "Jak" Jakubauskas
Administrative Assistant