



PROGRAM COMMITTEE MEETING MINUTES
October 19, 2011 at 8:30 a.m.
15506 County Line Road, Suite 102
Spring Hill, FL 34610

Committee Members Present: Jayne Goldstein, Chair; Dawn Harvey, Angela Porterfield

Committee Members Attending Via Phone: Ann-Gayl Ellis, Richard Forrester

Committee Members Excused: None

Staff Present: Kim Borrego, Jim Farrelly, Jak Jakubauskas, Katie Nelson

Guests Present: None

I. Welcome and Call to Order - Ms. Jayne Goldstein, Chair

Ms. Goldstein called the Program Committee to order at 8:40 a.m.

Ms. Goldstein requested a motion to adopt the draft minutes from the September 14, 2011 meeting as written. Ms. Ellis so moved and Ms. Harvey seconded the motion. All were in favor with no abstentions and the motion carried.

II. Discussion, Centers Below and Above Monitoring Standards

Ms. Borrego reviewed the following centers:

JFAFCCH: Agreement was terminated and provider notified an appeal would be due by September 26, 2011. Provider delivered letter of appeal on October 6, 2011 and a letter was sent to the provider explaining the grievance procedure and timeframe and the appeal was denied.

KRP: CAP received and approved; follow up will occur after October 24, 2011.

TH: Minimum requirements not met; CAP was received, but not approved as written.

FPH: Two (2) classrooms were below the minimum and are not utilizing a Coalition approved curriculum. Letter was sent advising provider was not using Coalition approved curriculum. CAP was received and approved with follow up scheduled after November 7, 2011.

SA: Minimum requirements not met; CAP received and approved with follow up scheduled after November 8, 2011. Ms. Borrego reminded the Committee this center was also placed on CAP last year.

LCA: Minimum requirements not met; however, the assessment is being held as the owner is disputing the assessment. Staff is reviewing the paperwork.

Ms. Borrego informed the Committee that another twenty-six (26) providers were assessed and they scored 87% or above.

III. Comments, School Readiness Provider Assessment Tools

Ms. Borrego explained that several new Committee members had requested copies of the tools for their own information and she would now answer any questions. There were no questions relating to the tools.

Ms. Porterfield inquired if the Race to the Top plan would consider the Coalition's assessment tool for state adoption. Mr. Farrelly stated the Coalition's tool would not be adopted, but ERS/CLASS tools may be adopted. He informed the Committee that the Quality Committee had given permission to do a field test involving 5% of our providers and using the ERS/CLASS tools.

IV. Discussion, "Vision Report", Recommendation

Ms. Borrego distributed the PowerPoint slides relating to the Provider Orientation and Provider Manual (attached) for review and stated that separate binders for the Provider Manual will be created for School Readiness and VPK and will be made available to providers electronically. The Board had requested a Statement of Impact and a Cost Benefit Analysis on each recommendation within the Vision Report and these items will be discussed over the next several months.

Ms. Borrego explained that Ms. Hammond had requested that the Provider Manual not be produced in-house, that only an electronic version be made available to providers as a tool. Mr. Farrelly explained that staff spends a great deal of time explaining and reviewing with new providers what is required of them.

Ms. Borrego stated this would be a proactive approach to better inform providers and reduce staff time spent with providers. Ms. Goldstein stated this would help create a more professional atmosphere by having set guidelines providers could refer to. Ms. Borrego explained that during the new Provider Orientation, the provider would download the manual and bring it to orientation with any questions.

Ms. Goldstein requested a motion to approve proceeding with the Provider Manual. Ms. Porterfield so moved and Ms. Harvey seconded the motion. All were in favor with no abstentions and the motion carried.

V. Discussion, Ideas for VPK Outreach & Awareness

Ms. Borrego informed the Committee that ideas are being solicited for different approaches and stated that Ms. Nelson had put a packet together of different advertising campaigns and samples of postcards and newspaper inserts.

Ms. Nelson stated her goal is to do a campaign and be able to measure its effectiveness. She also recommended surveying parents when they register to discover how they heard about the VPK program. Currently, the majority of parents have heard about VPK through word of mouth or by seeing VPK signs outside of centers.

Also discussed were various advertising media such as cinema and billboard as well as posting flyers in pediatricians and pediatric dental offices. Ms. Nelson stated that Ms. Lisa Buie of the *St. Petersburg Times* would like to do a “By the Numbers” article on VPK.

Mr. Farrelly stated with the changes coming to the VPK program, some centers may close giving parents fewer options and the new standards will increase the number of Low Performing Providers.

Ms. Goldstein inquired if the Coalition would sponsor a VPK event for providers to help promote their centers. The event could be held at each office during VPK registration round-ups to create awareness.

Ms. Ellis recommended that the Coalition continue with the newspaper and postcard mailings. If cinema advertising would be included, she suggested the advertising should not be shown more than fourteen (14) minutes before the movie starts. A discussion followed on the expense of cinema advertising, its target population and how to capture the information from the advertising.

Ms. Harvey stated she would post a link on her school’s website to the Coalition and suggested that other schools do so as well. Mr. Farrelly explained that a link already exists on the Hernando School District’s website. Ms. Borrego also explained that postcards were distributed last year to school offices in Hernando County.

Ms. Goldstein reviewed the Coalition’s postcard and suggested that it be reformatted highlighting that this program is for 4-year olds.

Mr. Farrelly reviewed the Committee’s recommendation to continue with the postcard direct marketing, bill board advertising, flyers in schools and doctor and dentist offices. Additional information and prices will be obtained and presented at the next Program Committee meeting.

VI. Update, Revisions to By-Laws

Mr. Farrelly explained that minor changes were being required by OEL, one of which was the name change to Florida's Office of Early Learning. An addition on page 3 speaks to the seating of an additional statutory member but in a non-voting capacity if that position is already filled by a voting member. Another addition on page 4 allows specific members of the public to be appointed as at-large members and on page 11, approving curricula was moved from Quality and placed under Program Committee.

Ms. Goldstein requested a motion to approve the revisions to the By-Laws. Mr. Forrester so moved and Ms. Porterfield seconded the motion. All were in favor with no abstentions and the motion carried.

VII. Conference Update

Ms. Borrego informed the Committee that 375 providers had registered to date and 30 presenters would be providing 22-23 workshops during the three (3) breakout sessions. Additionally, 33 exhibitors will be participating and 87 door prizes have been collected. Mr. Forrester informed Ms. Borrego that if a presenter is still required from DCF to contact him directly.

VIII. Public Input

None.

IX. Next Meeting Date – November 9, 2011 at 8:30 a.m.

The next Program Committee meeting will be held on Wednesday, November 9, 2011 at 8:30 a.m.

X. Adjournment

The Program Committee was adjourned at 9:38 a.m. without further discussion.

Respectfully submitted by,

Ramute "Jak" Jakubauskas,
Administrative Assistant