Strong Start and
the Early Learning Master Plan

Matthew Tinsley, Director – Strong Start
October 25, 2018
Safety Announcement

In the event of an emergency evacuation:

• Please notify me if you require assistance exiting
• Follow me as we vacate the room and building
• Proceed to the parking lot evacuation area for roll call
• Do not leave until attendance reporting is completed
• We greatly appreciate your cooperation in the event of an emergency
Santa Clara County Office of Education

Santa Clara County Office of Education (SCCOE) is a state regional service agency that provides:

– instructional, business, and technology services to the 31 school districts of Santa Clara County;

– directly serves students through special education programs, alternative schools, Head Start and State Preschool programs, migrant education, and Opportunity Youth Academy through the Board of Education, authorizes county charter schools;

– provides academic and fiscal oversight and monitoring to school districts and the 23 county board authorized charter schools;

– provides essential services and technical assistance throughout the region and statewide.
Leadership, Service, & Advocacy

County Superintendent

Dr. Mary Ann Dewan

County Board of Education

Darcie Green, Area 6; Grace Mah, Area 1; Claudia Rossi, Area 7; Rosemary Kamei, Area 3; Joseph Di Salvo, Area 4; Kathleen King, Area 2; Anna Song, Area 5
Overview

• Equity, diversity, inclusion and partnership
• Why care about preschool?
• What is the Strong Start Initiative?
• What is the Early Learning Master Plan?
• Questions
Equity
Diversity
Inclusion

“We conclude that, in the field of public education, the doctrine of separate but equal has no place.”

Earl Warren, Chief Justice of the Supreme Court, Governor of California
Partnership

If you want to go fast
go alone.
If you want to go far
go together.

African proverb
Commercial Break
8th - 28
8th - 28
3rd - 32
“The achievement gap is the civil rights issue of our time”

- President G. W. Bush, 2002
- President B. H. Obama, 2011
- President D. J. Trump, 2017
preschool access

“The achievement gap is the civil rights issue of our time”

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Low-SES children who attended a high quality preschool are

- **40%** less likely to become teen parents
- **50%** less likely to be referred for special education
- **70%** less likely to be arrested for a violent crime
County-wide Preschool Access Gaps

All Children

Children in Poverty

[Charts showing preschool access gaps for all children and children in poverty]
Commercial Break
Strong Start is a coalition of community leaders, early education providers, nonprofit organizations, elected officials, members of the business community, and other key stakeholders who are committed to expanding access to high quality early learning opportunities for all children age 0 to 8 in Santa Clara County.
The Coalition
Our Mission
To ensure that all children age 0 to 8 in Santa Clara County have access to high quality early education opportunities

Our Objectives
Increase public understanding of the importance, economic impact, and community benefits of high quality early learning programs; and
Increase support and expansion of access to high quality early learning programs for all children in Santa Clara County for at least two years prior to kindergarten
Public Education

• Public presentations

• Social media (Twitter, Facebook) @StrongStartSCC

• Web site and blog www.strongstartsantaclara.org

• Email newsletter

• “Potter the Otter Gets Ready for Kindergarten”
Public Education contd.

- Collateral on CSPP income thresholds, signs of quality in ECE providers, registering for kindergarten
- Public service announcements
- Newspaper opinion pieces
- *Kindergarten enrollment events TBD*
Advocacy and Research

• State legislative advocacy - SVCAN
• State budget advocacy
• Local advocacy – Measure A
• Local alignment– QRIS Executive Cabinet, Children’s Agenda Network
Advocacy and Research

- Transitional kindergarten analysis
- Early Learning Facilities Study
- Early Learning Facilities ArcGIS Map Tool
- Online Voter's Guide on Children's Issues

www.sccvoteforkids.org
To learn more ...

- www.strongstartsantaclara.org
- Facebook or Twitter: @StrongStartSCC
- Email strongstart@sccoe.org to join the email list
Commercial Break

80% of a child's brain develops by age 3
90% develops by age 5
Early Learning Master Plan

A “strategic framework” to align the efforts of the early care and education community in Santa Clara County

Vision Statement

“... all children from birth to eight in Santa Clara County will have equitable and inclusive access to affordable, voluntary, high-quality early care and education (ECE) services ...”
From 2008-2014 the number of children 0-5 in Santa Clara County decreased by 11%.

From 2010-2014 the number of children 0-5 in poverty in Santa Clara County decreased by 40%.
“Affordable” child care costs 7% of family income

Average cost of a licensed pre-school slot - $11,991

Average cost of a licensed infant-toddler slot - $16,375

A family must earn $171,300 to make full-time licensed care for one preschooler affordable in Santa Clara County
More than 1/3 of preschoolers in Santa Clara County live in “child care deserts”
90+ stakeholders met across 10 months to plan, develop, and refine a county-wide vision for ECE leading to 9 “key” goals in 6 focus areas – Access; Articulation, Alignment and Data Systems; Facilities, Family Engagement, Program Quality and Workforce Development.
ELMP List of Goals

Access
Goal 1: Expand Local Funding for ECE Services
Goal 2: Enroll All Eligible Children in Transitional Kindergarten (TK)
Goal 3: Increase Access to State Preschool Programs
Goal 4: Increase Access to Infant-Toddler Care and Paid Family Leave

Articulation, Alignment And Data Systems
Goal 1: Expand School - Provider Networks
Goal 2: Assign Unique Student Identification Numbers to 0-5 Year Old Children
Goal 3: Provide Parents With School Readiness and Enrollment Information
Goal 4: Include ECE Data in the Developing County-Wide Integrated Data System
Goal 5: Promote the Use of Validated School Readiness Assessments

Facilities
Goal 1: Offer Facilities Training and Technical Assistance (TTA) to Providers
Goal 2: Create a County-Wide ECE Facilities Development Plan
Goal 3: Advocate for Sustainable Sources of Funding for ECE Facilities
Goal 4: Enhance Facilities Licensing to Improve the Quality of ECE Facilities
Goal 5: Engage Cities as Partners in ECE Facilities Development

Family Engagement
Goal 1: Implement a County-Wide Family Engagement Framework
Goal 2: Create and Sustain a Joint Schools-ECE Family Engagement Collaborative
Goal 3: Launch a Family Engagement Public Education Campaign

Program Quality
Goal 1: Expand Participation in the Quality Rating and Improvement System (QUALITY MATTERS) and Other Quality Accreditation Programs
Goal 2: Advocate for Improved Quality in Transitional Kindergarten Programs
Goal 3: Support ECE Programs in Implementing Quality Improvement Strategies
Goal 4: Provide a Common ECE Program Quality Data System
Goal 5: Assess the Quality Of Out-Of-School-Time (OST) Programs

Workforce Development
Goal 1: Support Re-Opening ECE Lab Schools at Community Colleges
Goal 2: Advocate for Worthy Wages for ECE Professionals
Goal 3: Increase Enrollment in the ECE Workforce Registry
Goal 4: Include ECE Content in Pre- and In-Service Elementary School Administrator Training
Goal 5: Create a Talent Pipeline Management Strategy for the ECE Workforce
Goal 6: Build Public Understanding And Esteem for the ECE Profession
Progress

Expand Local Funding for ECE Services
- Measure A
- Whole Child Initiative pilots in ARUESD and FMSD

Assign Unique Student Identification Numbers to 0-5 Year Old Children
- Approx. 3,000 preschoolers with SSIDs
Progress contd.

Provide Parents With School Readiness and Enrollment Information

• Distribution of 25,000 copies of Potter the Otter Gets Ready for K, 3 x 10,000 pieces of collateral

Include ECE Data in the Developing County-Wide IDS

• Building ECE data dashboards, importing SCCOE HS data into DataZone
Progress contd.

Create a County-Wide ECE Facilities Development Plan
- ELFS study completed and posted online
- Interactive web map launched

Engage Cities as Partners in ECE Facilities Development
- Facilities convening with SVCF, SF Fed
- Initial conversations with City of SJ, County, (school districts) on including ECE facilities in development
Include ECE Content in Pre- and In-Service Elementary School Administrator Training

• Two rounds of the Early Learning Leadership Academy enrolling 40-50 principals from Santa Clara County
• Examining including ECE content in SCCOE’s administrative credentialing programs
Connect with SCCOE

• Social Media

  ![Facebook](https://example.com)  ![Linkedin](https://example.com)  ![Twitter](https://example.com)

• **Ed Bulletin** (e-newsletter)

• [www.sccoe.org](http://www.sccoe.org)