

County of Monterey
Template for Boards, Committees and Commissions (BCC) Annual Report
to the Board of Supervisors

The purposes of an Annual Report are to:

1) Bridge the gaps between the organizations who are doing work on behalf of the residents of our County and the Board of Supervisors (BoS) who are responsible for making the policy decisions. These reports will serve as an annual opportunity for organizations to advise and inform the BoS, and a chance for the BoS to provide direction to the organizations.

2) Increase the transparency and accountability of County Government. These reports will provide organizations with an annual opportunity for self reflection, celebration of accomplishments, and planning for the future. Sharing this annual self-report with the public will increase awareness and understanding about the different functions of County Government.

This form is intended to be used as a template to help provide the priority categories of information to be reviewed by the Board of Supervisors. The annual report is considered a collective overview through the Boards, Committees and Commissions (BCC) group consensus prior to identifying goals and accomplishments achieved. This annual report template serves as a guide to assist with synthesizing the annual update within five to ten (5-10) pages maximum. Please indicate whether another format and/or supplemental supporting documents are necessary.

ORGANIZATION INFORMATION

Name of Organization (and any AKA): Monterey County Children's Council _____

Mailing address: 60 Garden Court, Suite 350, Monterey, CA 93940 _____

Officers (Name and Title): see attached _____

Type of Organization:

Board

Commission

Council

Collaborative

Subject to Maddy Act

Subject to Brown Act

Staff Contact

Name: Vanessa Robinson _____

Phone/Email: (831) 372-8026 x105 / Vanessa@unitedwaymcca.org _____

Department: Impact _____

ORGANIZATION HISTORY and PURPOSE (In this section please summarize [within one page or less] answers to some or all of the following as it relates to the BCC);

- **Describe your organization's history. When/how/why was your organization formed?**

The Monterey County Children's Council is an interagency council designed to provide better coordination of children and youth services. The Council was formed to enhance services and decrease duplicative efforts in child and youth service provisions. The Council was established by the Board of Supervisors on June 9, 1992 with the passage of resolution 92-256 in order to enable the County to more efficiently and effectively meet the needs of its children and their families, and to ensure that the law set forth in Section 18986 of the Welfare and Institutions Code is effectively implemented. The purpose of the Council is to facilitate the development of comprehensive and collaborative delivery system of services for children and their families.

- **Summarize the mission and/or purpose of your organization.**

The vision of the Council is that all children in Monterey County live in safe, nurturing homes and communities; they are healthy, valued, succeed in school and realize their full potential. The mission of the Children's Council is to provide leadership and policy direction to encourage the development of a comprehensive and collaborative delivery system of services to children and youth in Monterey County.

The guiding principals of the Council are:

Collaborative – promoting cross-agency policies and procedures that enhance seamless service delivery; encourage interdisciplinary problem-solving and support; and address the barriers to success;

Comprehensive, Coordinated and Integrated – recommending a full array of services and supports where the entire range of needs are addressed in an efficient, responsive and effective manner;

Family-Centered and Family-Driven – honoring, respecting and empowering families as their child's first teacher and strongest advocate;

Culturally Responsive – ensuring diverse populations receive culturally responsive services and supports;

Community-Based/Community Driven – ensuring that services are available and accessible in a variety of settings and locations;

Participatory – ensuring that program recipients participate in making and shaping decisions; and

Outcomes-Oriented – measuring outcomes for children, youth and families and using data to facilitate decision-making, identify obstacles and improve services.

- **What problems, needs or issues does your organization address? How does your work address and/or change the underlying or root causes of the problem?**

Monterey County Children’s Council develops child and youth development initiatives that use cross-sector, data driven approaches to address critical issues that impact the health and well-being of children and youth. These collaborative approaches address the root causes of issues by encouraging the comprehensive delivery of services to children and youth rather than relying on single organizations or agencies trying to address problems that arise from the interplay of actors across sectors.

- **Describe your current programs and activities.**

Bright Beginnings aims to maximize community efforts to improve early childhood development outcomes through effective coordination, capacity building, empowerment, and strategic action for children from the prenatal stage through 3rd grade and their families. The work of *Bright Beginnings* is part of the first pathway in California State University, Monterey Bay’s (CSUMB) Cradle to Career Initiative – Bright Futures. Bright Futures is striving to ensure every child is supported inside and outside of school in order to enter a career and maximize their potential. Utilizing the Collective Impact approach, *Bright Beginnings* and Bright Futures are working in partnership to improve outcomes for children. *Bright Beginnings* is concentrating its efforts on improving six indicators of early childhood development in Monterey County. The six indicators are 3rd Grade Reading Level, Prenatal Care, Maternal Education Level, Social Emotional Skills, Reading to Children and Licensed Childcare.

The *All Kids, Our Kids* initiative seeks to address gaps in equity by training districts in positive behavior reinforcement. *All Kids, Our Kids* is a countywide movement dedicated to creating positive, caring and equitable schools, communities, and peer groups for all children and youth using principles of positive youth development. There are three assets all children and youth need in order to succeed in school and life: caring relationships, high expectations and opportunities for meaningful participation. Research shows that when children and youth experience these important assets in their home, school, community and amongst their peers, they develop the internal strength needed to overcome adversity and reach their full potential.

Using the Collective Impact approach to addressing complex social issues requires long-term commitment. We embrace the collective impact model, working to align the efforts of community members and organizations to improve the quality of life and outcomes for children.

- **Who is your constituency (be specific about demographics such as race, gender, ethnicity, age, sexual orientation and people with disabilities)? How are they actively involved in your work, and how do they benefit from your organization?**

The Children’s Council provides comprehensive support to all children and youth from birth to age 26 throughout Monterey County. This objective is achieved by creating more comprehensive and collaborative systems of support and care through strategic initiatives and policy change. The Council is also developing a focus on under resourced communities throughout the county by designating specific geographic priority areas to receive added attention and focus. These areas are selected through an analysis of social vulnerability indicators. The constituency is engaged in the work to help identify pressing needs and issues at appropriate intervals as work unfolds. This constituency benefits from the Council’s work through the creation of a more comprehensive system of service provisions.

GOALS (In this section, please summarize [within one page or less] answers to some or all of the following as it relates to the BCC):

- **What goals were set by the BCC for the previous year?**

All Kids, Our Kids 2015-16 Goal

Building Leadership Capacity- Show significant measureable improvements through the collection of data using the School Wide Information System (SWIS) database system and other school data systems.

Implementation of Interconnected Systems (ISF)-Implement an Interconnected Systems Framework (ISF) model for aligning school climate initiatives with pro-social/mental health services.

Integration and alignment with existing initiatives- Build capacity of all Positive Behavioral Interventions and Supports (PBIS) districts to implement and expand PBIS and Restorative Justice, and other culturally responsive and trauma informed school climate initiatives with fidelity.

Sustainability- Develop different funding streams, Memorandums of Understanding (MOUs), and the infrastructure needed to support sustainability.

Bright Beginnings 2015-16 Goal

Common Vision- Explore partnerships with individuals and organizations to leverage existing resources. Support the formation of Collaborative Action Teams around the county. Assist Collaborative Action Teams to create local Bright Beginning action plans.

Continuous Communications-Strategize media campaign for early childhood development awareness. Engage unrepresented and underrepresented community groups to participate in the Bright Beginnings process. Present informational sessions on Bright Beginnings to various stakeholders. Develop communication tools for use by Bright Beginnings and CATs.

Shared Measurement- Research, identify, and train on data measurement systems, where necessary. Engage measurement to ensure the quality and progress of the initiative.

- **What is the long term strategic vision for your BCC?**

The long term vision for the Council is to develop initiatives throughout the county that aim to provide a continuum of support to children and youth from the “cradle to career.” These initiatives will focus on building collaborative relationships between communities and schools and coordinating efforts to address a limited number of critical academic and social milestones such as kindergarten readiness, third grade reading, eighth grade math proficiency, supportive adult relationships and college or career enrollment. By aligning efforts across sectors and focusing on specific indicators and metrics, the Council hopes to achieve measurable outcomes in our most under resourced communities and to develop collaborative models that can be replicated elsewhere in the county.

ACCOMPLISHMENTS (In this section, please summarize [within two pages or less] answers to some or all of the following as it relates to the BCC):

- Describe three major accomplishments of your organization (specifically from the previous year).

Three major accomplishments of the council in the FY 15-16 are:

1. **Bright Beginnings Initiative aligning with Bright Futures:** Utilizing the Collective Impact approach, *Bright Beginnings* and Bright Futures are working in partnership to improve outcomes for children. *Bright Beginnings* is concentrating its efforts on improving six indicators of early childhood development in Monterey County. The six indicators are 3rd Grade Reading Level, Prenatal Care, Maternal Education Level, Social Emotional Skills, Reading to Children and Licensed Childcare.
2. **Gaining significant progress on the All Kids, Our Kids initiative:**
In 2015-16, a major accomplishment of the initiative is that 44 schools throughout Monterey County are now actively engaged in implementing the research-based Positive Behavior Interventions and Support program throughout the school communities.
3. **Collaborative Action Teams:**
Each of the CATs have developed individualized action plans with tailored approaches to addressing their community work. Three common themes have emerged through all the approaches: parent education, engagement and empowerment.

Below are some examples of what has occurred in each community:

- Pajaro: Local providers designed a series of parent sessions to involve community members in designing and informing the work moving forward;
- North Monterey County: Led by the North Monterey County Community Alliance, the local group has reviewed and identified areas to bolster data and align community and school district strategies;
- Peninsula/Seaside: School district leaders met to discuss deeper community engagement and partnership with early childhood development individuals and organizations;
- Salinas: Through the leadership of the City of Salinas's Community Alliance for Safety and Peace, a partnership of organizations have lead a campaign to involve parent leaders in identifying specific areas for parents to advocate for early childhood needs;
- Gonzales: A partnership with the City of Gonzales and the Gonzales Unified School District has identified the need for greater early childhood awareness throughout the City and they are integrating early childhood messages throughout their community message boards where the community gathers - post office, city streets, etc.
- Greenfield: The Greenfield Union School District in partnership with local organizations, conducted a city-wide Kindergarten Round-Up that incorporated social-emotional activities for children and parents and improved the efficiency and number of kindergartners enrolled in the 2016-2017 school year.
- **What accomplishment is your organization most proud of?**
The Council is most proud of the development of community centered Collaborative Action Teams.
- Describe three primary goals (specifically for the upcoming year).

1. **All Kids, Our Kids initiative** primary goal is to show significant measureable improvements through the collection of data using the SWIS database system and other school data systems.
2. **Bright Beginnings** aims to maximize community efforts to improve early childhood development outcomes through effective coordination, capacity building, empowerment, and strategic action for children from the prenatal stage through 3rd grade and their families. The work of Bright Beginnings is part of the first pathway in California State University, Monterey Bay's (CSUMB) Cradle to Career Initiative – Bright Futures.
3. **More fully engaging members of the council.**

POLICY ISSUES:

- Are there policy issues that you would like the Board of Supervisors to consider and/or be aware of?

The policy issues that are of concern to the Council were outlined in the Early Childhood Development legislative priority submitted to the Board of Supervisors.

FISCAL SUMMARY:

- What is the total budget for your organization (current year)?

Not applicable.

- Provide a summary of revenue.

Not applicable.

- Provide a summary of expenditures.

Not applicable.

- Provide a narrative of the cost benefit of your organization. Explain any financial benefits experienced by the County as a result of this organization, any general fund expenses incurred by this organization, etc.

Not applicable.

2015-2016 Members

Executive

Elliott Robinson	Executive
Elsa Jimenez	Executive
Katy Castagna	Executive
Marcia Parsons	Chair
Nancy Kotowski	Vice Chair

General Members

Amie Miller	Member
Charles McKee	Member
Dan Baldwin	Member
Dean Flippo	Member
Eduardo Ochoa	Member
Elizabeth Modena	Member
Francine Rodd	Member
Jane Parker	Member
Jayanti Addleman	Member
Jean Goebel	Member
Jody Hansen	Member
Kari Yeater	Member
Kristan Lundquist	Member
Larry Drury	Member
Lori McDonnal	Member
Lori Medina	Member
Robin McCrae	Member
Stephen Bernal	Member
Timothy Roberts	Member
Valerie Barnes	Member
Walter Tribley	Member

Alternates

Annette Cutino	Alternate
Berenice Astengo	Alternate
Cynthia Holmsky-Nelson	Alternate
David Dobowski	Alternate
David Maradei	Alternate
Deneen Guss	Alternate
Dr. Ed. Moreno	Alternate
Jeannine Pacioni	Alternate
Jerry Teeter	Alternate
Joni Ruelaz	Alternate
Kathi Speller	Alternate
Laurel Lee-Alexander	Alternate
Marni Sandoval	Alternate
Mary Johnson	Alternate
Matt Luther	Alternate
Sam Lavorato	Alternate

Simon Salinas
Theresa Rouse
Wendy Askew
Yuri Anderson

Alternate
Alternate
Alternate
Alternate