

ECEP Advisory Committee Meeting Notes

August 28, 2014

Attending Members:

Ami Bigit, Margaret Bridges, Mary-Ann Spencer Cogan, Cherly Kagawa-Costantini, Steve Hinshaw, Ken Jaffe, Pamm Shaw, Linda Stansbury, LeNorman Strong, Dave Taggart, Rebecca Tracy

Absent Members:

Sasha Leveton, Angy Stacy, Inga Halligrimsdottir

Support Staff:

Bryan Jones (notes)

Shannon Lee

- RSSP Project Manager who is assisting ECEP and will provide project support to the Advisory Committee as needed.

Welcome [Back from Summer Break] From the Co-Chairs

- LeNorman Strong welcomed the ECEP Advisory Committee following time off during the summer. He noted that Margaret Bridges' energy and support of the new undergraduate ECE major initiative is progressing faster than expected and will have profound positive impact on ECEP and UBC ("will take us places") and truly integrate research with application.
- Steve Hinshaw noted that with Linda Stansbury's stewardship evolving over the summer, we are on the verge of some good things in the program.

Approved

- May 29 meeting minutes were approved: adopted by unanimous consent

Operational Updates – Linda Stansbury & Mary-Ann Spencer Cogan

Enrollment

- Discussion: Overview of enrollment which is general is going well with several classrooms full or expecting to be full shortly; enrollment process typically ongoing thru September & early Oct.
- Gaps: Haste Preschool E and UVA Maple 1 are under-enrolled; management is working on enrollment strategies and needs the Committee's support in advocating and promoting the program which has turned a corner
- 82% enrolled overall for ECEP to-date; goal is 100%

Dwight Way Childcare Center Update:

- The facility was successfully licensed and staged for opening which went smoothly. CKC 5A had to be closed and classroom materials moved to Dwight Way with very little turnaround time. Staff and families have settled in fairly quickly and the design has facilitated wonderful and easy transitions between classroom and outdoor play area.

- Linda Stansbury is spending a lot of her time at the Dwight Way Childcare Center until a Center Director is hired.
- Ken Kuchman asked if there were any interesting interactions [based on its proximity to Telegraph]. Yes, smokers hanging out on the wall closest to the Japanese Restaurant, and a People's Park visitor for which UCPD was called. However no major issues to date and the space, once inside, is cocooned safely from the street, surrounding area, and its noise.

Staff Training and Morale

- Staff morale and communication appears to be improving.
- The staff received two full days of training before the new school year opened, in addition to having three full days of classroom prep time. Linda and her management team had a strong agenda which included both professional development sessions organized by child age groups (infant/toddler and preschool) and also covered a host of operational topics (safety, new photo gallery tools for DRDPs, etc.). The staff's enthusiastic engagement in the two days was readily apparent by both LeNorman and Mary-Ann when they stopped by to say hello.

Website

- Student Affairs/RSSP is providing a professional web site development consulting firm to help ECEP improve its web presence. The ECEP team will share timely related information (on messaging and competitive web sites) developed by the Sustainability Committee this summer with the consulting firm. If anyone has an interest in the website redesign, contact Linda Stansbury or Mary-Ann Spencer Cogan

Celebration

- Three Haste Street Teachers were honored as three of the best ECE teachers in the Bay Area. Information is posted on the ECEP website.

Budget

- FY 13-14 ended as expected with a deficit due to the expected shortfall in enrollment and additional consulting costs to stabilize the program.

Subcommittee Updates

Parent Engagement Committee

- Dave Taggart briefly discussed the next steps on communicating the parent survey results that were gathered in late April and presented in a very rough draft form at the May 29 meeting before the break. He and his team need to review the data and the preliminary report once more (as the entire subcommittee did not have time before the break), and then finalize the report in a more easy to understand manner. The survey tool uses a "net promoter" concept vs a more commonplace "how satisfied were you" scale and requires more context.
- *Action Item: Dave Taggart - Provide updated document at next meeting*

Stability Committee

- The committee has focused on short term strategies to increase and sustain enrollment which included to date, web site review and marketing message development. The next few

meetings will start to focus on pricing and classroom mix necessary to achieve break even, donor development, and a scholarship criteria for using donor funds to support enrollment.

- *Action Item: Committee to develop and present at next meeting (and possibly send out in advance) messaging that all ECEP Advisory Committee members can use to promote the program among our sphere of influence.*

Strategic Subcommittee

- Steve Hinshaw said we will be spending next year making ECEP the “go to” program.
- Mary-Ann Spencer Cogan discussed possibly engaging a strategic planning consultant to quickly advance the foundational work already completed.
- Action Item: Update status at next meeting.

UC Berkeley Degree Program Development

- Margaret Bridges said they are aiming for an interdisciplinary major. They hope to develop a major with two tracks. The biggest hurdle will be funding for recruiting two key faculty.
- Action Item: Next threshold in process likely in October; Update at Oct. or November meeting as needed.

Announcement

- Toddler play yard at UVA was upgraded during the summer break with new equipment and materials through a CACSSF grant

Next Meeting:

- *Thursday, September 25 from 1:30 to 3:30*