

# ECEP Advisory Committee Notes

## March 8, 2018

### 1. Updates

- a. Early Development & Learning Science (EDLS) starts in May with five classes offered.
- b. Linda Stansbury returned on February 20 as interim Exec. Director with a 6-month contract (potentially could be extended) to cover for the unexpected vacancy created by Veronica's late January departure. She quickly met with the teachers from all centers, who have been welcoming and supportive.
- c. Kimmie Szeto's last day is end of April as Associate Director.

### 2. Financial and Operational Update

- a. Ongoing Executive Director Search
  - i. Many stakeholders have said they hope Linda Stansbury will become a candidate.
  - ii. Mary-Ann is soliciting search committee members which would include at least one Advisory Committee member and up to 3 parent representatives.
  - iii. Goal: To have an executive director hired for the fall semester.
- b. Enrollment
  - i. Enrollment is looking good for the fall.
- c. Dwight Way earned the top [QRIS](#) rating (5) and received \$17K in funding from the county (quality standards were established by the state). All other centers received initial 4 ratings.
- d. New Enrollment Contract
  - i. A new enrollment contract term will close a critical loophole; parents who purposely exit the program early for summer vacation (at 10 months) despite signing a year-round contract now only lose their advance payment plus save 1 month or more of tuition with 30 days advance notice. Early departures who have signed up for fall enrollment will also lose guaranteed fall placement to avoid this work-around that was intended only for those leaving the program permanently.
    1. Our costs are year-round and we cannot backfill summer classroom vacancies to offset loss of tuition.
- e. Budget update: ECEP is on track to break even and possibly generate small surplus (budgeted \$180K deficit).
  1. Due to high enrollment, increased SDE rates, and contract over-earning transfers from other under-earning programs, and grant and donor funding (includes final year of Innova Collaboration and Gruber Fund, Witkin Foundation, QRIS awards and BigGive/parent and stakeholder donations).

2. ECEP does not receive campus funding and must be self-sustaining.
  - a. Residential and Student Service Programs (RSSP) covers any deficit. RSSP has new 7.2% budget improvement target for FY 18 –19, which with compensation and expense increases will impact budget for ECEP

### **3. Fundraising Updates**

- a. Big Give activities and social media event to generate donations reviewed.
- b. An opportunity exists to present a broad concept that could benefit ECEP: An integrated Early Development and Learning Science Initiative in conjunction with the Graduate School of Education.
  - i. Prudence Carter introduced support for early childhood initiative to the Chancellor and Provost specific to a large donor where multiple campus areas are also competing.
  - ii. Ultimate goal of a meeting with the Chancellor is to demonstrate a strong initiative in alignment with campus priorities that, if not appropriate for specific donor in question, will be presented to other large donors.

### **4. Soliciting New Members of the Advisory Committee**

- i. Jen King is leaving, creating a need for undergraduate or graduate level student parent representative.
- ii. The committee suggested seeking recommendations from teachers at the centers.

### **5. Branding**

- i. A need to rebrand as “ECEP” is not recognized broadly on campus because most don’t consider our need to fundraise and assume campus covers all costs.
- ii. Survey demonstrated minimal support for Fiat Lux Schools and many also don’t like “Playbrite.”
- iii. A need exists for a name that generated positive qualities and direct affiliation with “Berkeley”.
- iv. Marketing contract will be developed to aid in the re-branding.

### **6. Closing Comments**

- a. Discussion regarding potential subgroup or additional meeting before next scheduled May 10 meeting were dismissed primarily due to lack of time/availability.