1. Welcome

2. Approval of June 20, 2017 Notes

3. Early Development & Learning Sciences
   a. A new research coordinator was hired.
   b. The ED & LS Minor will launch summer 2018.
      i. $500k of reserve and additional endowment funding is still needed to launch degree program
      ii. Next summer, the courses for the core seminar have been approved and instructors are signing up.
         1. Concern: How many students will want to take five course in one summer?
      iii. Field work portion for degree will use the ECEP facilities
      iv. Challenges including assumptions about funding and the management of those funds
      v. We will have more updates at the next meeting.

4. Innova Update
   a. Moises Roman and Boris Alvarado return from Peru after training 90 teachers.
   b. Innova teacher/coordinators will be coming to Berkeley in November for training.
   c. With the end of the November trip, we will have exhausted all Innova Schools funds and the program will come to an end, for the moment.
   d. It is exhausting for our staff, but everyone is growing from the experience.
   e. We will want to leverage more money from this donor.

5. ECEP Financial Update
   a. FY17 is forecasted to end in a deficit. The program would be breaking even without campus assessments payments.
   b. ECEP deficit is offset by Residential and Student Service Programs (RSSP).
      i. We are having the best enrollment in recent times.
      ii. Thanks to Veronica and team, along with participation in Alameda County Pilot program with improved funding for subsidized families, we are on track to half our deficit.
      iii. Rising compensation and benefit costs in addition to covering all campus assessments will remain a challenge. Going forward it will be harder for the Division of Student Affairs to cover the deficit of this “greater good” operation in light of increasing budget improvement targets.
   c. We are now planning for greater participation in “Big Give,” a campus-wide fundraising initiative.
d. Until the campus improves its financial health, we continue to worry about program sustainability until we can make a direct connection with the degree program and elevate new and existing ECE research.
e. Ken Kuchman allowed us to reinvest Witkin Girton remodel money in curriculum improvement activities.
f. We received $20K from a previously dormant Gruber Fund for STEM (science, technology, engineering, and math) collaboration with the Lawrence Hall of Science.
g. Ken Jaffe noted a resurgence of interest in the Pikler Institute and Dr. Emmi Pikler’s approach to pedagogy with potential collaboration opportunities.

6. Staff Development and Program Enrichment
   a. We are currently interviewing people for Center Director positions at three locations.
   b. We are also planning to collaborate with the new senior center at UVA.
   c. Three infant/toddler teachers were hired.
   d. Parent Concerns
      i. Staffing and the quality of subs.
      ii. Are there subs for the teachers? - yes
      iii. Teacher/child ratios during nap time - ratio does not have to be kept during nap time but at least 1 adult is always present
      iv. Are there background checks for the students who are enrolled in the program? - yes

7. Fundraising/Marketing/Branding Committee
   a. Some parents ask why focus on branding when there are deeper issues?
   b. We should be mindful of the issues that are coming up.
   c. Ultimately, there is a belief among parents that there is a focus on revenue and cost rather than care and instruction.
   d. We must tackle internal PR and marketing.

8. ECEP Advisory Committee Membership
   a. Mark Friedman has joined the Committee.
   b. Discussed potential members - when and how do we recruit committee members to broaden the base and message?

9. Fundraising
   a. We are not moving forward with annual fundraising at this time. It has been moved to March 2018.
   b. We don’t have data or the messaging.
   c. Many of us could take opportunities to advocate for more funding.
   d. There should be a follow-up meeting with Margaret Bridges about how her efforts for Early Development and Learning Sciences and ECEP needs can be more integrated as ECEP is excluded.
10. Branding
   a. The Branding Survey will be shared with the ECEP Advisory Committee.
   b. The name we have still works.
   c. There were 118 survey responses.
   d. Though the name “ECEP” rated best, people didn’t particularly like it.
   e. The new name should be tied to Berkeley or Cal.