

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 within 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 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.