



Agenda Item 4
July 1, 2015

DATE: June 16, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Champions for Children's Literacy Project Management

ACTION: Adopt resolution authorizing agreement for the Champions for Children's Literacy project management consultant services.

SUMMARY:

The Children and Families Commission of Orange County approved funding for project management consultant services for the Champions for Children's Literacy program in March 2015. The selected consultant is no longer available to provide the services. This agenda item requests reassigning the agreement and funding to Lane Macy Kiefaber. As approved in March, the cost for the project management consultant agreement is shared with Orange County United Way.

DISCUSSION:

The Champions for Children's Literacy was convened in 2013 as a comprehensive, coordinated initiative to build children's early literacy skills and make academic success a reality for every child in Orange County. The Commission and Orange County United Way convened a coalition of organizations and individuals interested in expanding early literacy and identified four specific objectives:

1. Increase community awareness of the importance of early literacy and early grade reading by developing a baseline to measure community awareness, and expanding public awareness campaigns including United Way's Read Aloud 15-Minutes, Read for the Record, and Reach Out and Read.
2. Expand proven literacy programs including the Commission funded early literacy programs managed by THINK Together at low-performing schools, K-3 literacy programs, and create a smartphone app for the existing "Word Builders" section of the Kid Builders program.
3. Pilot new literacy programs by identifying proven, evidence based programs and developing an inventory of potential new programs.
4. Build the Champions for Children's Literacy coalition and its infrastructure by increasing partnerships, expanding the membership and fund development efforts, and developing a case study and work plan for the coalition.

The Commission has provided project management and meeting coordination for the Champions Coalition for the past year through existing staff and consultants. The Commission and United Way have agreed to equally share the cost of hiring a consultant to provide dedicated project management services.

The Commission and Orange County United Way recommend Lane Macy Kiefaber to manage the Champions for Children's Literacy Coalition. Ms. Kiefaber is qualified for this project from her extensive nonprofit and management experience including her former positions as the President and Chief Executive Officer of Project Access, Director of Philanthropy for Affordable Housing Access, and the Director of CONNECT at Orangewood Children's Foundation. Her resume and listing of awards and community involvement are included as Attachment 1.

Ms. Kiefaber will be responsible for coordinating and facilitating regular meetings for the members, leading implementation efforts around the four priority objectives, and outreaching to current and prospective members and funders. She will identify specific deliverables to achieve the vision that all Orange County children will read at grade level by third grade, and implement key activities to build community awareness of the importance of early literacy.

It is recommended that the Commission approve a one-year agreement with Ms. Kiefaber for \$72,000 for project management services. The Commission has received \$36,000 from Orange County United Way to share the cost of the agreement.

STRATEGIC PLAN & FISCAL SUMMARY:

This item and the recommended action presented in this staff report have been reviewed in relation to the Commission's Strategic Plan and are consistent with applicable goals. The total funding amount of \$72,000 is shared with Orange County United Way. The Commission's share of \$36,000 is included in the FY 2014/15 budget in the Early Learning category.

PRIOR COMMISSION ACTIONS

- March 2015 – Adopted resolution authorizing agreement with Steve Amick for project management consultant services for the Champions for Children's Literacy program and authorized receipt of funds from Orange County United Way to share costs of the consultant agreement.
- February 2015 – Received Final Early Learning Program Report

RECOMMENDED ACTIONS:

1. Reassign Agreement C-318 to Lane Macy Kiefaber.
2. Adopt resolution authorizing the Executive Director, or designee, to prepare and negotiate Agreement C-318 with Lane Macy Kiefaber for project management consultant services for the Champions for Children's Literacy program for the term of July 1, 2015 to June 30, 2016 in the amount not to exceed \$72,000.

ATTACHMENTS:

1. Lane Macy Kiefaber Resume
2. Resolution

Contact: Kelly Pijl

Lane Macy Kiefaber

274 Sea View Court; Encinitas, CA 92024
(949) 922-7480 lanekiefaber@gmail.com

PROFESSIONAL EXPERIENCE

RED TO BLACK CONSULTING: *Nonprofit Solutions* (Encinitas, Calif.) May 2009-present

Founder & CEO

Core Business Consulting includes the following:

- Assess nonprofit organizations' current business models and develop strategies for long-term sustainability.
- Advise and assist new nonprofit organizations in their start-up.
- Advise and assist with strategic planning to define an organization or program's vision, mission, while laying out short- and long-term goals.
- Develop strategies to improve an organization's effectiveness and efficiencies.
- Develop marketing strategies and materials to inform the nonprofit's "audience" for program and fundraising purposes.
- Research the market in which an organization does work and develop plans to increase market share and/or awareness.
- Convene like-minded groups of people together to move forward the mission or goals.

AFFORDABLE HOUSING ACCESS (Newport Beach, Calif.) May 2009-present

Director of Philanthropy & Tenant Services

- Manage the Philanthropy & Tenant Services department and its programs to include Emergency Rent Assistance, Tenant Resources Guide, Small Business Capacity Building grants and consultation, and Nonprofit Grants program
- Develop and manage a social impact artist-in-residence in affordable housing program
- Assist board of directors and staff in making annual nonprofit grants

PROJECT ACCESS (Newport Beach, Calif.) October 2003-May 2009

President/ CEO

- Define and implement the nonprofit organization's short- and long-term vision and goals
- Manage the business development responsibilities of negotiating and maintaining relationships with affordable housing owners; negotiate and draft all proposals, memoranda of understanding and contracts with property owners, service providers, and collaborating agencies
- Oversee 32 Family and Senior Resource Center sites located statewide in affordable housing in ten counties throughout California
- Oversee fundraising, marketing, media and community relations
- Oversee program and services development, initial implementation, and outcomes measurement
- Report to a board of directors volunteer leadership; recruit board of directors and provide board training
- Manage the annual budget process, and maintain fiscal accountability and responsibilities (\$2.4 million annual operating budget)
- Manage more than 46 staff, interns and consultants

ORANGEWOOD CHILDREN'S FOUNDATION (Santa Ana, Calif.) March 2001-October 2003

Director, **CONNECT: Partnership for Nonprofit Solutions**

- Founded and directed CONNECT, an initiative to assist nonprofits in building their management and leadership capacity to deliver more effective and efficient services, provide professional coaching and consultation primarily in the area of strategic and business planning
- Manage the daily operations of CONNECT, and to supervise six full-time staff, two part-time consultants and 13 executive coach volunteers

Lane Macy Kiefaber

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- Serve as liaison and contract manager to funders which CONNECT provides services to their grantees and to nonprofit clients
- Conceptualize and manage the Nonprofit Assistance Roundtable, a network of nonprofit assistance providers in Orange County
- Oversee the administration of a local AmeriCorps Initiative, and the planning for an expanded nine year initiative

ACTIVE.COM (La Jolla, Calif.) April 2000-Feb. 2001

Business Development Manager – National Sports Associations

PRETEND CITY, The Children’s Museum of Orange County (Irvine, Calif.) May 1999-March 2000

Director of Administration

EL POMAR FOUNDATION (Colorado Springs, Colo.) Feb. 1996-April 1999

El Pomar Foundation, FELLOWSHIP (*Private foundation - \$600 million+ assets*)

Joseph Henry Edmondson Foundation, Executive Director (*Private foundation - \$11.3 million+ assets*)

U.S. Olympic Committee, Office of the President – International Assistant and National Fundraising

USA CYCLING (Colorado Springs, Colo.) June 1994-Feb. 1996

Grassroots/Special Program Manager

EDUCATION

University of Colorado, at Denver – Graduate School of Public Administration (Masters Degree, Fall 2003)

California State University of Northridge, Northridge, CA (BA Degree, 1993)

Bachelor of Arts: Journalism

Semester Abroad: Richmond College; London, England

Lane Macy Kiefaber

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- Navy HSM-75 Spouse Group (Executive Officer's Spouse), present
- Capri Elementary School Site Council, present
- Encinitas Education Foundation Co-Representative, present
- Business Journal's 2009 Annual Business Women of the Year Award Nominee
- KOCE Community Advisory Board Member, 2008- 2010
- National Hispanic Business Women's Association Woman of the Year Award 2007
- Business Journal's 2007 Annual Business Women of the Year Award Nominee
- Orange County United Way Volunteer - Investment Council Fund Distribution Committee, Investment Oversight Council and Children's Area Funding Committee; Self-Sufficiency Strategic Planning Task Force, 2003-2005
- Oakview Renewal Project 2010, Advisory Board Member and Capacity-Building and Governance Sub-Committee, December 2005-2008
- Social Enterprise Leadership Forum Founding Member and Participant, 2005
- Association of Fundraising Professionals National Philanthropy Day 2005 Event Committee; NPD 2003 Event Co-Chair; NPD 2002 Event Committee; NPD 2001 Event Committee
- Association of Fundraising Professionals Board Member, appointed March 2003
- First 5 Statewide Task Force – AmeriCorps Initiative, April 2002-2004
- California Endowment - California Cares Orange County Initiative Grant Award Panel 2002 (United Way & Orange County Community Foundation)
- Association of Fundraising Professionals Conference, 2001 Committee
- Association of Fundraising Professionals Member (Orange County, CA), 2000 – 2006
- U.S. Olympic Committee National Training Center Committee, 1998-2000
- United Way Fund Distribution/Program Review Committee (Colorado Springs, CO), 1998
- Colorado Springs Sports Corporation Board of Directors, Jan. 1997 – May 1999 / Volunteer, 1996
- Youth Cycling League Co-Founder/Board of Directors and Executive Committee, June 1997 – May 1999

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-15-C&FC

July 1, 2015

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE AGREEMENT C-318 WITH LANE MACY KIEFABER TO SUPPORT THE WORK OF THE CHAMPIONS OF CHILDREN'S LITERACY PROGRAM AND AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENT ON BEHALF OF THE COMMISSION

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Consultant Services Agreement, which was approved by the Commission; and

WHEREAS, the Commission desires to enter an Agreement with Lane Macy Kiefaber, hereinafter referred to as the "Contractor" in the amount of \$72,000 and for the terms as described in the July 1, 2015 staff report; and

WHEREAS, Contractor desires to enter into the Agreement in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable Agreement; and

WHEREAS, Commission has reviewed the staff report for the July 1, 2015 Commission meeting relating to the scopes of services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to execute the Agreement with the Contractor in the amount of \$72,000 and for the terms as specified in the July 1, 2015 staff report for this Agenda Item;

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the Agreement with the Contractor as described in the July 1, 2015 staff report for this Agenda Item to support the work of the Champions of Children's Literacy Program, in the amount of \$72,000 and for the terms consistent with the July 1, 2015 staff report and scope of services referenced therein.

Section 3 The form of the Agreement with the Contractor, in the amount of \$72,000 and for the terms as specified in the July 1, 2015 staff report for this Agenda Item shall be substantially similar to the form of the standard Consultant Services Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee and Commission Counsel. The approval by the Executive Director or designee of the Agreement shall be conclusively evidenced by the execution of such Agreement by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the Agreement with the Contractors as described in the July 1, 2015 staff report for this Agenda Item to support the work of the Champions of Children's Literacy Program, for in the amount of \$72,000 and for the terms as specified in the July 1 2015 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Agreement on behalf of the Commission.

Section 6 A copy of each Agreement when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. Each final executed Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director, or designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Agreement(s), (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement(s), and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement(s) in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on July 1, 2015 to wit:

AYES Commissioners: _____

NOES Commissioner(s): _____

EXCUSED Commissioner(s): _____

ABSTAINED Commissioner(s): _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, ROBIN STIELER, Interim Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

ROBIN STIELER
Interim Clerk of the Commission, Children and Families Commission
of Orange County, County of Orange, State of California

Resolution No: __-15-C&FC

Agenda Date: July 1, 2015

Item No. __



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

ROBIN STIELER, Interim Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed Agreement)