Children & Families
Commission of Orange County

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CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

Agenda Item No. 6
July 1, 2009 Meeting

DATE: June 23, 2009

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

SUBJECT: Proposed Work Plan for Early Math Literacy Initiative

SUMMARY:
There is a growing national concern regarding the preparedness and competitiveness of U.S. children in the scholastic areas of science, technology, engineering and math (STEM). This report outlines a number of strategies for increasing early math literacy among Orange County children as well as strategies for increasing awareness of this issue at a national level. The recommended strategies include implementing the second phase of the MIND Research Institute's math program targeting preschool-aged children in schools of lower academic performance, and approving a work plan for outreach and alliance-building to bring Orange County programs and actions to inform the national discussion on STEM education and early math literacy. The White House Writers Group is the recommended organization to provide national communication services regarding the STEM disciplines.

MIND Research Institute Update
The MIND Research Institute, an Orange County based nonprofit organization, has developed interactive math instructional software programs to engage and train students at varying levels of academic and language proficiency. MIND's programs have been used at the kindergarten level for four years. This past year, the Children and Families Commission of Orange County engaged MIND to develop a math program component for preschool aged children; specifically targeting schools in the lower three deciles of California's Academic Performance Index. MIND proposed a project scope to be accomplished in three phases:

- Phase I: Initial Pilot – Preliminary adaptation of kindergarten games for preschool and pilot use in three schools.
- Phase II: Development – Based on pilot results, further modification of the interactive computer programs, development of new programs and features including a parental education component, and pilot use at five schools.
- Phase III: Final Development and Release – Pilot software at 20 schools, conduct final evaluation, and prepare for release of product.

Phase I – the Initial Pilot is now complete. Staff has reviewed the work completed to date and is recommending funding for Phase II – Development of the project, as indicated in Attachment 1. Further funding for Phase III will be considered at a future date based on responsiveness of work performed during Phase II. Phase I project costs came significantly under the projected budget consequently $36,000 of funding in the current contract scope are available to offset Phase II project

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costs ($151,000 anticipated Phase II costs less $36,000 unspent funds = $115,000 recommended additional funding for project).

Early Math Literacy Work Plan

The Commission has invested in early learning programs to prepare young children for success in kindergarten and beyond. To date, the Commission has invested in a comprehensive early literacy strategy that includes a variety of programs that encourages reading readiness activities. To complement the early literacy programs, math initiatives have emerged for elementary school aged children that are generating a sustained interest in math and technology education. Developing programs for the preschool audience in the areas of early math literacy has the potential to create an even earlier interest that educators can build on to develop the skilled scientists, engineers, and mathematicians that are needed for tomorrow's workforce.

The June 2009 presentation to the Commission confirmed the Samueli Foundation's interest in the STEM disciplines and the need to concentrate on three areas that included higher education, middle school, and early childhood and literacy development. The presentation also included supporting research on the positive impact of linking math and literacy into a foundational STEM curriculum. Coordinating with the Samueli Foundation to leverage the investments for the early childhood programs is recommended. The partnership will include supporting the STEM conference planned in partnership with the National Academy of Engineering for February 2010 at the University of California, Irvine. The Work Plan to build awareness of the STEM disciplines as an early education strategy is attached for Commission review and approval (Attachment 2).

White House Writers Group Support

The White House Writers Group (WHWG) has provided national outreach and communication services including the promotion of Commission programs as national models and the development of relationships with national foundations. Accomplishments over the last year included outreach for the National Children's Study that included a Congressional staff briefing in Washington, D.C.; coordinating national representation for the Southern California Regional Early Literacy campaign; supporting the implementation of the Innovation Network created by Dr. Neal Halfon at UCLA; and national media outreach to promote the effectiveness of health and education programs for children both in California and nationally.

The WHWG was selected to continue to provide strategic communication services following a comprehensive search process in 2007. The WHWG continues to meet the established performance goals throughout their years of service to the Commission. Renewing the agreement for one-year for a total amount of $150,000 is recommended. Over the next year, the WHWG will continue to provide national communication services with a specific focus on developing a national discussion around early science, technology, engineering and math (STEM) disciplines as described in the Early Math Literacy Work Plan.

STRATEGIC PLAN & FISCAL SUMMARY:
The proposed action for the MIND Research Institute has been specifically reviewed in relation to the Strategic Plan and is consistent with the Ready to Learn goal, among others. This funding request is for the amount of $115,000 for an additional six-month term to implement Phase II of the project; renewable for Phase III based on demonstrated project accomplishments. Funding for this item is included in the FY 2009-2010 Budget within the Ready to Learn budget category.

The proposed action for the White House Writers Group has been specifically reviewed in relation to the Strategic Plan and is consistent with all the outcome goals. The funding requests are included in the FY 2009-2010 Budget within the Capacity Building Support and Strategic Communication budget categories.

PRIOR COMMISSION ACTIONS:
1. June 2008 - Adopted agreement with White House Writers Group
2. November 5, 2008 – Awarded funding to the MIND Research Institute to implement Phase I of the Pre-Kindergarten Spatial-Temporal Math Project
3. July 2, 2008 – Received MIND Research Institute's Strategic Funding Plan and approved recommendations.
4. June 4, 2008 – Commission Planning Retreat - Received report on the Innovation Network concept and MIND performance data

RECOMMENDED ACTIONS:
1. Review and approve STEM Disciplines 2009-2010 Work Plan (Attachment 2)
2. Adopt resolution (Attachment 3) authorizing the Executive Director or designee to prepare and negotiate an amendment to Agreement PS-69 with the MIND Research Institute for the expansion of early learning investments as described in Attachment 1, extending the term through December 31, 2009 and adding an amount not to exceed $115,000 for a new maximum obligation not to exceed $188,400.
3. Adopt resolution (Attachment 4) authorizing the Executive Director or designee to prepare and negotiate Agreement (C-266) with the White House Writers Group for the period July 1, 2009 to June 30, 2010 in an amount not to exceed $150,000.

ATTACHMENTS:
1. Pre-Kindergarten Math Project (Pre-K Math Project)
2. STEM Disciplines 2009-2010 Work Plan
3. Resolution for the MIND Research Institute
4. Resolution for the White House Writers Group

Contact: Alyce Mastrianni/Kelly Pijl

Attachment 1

Children & Families
Commission of Orange County

Pre-Kindergarten Math Project (Pre-K Math Project)
MIND Research Institute - Math Literacy

Project Description	Design and build a Pre-K math software program and pilot curriculum with three early childhood education sites in Orange County.
Timeline Estimated Costs	Phase I 4 months $ 73,400 Phase II 6 months $151,000 Phase III 6 months $236,100 Total Project Costs = $460,500
Project Objectives	Develop a developmentally appropriate approach to teaching mathematics to improve the math proficiency and problem solving skills of pre-kindergarten children with measurements to include: 1. Preschool students participating in Pre-K Math master early childhood development foundations, as defined by the California Department of Education. 2. Preschool students participating in Pre-K Math exhibit fluency and proficiency in math and problem-solving skills at the end of kindergarten. 3. Preschool students participating in Pre-K score "Proficient" or higher on 2nd grade California Standards Test.
Criteria for Development	• Design product responsive to the California Preschool Learning Foundations. • Garner support from districts to implement a preschool math strategy • Consultant with Early Childhood Education expertise/math literacy specialization retained to ensure developmentally appropriate instructional content and professional development components for preschool educators.
Outcomes of Phase I Initial Pilot	• *Objectives:* Develop a pre-K math curriculum involving spatial-temporal math software and corresponding manipulatives, and pilot test the curriculum in collaboration with a school district. • Outcome: Four interactive computer programs were developed, along with manipulatives (in collaboration with Santa Ana Unified School District) and curriculum was tested with 2 classes of students. Students showed significant gains on the post-assessment compared to the pre-assessment. Response and attitude toward the curriculum was positive for both students and teachers.
Phase II Project Scope	• Improve Phase I games based on feedback, observation, and data - Add tutorials to programs - Investigate audio components - Wording and graphical changes to Big Book • Build new interactive exercises to extend alignment to Foundations • Develop additional manipulatives and activities • Incorporate online feedback system • Expand pilot to additional pilot sites

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Attachment 2

STEM DISCIPLINES 2009-2010 WORK PLAN

(Science, Technology, Engineering & Math)

Encouraging the national discussion around science, technology, engineering and math disciplines (STEM) is the focus of this work plan. The following outlines recommendations for a proposed strategy to underscore the critical role early education plays in math literacy and foundations by making it part of the broader discussion clarifying how national shortages in STEM disciplines may undermine our global economic competitiveness; promoting the work being done in Orange County on early math and science literacy and early reading; providing support to the Commission in their outreach effort to the national and local business community; and helping develop and raise awareness of the February 2010 STEM Conference in conjunction with the National Academy of Engineering. The following is an outline of the work plan:

1. Identify and develop issue champions in order to help raise the awareness of the STEM disciplines through the support of highly-regarded individuals in this field. Provide training and collateral materials to help carry the message to a larger audience.

2. Build alliances with national organizations and professional associations to raise awareness of the critical work that is taking place in Orange County. Coordinate the Samueli Foundation Conference in terms of speakers, topics and appropriate audiences.

3. Identify and engage leading researchers and universities studying the issue to raise awareness of the work currently taking place in Orange County.

4. Increase media awareness of the work in Orange County through articles and references in scholarly journals.

5. Look to International Experts, Organizations, and Journals Abroad to Help Advance Issue in US

6. Develop an online strategy to connect Orange County leaders to scholars and advocates around the world. It is critical to participate in online conversation that has already begun to take place, expand that conversation to raise awareness of the issue and the upcoming conference scheduled for February 2010.

7. February 2010 conference at the University of California, Irvine
   - Develop awareness of the conference with national experts, national organizations, institutes of higher learning and the media.
   - Expand sponsorship of the conference, identify speakers/panelists, recruit an appropriate audience to the conference and write and develop conference materials.
   - Recruit organizations with professional journals, to generate articles supporting the conference and then deriving from the conference.
   - Confirm prominent leaders from California and national business communities as speakers, as well as the political community.
   - Formalize role of the National Academy of Engineering regarding sponsorship and involvement in the conference.
   - Develop media interest when a broad spectrum of support for and participation in the conference has been developed.

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-09-C&FC

July 1, 2009

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE A FIRST AMENDMENT TO AGREEMENT PS-69 WITH MIND INSTITUTE, AND AUTHORIZING APPROVAL AND EXECUTION OF SUCH AMENDMENT TO 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, On November 5, 2008 Commission authorized the Executive Director or designee to enter into Agreement PS-69 with MIND Institute in an amount not to exceed $73,400 for the term of January 1, 2009 through April 30, 2009 to provide the expansion of early learning investments for the Pre-Kindergarten Spatial-Temporal Math Project.

WHEREAS, the Commission desires to enter into a First Amendment to Agreement PS-69 with MIND Institute, hereinafter referred to as the "Professional" in Agreement PS-69 extending the term through December 31, 2009 and adding an amount not to exceed $115,000 for a new maximum obligation not to exceed $188,400 to provide services as described in the July 1, 2009 staff report for this Agenda Item, and

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

WHEREAS, Commission has reviewed the staff report for the July 1, 2009 Commission meeting relating to services to be provided and hereby finds and determines that the proposed First Amendment to Agreement PS-69 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 First Amendment to Agreement PS-69 with Professional, extending the term through December 31, 2009 and adding an amount not to exceed $115,000 for a new maximum obligation

not to exceed $188,400 to provide services as described in the July 1, 2009 staff report for this Agenda Item; and

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 terms, conditions and final form of a First Amendment to Agreement PS-69 with the Professional, extending the term through December 31, 2009 and adding an amount not to exceed $115,000 for a new maximum obligation not to exceed $188,400 for services as described in the July 1, 2009 staff report for this Agenda item and scope of services referenced therein; and

Section 3 The approval by the Executive Director or designee of the final First Amendment to Agreement PS-69 shall be conclusively evidenced by the execution of such First Amendment to Agreement PS-69 by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the First Amendment to Agreement PS-69 with the Professional, extending the term through December 31, 2009 and adding an amount not to exceed $115,000 for a new maximum obligation not to exceed $188,400 for planning services related to developing a neighborhood learning center as described in the July 1, 2009 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 First Amendment to Agreement PS-69 on behalf of the Commission.

Section 6 A copy of the final First Amendment to Agreement PS-69 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. The final executed First Amendment to 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 Amendment to 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, 2009 to wit:

AYES Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

_____
CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, 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.

_____
DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of Orange County, County of Orange, State of California

Resolution No: __-09-C&FC

Agenda Date: July 1, 2009

Item No.__

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

DARLENE J. BLOOM, Clerk of the Commission

By:_____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed First Amendment to Agreement PS-69)

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-09-C&FC

July 1, 2009

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE TO PREPARE AND NEGOTIATE AGREEMENT NO. C-266 WITH THE WHITE HOUSE WRITERS GROUP; AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

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 Master Agreement for Consulting/Professional Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and negotiate Agreement No. C-266 with the White House Writers Group, in an amount not to exceed $150,000 for the term of July 1, 2009 through June 30, 2010 to provide strategic public affairs and communication services as specified in the July 1, 2009 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope 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

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 hereby authorizes the Executive Director or designee to prepare and negotiate the terms, conditions and final form of Agreement C-266 with the White House Writers Group, in an amount not to exceed $150,000 for the term of July 1, 2009 through June 30,

2010 to provide strategic public affairs and communication services consistent with the July 1, 2009 staff report and scope of services referenced therein; and

Section 3 The form of Agreement C-266 with the White House Writers Group shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of Agreement C-266 shall be conclusively evidenced by the execution and delivery of the Agreement by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. C-266 with the White House Writers Group to provide strategic public affairs and communication services as specified in the July 1, 2009 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, Agreement C-266 on behalf of the Commission.

Section 6 A copy of the final Agreement C-266 with the White House Writers Group, 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. The 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 his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Service Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement 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, 2009 to wit:

AYES: Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

_____
CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, 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.

_____
DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of Orange County, County of Orange, State of California

Resolution No: __-09-C&FC

Agenda Date: July 1, 2009

Item No. ___

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

DARLENE J. BLOOM, Clerk of the Commission

By:_____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. C-266 with the White House Writers Group)