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Agenda Item No. 7
June 27, 2007 Meeting

DATE: June 13, 2007
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director 
SUBJECT: Early Literacy Program Report

SUMMARY:

The Children and Families Commission of Orange County approved a three-year plan to implement the expansion of early literacy programs in May 2005. The first year of implementation was extended to June 2007. This report includes an update on the first year accomplishments and recommendations for the second year implementation.

First Year Early Literacy Program Report

The Commission contracts with Public Health Foundation Enterprises (PHFE) for fiscal and administrative services to implement the Early Literacy Program. The main objective of the program is to expand community-based early literacy program models. The Early Literacy Program provided an infrastructure to leverage the Commission's investment and received over \$11,000 in additional grant funding to provide books, supplies and staff to implement the expansion of the following three programs.

Reach Out and Read - Through a funding partnership with National Reach Out and Read (ROR) the Commission has successfully expanded the Reach Out and Read program from 17 sites to 27 pediatric medical clinics and private practice pediatricians. The Commission has developed partnerships with the Coalition of Community Clinics, the American Academy of Pediatrics, Children's Hospital of Orange County, University of California Irvine Medical Center and the Orange County Health Care Agency to implement the ROR program at their pediatric clinic sites.

Family Literacy Programs - A working group of School Readiness Coordinators convened to develop a comprehensive list of resources and models that are currently available in Orange County for implementation in parent/child early literacy programs. This information was used for the successful AB 172 - Prekindergarten and Family Literacy Program application process that resulted in Orange County programs receiving over \$6 million for school readiness programs with an early literacy component. The information is also used by the School Readiness Coordinators to implement research based programs, share resources, and maximizing training through combined sessions.

HABLA (Home-based Activities Building Language Acquisition) - HABLA is an intensive home visitation program that uses activities and books to model and coach parenting techniques to increase verbal interaction and promote child learning and expressive language. The HABLA program is successfully implemented in the Santa Ana Unified School District. The

infrastructure to expand HABLA to seven additional school districts is underway and includes consolidating the HABLA staff at one site, supporting the purchase and distribution of books and materials, and managing the AmeriCorps members supporting the program.

Second Year Early Literacy Program Proposal

The Early Literacy Network was initially developed to provide leadership, expertise infrastructure and support for the countywide expansion of successful early literacy programs. However, ongoing Commission management has been, and will continue to be required to set the direction and scope of the emerging early literacy program. In addition, the program also needs to emphasize the Commission's support to school readiness programs implementing the AB 172 – Prekindergarten and Family Literacy Program. As a result, the second year of the Early Literacy Program will need to reflect the following assumptions:

- Early literacy and language development need to be incorporated into the School Readiness Program partnership with local school districts participating in the AB 172 - Prekindergarten and Family Literacy Program expansion.
- The Commission needs to maintain a leadership role in the countywide expansion of Reach Out and Read.
- Ongoing support including book distribution, technical assistance and training services needs to continue and can be best provided by a single entity

The budget in Attachment 3 to this report supports the Early Literacy Program work plan, incorporates this revised approach and allows for continued operation of a more focused effort.

Early Literacy Program Support - Public Health Foundation Enterprises, also known as PHFE Management Solutions is a nonprofit corporation the Commission currently funds for early literacy administrative support. A new contract with PHFE is recommended to provide contract support for the implementation of the Commission's core early literacy programs including Reach Out and Read, HABLA, and Family Literacy. The summary work plan is outlined in Attachment 3. PHFE would have responsibility for implementing the revised support system.

Fund Development Strategy - A comprehensive fund development strategy will be developed over the next year to leverage the Commission investment in early literacy. Commission staff will coordinate with the Orange County Community Foundation to develop the investment policy, guidelines and committee for a proposed matching fund to sustain the Commission's early literacy programs.

Sesame Workshop – Word on the Street – Sesame Workshop developed a parent and caregiver outreach program to coordinate with the 38th season of Sesame Street featuring “Word on the Street” beginning in August 2007. Staff will coordinate directly with PHFE to implement the new structure for the Commission's early literacy programs including revisions to existing agreements and the development of new agreements to provide service including the new Sesame Workshop outreach program.

HABLA Program – The expansion of the HABLA program to new school district sites in Orange County is progressing. Combining the Commission's contracts that support HABLA into one Agreement will increase the efficiency of the program. Commission approval is requested to redirect HABLA support funds from Agreement FC-SR2-24 with Santa Ana Unified School District to provide HABLA program services at Warwick Square School and redirect some of the

funds approved by Commission action on December 6, 2006 for an Amendment to Agreement FCI-ELN-01 with PHFE for the operational support of the HABLA program into a single new Agreement. Commission staff is in discussion with PHFE regarding the remaining funds approved for the Amendment to Agreement FCI-ELN-01, the amendment has not been executed.

STRATEGIC PLAN & FISCAL SUMMARY:

The program has been specifically reviewed in relation to the Strategic Plan, and is consistent all outcome goals. This funding request is for the amount of \$454,170 for a term commencing July 1, 2007 to June 30, 2008. Funding for this item is included in the FY2007-2008 Budget within the Ready to Learn budget category.

RECOMMENDED ACTIONS:

1. Adopt resolution (Attachment 1) authorizing the Executive Director to negotiate and enter into Agreement PS-42 with Public Health Foundation Enterprises dba PHFE Management Solutions for administrative services to support the Early Literacy program for the term of July 1, 2007 to June 30, 2008 for a total amount of \$250,000. This agreement does not include programs with CHOC or UCI.
2. Direct Early Literacy Program to purchase and distribute the Word on the Street Parent/Caregiver Guides.
3. Approve redirecting funds to support the HABLA program as follows: \$225,000 from Agreement FC-SR2-24 with the Santa Ana Unified School District; \$75,000 to be used in Agreement PS-43 and \$150,000 to be set aside for future use, and redirecting \$350,000 from a 12-month Amendment to Agreement FCI-ELN-01 with PHFE Management Solutions approved by Commission action on December 6, 2006 to be used in Agreement PS-43. Approval is also requested to add an additional \$204,170 to Agreement PS-43 to support the HABLA program for an addition seven-months ending on June 30, 2008.
4. Adopt resolution (Attachment 2) authorizing the Executive Director to negotiate and enter into Agreement PS-43 with Public Health Foundation Enterprises dba PHFE Management Solutions in the amount of \$629,170 for the period December 1, 2006 through June 30, 2008 for administrative services to support HABLA program services.

ATTACHMENTS:

1. Resolution authorizing Agreement PS-42 with Public Health Foundation Enterprises dba PHFE Management Solutions for Early Literacy program administrative services.
2. Resolution authorizing Agreement PS-43 with Public Health Foundation Enterprises dba PHFE Management Solutions for HABLA program administrative services.
3. Early Literacy Program Budget

Contact: Kelly Pijl

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-07-C&FC

June 27, 2007

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE FINAL FORM OF AGREEMENT PS-42 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC., dba PHFE MANAGEMENT SOLUTIONS, A CALIFORNIA NONPROFIT COPORATION 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, the Commission adopted a 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 form Master Agreement for Professional/Consulting Services ("Master Agreement"); and

WHEREAS, the Commission desires to enter into Agreement PS-42 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions, for the period July 1, 2007 through June 30, 2008 in an amount not to exceed \$250,000 to provide Early Literacy program administrative services, which services promote the purposes of the Act and the Strategic Plan; and

WHEREAS, capitalized terms used in this resolution are as set forth in the Grant Agreement, unless separately defined herein; and

WHEREAS, Commission has reviewed the June 27, 2007 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;

WHEREAS, all actions required by applicable law with respect to the proposed Agreement have been taken in an appropriate and timely manner.

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 to prepare and negotiate the final form of Agreement No. PS-42 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions , in an amount not to exceed \$250,000 for the period July 1, 2007 through June 30, 2008 to provide Early Literacy program administrative services in support of the Act and the Strategic Plan as specified in the June 27, 2007 staff report;

Section 3 The form of the Agreement with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions , shall be substantially similar to the form of the approved Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director. The approval by the Executive Director, or designee, of the final form of the Agreement shall be conclusively evidenced by the execution of such agreement by the Executive Director and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. PS-42 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions, in an amount not to exceed \$250,000 for the period July 1, 2007 through June 30, 2008 to provide Early Literacy program administrative services in support of the Act and the Strategic Plan as specified in the June 27, 2007 staff report.

Section 5 The Executive Director 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 the final form of Agreement PS-42 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions , when executed by the Executive Director 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 Sections 2, 3, and 5 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 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 June 27, 2007 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: ___-07--C&FC

Agenda Date: June 27, 2007

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. PS-42 with Public Health Foundation Enterprises,
Inc., dba PHFE Management Solutions)

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-07-C&FC

June 27, 2007

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE FINAL FORM OF AGREEMENT PS-43 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC., dba PHFE MANAGEMENT SOLUTIONS, A CALIFORNIA NONPROFIT COPORATION AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

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WHEREAS, the Commission adopted a 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 form Master Agreement for Professional/Consulting Services ("Master Agreement"); and

WHEREAS, the Commission desires to enter into Agreement PS-43 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions, for the period December 1, 2006 through June 30, 2008 in an amount not to exceed \$629,170 to provide administrative services in support of the HABLA program, which services promote the purposes of the Act and the Strategic Plan; and

WHEREAS, capitalized terms used in this resolution are as set forth in the Grant Agreement, unless separately defined herein; and

WHEREAS, Commission has reviewed the June 27, 2007 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;

WHEREAS, all actions required by applicable law with respect to the proposed Agreement have been taken in an appropriate and timely manner.

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 to prepare and negotiate the final form of Agreement No. PS-43 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions , in an amount not to exceed \$629,170 for the period December 1, 2006 through June 30, 2008 to provide HABLA program administrative services in support of the Act and the Strategic Plan;

Section 3 The form of the Agreement with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions , shall be substantially similar to the form of the approved Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director. The approval by the Executive Director, or designee, of the final form of the Agreement shall be conclusively evidenced by the execution of such agreement by the Executive Director and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. PS-43 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions, in an amount not to exceed \$629,170 for the period December 1, 2006 through June 30, 2008 to provide HABLA program administrative services in support of the Act and the Strategic Plan as specified in the staff report.

Section 5 The Executive Director 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 the final form of Agreement PS-43 with Public Health Foundation Enterprises, Inc., dba PHFE Management Solutions, when executed by the Executive Director 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 Sections 2, 3, and 5 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 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.

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The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on June 27, 2007 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

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By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. PS-43 with Public Health Foundation Enterprises,
Inc., dba PHFE Management Solutions)



Children & Families
Commission of Orange County

**EARLY LITERACY PROGRAM
DUTIES, ROLES & RESPONSIBILITIES**
July 1, 2007 – June 30, 2008

Commission	Sponsored Programs	PHFE
<ul style="list-style-type: none"> • Lead role on managing the early literacy program expansion, implementation and contracts including Reach Out and Read, HABLA and Family Literacy programs. • Develop a matching fund strategy with the Orange County Community Foundation to leverage the Commission's investment and sustain early literacy programs. 	<ul style="list-style-type: none"> • <i>Reach Out and Read</i> is a national nonprofit organization that promotes early literacy by giving new books to children and advice to parents about the importance of reading aloud in pediatric exam rooms. • <i>HABLA (Home-based Activities Building Language Acquisition)</i> is an intensive home visitation program that uses activities and books to model and coach parenting techniques to increase verbal interaction and promote child learning and expressive language. • <i>Family Literacy Programs</i> are primarily developed and implemented by school readiness coordinators at the elementary school districts to promote literacy based activities at home. The recent award of AB172-Prekindergarten and Family Literacy funds to Orange County organizations will increase activities and Commission support. 	<ul style="list-style-type: none"> • <i>Fiscal Administration - a 501 (c)3</i> nonprofit corporation responsible for the Early Literacy Program budget and grant funds including accounts payable, human resources and payroll. • <i>Human Resources</i> - recruitment of staff and volunteers, health screenings, background checks, fingerprinting, project supplies, materials, training and office space. • <i>Contract Administration</i> – develop and enter contracts as directed by the Commission for services including, but not limited to book storage and distribution, training, program implementation and technical assistance.