



**Interim Executive Officer's Report
December 5, 2012 Meeting**

DATE: November 27, 2012
TO: Children and Families Commission of Orange County
FROM: Christina Altmayer, Interim Executive Director 
SUBJECT: Executive Officer's Report

The following is the Interim Executive Officer's Report for December 5, 2012.

A. Budget Update (Report)

The Commission's total Tobacco Tax Revenue through September 2012 as reported by First 5 California is \$7,068,333. Proposition 10 revenues for July through September are approximately 1.08 percent higher than the estimated budget plan of \$6.99 million and 12.48 percent below the same period last fiscal year. As of November 27, 2012, tobacco revenue has been reported through September 2012. Monthly revenue receipts continue to be highly variable and staff will continue to monitor results. While we do not anticipate the need for any budget modifications at this time, any recommended budget changes would be brought to the Commission in January or March.

B. Strategic Communications Monthly Report (Report)

Curt Pringle & Associates was selected by the Commission in November 2012 to provide strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The terms of the new agreement established deliverable targets and metrics including monthly written reports on the status of the agreement for inclusion in the Executive Officer's report to the Commission. The November 2012 Strategic Communications Monthly Report submitted by Curt Pringle & Associates is attached.

C. Early Developmental/Autism Catalytic Program (Report)

In February the Commission approved \$7 million for an early developmental/Autism program that was matched by the William & Nancy Thompson Family Foundation to create The Center for Autism and Neurodevelopmental Disorders of Southern California. The new Center has a multidisciplinary focus on clinical care, education, research and community support. The Autism Center's team of experts will be led by UC Irvine and CHOC Children's pediatric neurologist Dr. Joseph Donnelly, director of For OC Kinds Neurodevelopmental Center. CHOC Children's has also made a five-year commitment to fund several key medical positions that will be based at the Center. Chapman University will lead two initiatives focused on ensuring quality education services and resources for children and families impacted by the Autism Spectrum Disorder. A special announcement for the \$14 million investment and an additional \$800,000 from the Thompson Family Foundation to Chapman University's College of Educational Studies is scheduled for December 13 at UCI. The invitation for the event is attached. Please let Armida Nuno know if you are interested in attending.

Commissioners

Interim Executive Director



To: Kelly Pijl, External Affairs Director, Children and Families Commission of Orange County

From: Todd Priest, Vice President, Curt Pringle & Associates

Date: November 26, 2012

Subject: November 2012 Strategic Communications Monthly Report

Below is a list of monthly activities provided to the Children and Families Commission of Orange County by Curt Pringle & Associates:

Legislative Advocacy

Several new members of the Orange County legislative delegation were elected on November 6, 2012 including Sharon Quirk-Silva, Travis Allen, and Tom Daly. Curt Pringle & Associates has initiated the process of communicating with each of the assembly member-elects in order to schedule a briefing regarding the Children and Families Commission of Orange County. This briefing will include an overview of Proposition 10 and the initiatives and programs supported by the Children and Families Commission of Orange County.

Curt Pringle & Associates is also developing a proposed city outreach plan to present to Commission staff. This plan will identify priority cities for outreach of Commission programs and goals including targeted elected officials and staff as well as a timeline for implementation.

We also provided Commission staff with the monthly state budget/legislative update for inclusion in the Weekly Update to the Commission, specifically highlighting the election results.

Community Partnership

Curt Pringle & Associates has begun meeting with HomeAid Orange County regarding the 2013 Essential for Young Lives campaign. Our office has initiated outreach to previous corporate sponsors as well as initiated the evaluation of new, additional sponsors to participate in the campaign. In addition, Curt Pringle & Associates is working with HomeAid Orange County to reach out to United Way Orange County in order to seek their participation in the Essentials campaign. We have also communicated with Sheriff Sandra Hutchens' executive staff and extended an invitation to the Sheriff to serve as the Honorary Chair of the Essentials for Young Lives campaign again in 2013. Curt Pringle & Associates has secured Carolyn McInerney from the County Executive Office of the County of Orange to serve as a liaison and assist in coordinating with the various departments at the County who participate in the campaign.

Public Awareness

Curt Pringle & Associates met with Commission staff, Kathleen Freed (Cornerstone Communications), and Lisa Burk to discuss the 2013 communications strategy. In addition to a discussion on the development of a calendar highlighting the awareness of the month which communication releases will be centered on, there was also discussion on the development of metrics for the monitoring and evaluation of communication deliverables.

Curt Pringle & Associates is developing a public awareness plan for FY 2013-14 to present to Commission staff which will succinctly communicate the Commission's activities, obligations, and achievements. The public awareness plan will highlight key messages for FY 2013-14 and methodologies for appropriately conveying these messages to the public.

Ralph V. Clayman, M.D.
Dean, School of Medicine

Cordially invites you
to a special reception
announcing

A major funding commitment
from public and private partners
that will alter the landscape
for autism care, research, and advocacy
in Southern California and beyond.



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Thursday, December 13, 2012

4:00 - 6:00 p.m.

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University Club

801 E. Peltason Drive

Irvine, CA 92697

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RSVP by Friday, December 7, 2012

to Dana Collinson 714-456-5800

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