



First 5 San Mateo County Strategic Planning Process March 2, 2018

Strategic Planning Revision:

On December 11, 2017 the Commission approved a 2018 Strategic Plan revision rather than embark on a completely new planning process to guide efforts from 2020-2025. This means the Commission and stakeholders will be guided through focused areas of conversation rather than an end-to-end process. Specifically, the Commission will not be asked to reconsider: vision, mission, overarching desired outcomes, values, guiding principles, community roles, and primary focus areas. The strategies also continue to be strongly rooted in research. At the same time, the Commission's financial outlook requires us to think about in the ways we positively impact the community, including funding levels.

Strategic Planning: Input, Discussion and Approval

The groups below will be convened to provide their unique perspective into the revision process. This will culminate in a First 5 San Mateo County Commission approval item at the October 2018 meeting.

Community Input:

- Public Forum
- Systems Executive Partnership meeting
- Input at three Commission meetings

F5SMC Strategic Planning Adhoc Committee:

- Three in-person meetings
- Two conference calls

F5SMC Commission Meeting:

- Two regular commission meetings will require a significant portion of the agenda to be focused on strategic planning
- At a third meeting, the plan will be considered for adoption

F5SMC Staff

- Work regularly with the strategic planning consultant, Christina Bath Collosi, and all input groups to develop the revised plan.

Questions we anticipate the groups above will discuss include:

- How can F5SMC create and maximize partnerships to increase outcomes for children 0-5 in light of declining proposition 10 funding?
- Which of our investments are yielding significant and unique benefits?
- What is the desired legacy of the Commission regardless of community funding level?



Notes - February 5, 2018
First 5 San Mateo Strategic Planning
Christina, Kitty, Michelle

Questions: Framework focused

1. Is this a 5 year plan?
2. If so, is the financial assumption that there are no more reserves as of 2020?
3. Should systems change funds be embedded into the 3 focus areas?
4. How much money should be saved for systems change specific strategies and/or emerging projects?
5. Are there strategies within any of the focus areas that should be eliminated?
6. What should the financial plan look like for the new plan?
7. Is there a certain amount or percent of money for each focus area? or by need/priority/opportunity?
8. Is there other money to be leveraged? Like MAA.

Questions: Big picture

1. What is the desired legacy?
2. How does F5SMC remain relevant?
3. Is there general agreement on our role in the community?
4. How are we going to address the "reduced funds, reduced staff" friction point when staff are needed for leadership and partnership efforts?
5. What are the right roles for staff, the committee, and the Commission as a part of strategic planning?

Ideas about planning:

- Strategic Planning committee with 4 commissioners + Kitty and Michelle
- 2-3 touchpoints with Commission (likely 2 touchpoints + adoption meeting)
- 1-2 community forums to get feedback on strategies (likely current and then draft plan)
- Regular feedback loops and meeting with F5SMC staff

March 1, 2018 – December 31, 2018

Scope of Work – VIVA Strategy + Communications with First 5 San Mateo County

Project Description: VIVA Strategy + Communications will provide consultation to First 5 San Mateo County to develop its new strategic plan, utilizing a revision process of its current plan.

#	TASK	ACTIVITIES	TIMELINE	Consultant
1	VIVA - F5 SMC Team collaboration	<ul style="list-style-type: none"> • 1 kickoff planning meeting • 4 in-person meetings (F5SMC to determine which staff should attend) • phone and email support, estimated at 4 hours per month over 8 months 	3/1/18 – 12/31/18	Christina Bath Collosi
2	Strategic Plan Committee (4 commissioners + Kitty and Michelle)	<ul style="list-style-type: none"> • 3 in-person meetings, estimated 2.5 hours each meeting • 2 video/phone meetings, estimated 90 minutes 	3/1/18 – 9/31/18	Christina Bath Collosi Staff support for notes/prep
3	Commission Meeting Facilitation	<ul style="list-style-type: none"> • 3 Commission meetings with 2 of these being working/feedback sessions and the 3rd being the approval meeting 	5/1/2017 – 9/31/18	Christina Bath Collosi
4	Executive Partnership Meeting	<ul style="list-style-type: none"> • 1 “Policy cabinet” type meeting to discuss partnership priorities and opportunities 	6/1/18-6/30/18	Christina Bath Collosi
5	Community Forum	<ul style="list-style-type: none"> • 1 Public forum for service provider partners to provide input on the current F5SMC priorities and strategies; 2 VIVA staff 	5/1/18-5/31/18	Christina Bath Collosi Iris Elent
6	Drafting, finalizing, designing updated Strategic Plan	<ul style="list-style-type: none"> • Prepare plan and send for regular review and edit • Make graphic design edits to accommodate changes to plan 	8/1/18-10/31/18	Christina Bath Collosi Candice Tanu

March 1, 2018 – December 31, 2018

Scope of Work – VIVA Strategy + Communications with First 5 San Mateo County

Project Description: VIVA Strategy + Communications will provide consultation to First 5 San Mateo County to develop its new strategic plan, utilizing a revision process of its current plan.

Budget Summary

PERSONNEL	NARRATIVE	ESTIMATED HOURS	BUDGET
Managing Partner (Christina Bath Collosi, MA) @ 185/hr.	Executive counsel, oversight/direction of all work products, interface with Commission or executive partners for facilitation as needed.	197	\$36,445
Senior Associate Consultant (Iris Elent, MSW) @ 140/hr.	Co-facilitation of public forum, research, compiling information, notes and logistical support throughout the course of the plan.	42	\$ 5,880
Communications Specialist (Candice Tanu, MA) @ 140/hr.	Graphic Design of modified plan and info-graphics as needed.	18	\$ 2,520
	Personnel Subtotal		\$ 44,845
Indirect Rate @10% applied to hourly rates/use	Administrative Expenses (phone, utilities, office rent, insurance, office supplies, technology, etc.) All direct personnel expenses (health insurance, retirement, vacation, etc. are included in the hourly rate and not in indirect)		\$4,484.50
	Total Budget without Expenses		\$ 49,329.50
OTHER EXPENSES			
Reimbursement for Printing or other Direct Costs	Reimbursement as needed/appropriate for the project (chart paper, print for committee meetings, etc.)		\$ 670.50
TOTAL BUDGET			\$ 50,000.00

*** Please note, VIVA did not add funds for: 1) Snacks or food for any meeting, 2) Rental cost for public forum, 3) Print costs for Commission Meetings

Date: March 5, 2018

To: First 5 San Mateo County Program, Operations & Planning Committee (POP)

From: Michelle Blakely, Program and Planning Director

Re: Review and Discussion

- **Program Updates and Highlights: MediCal Administration Activities; CalWorks Home Visiting Initiative and Rise Power of 9 Regional Policy and Communications Platform.**
-

ACTION REQUESTED

Review and Discussion

- Program Updates and Highlights: **Program Updates and Highlights: Medical Administration Activities; CalWorks Home Visiting Initiative and Rise Power of 9 Regional Policy and Communications Platform.**

BACKGROUND

Program Updates and Highlights are provided as brief illustrations of the work addressing the Commission's Strategic Plan 2015-2020 in the focus areas of: Early Learning, Family Engagement, Child Health and Development and Policy, Advocacy and Communications.

PROGRAM UPDATES AND HIGHLIGHTS

- Medical Administrative Activities (MAA): First 5 San Mateo County (F5SMC) and select grantees will time survey to determine the viability of implementing MAA to draw down reimbursement from Federal Medicaid for local public expenditures supporting Medi-cal outreach, access assistance, planning and other MAA activities. The MAA program for SMC is administered and monitored by the Health System (Chief's Department) and requires a MOU. F5 staff and grantee activities are MAA reimbursable. First 5 staff and 2 grantees; Gatepath and StarVista will trail time survey April thru June 2018.
- CalWORKs Home Visiting Initiative: F5SMC should engage with all home visiting providers eligible to provide home visiting services under SB 992. (Arumbula). These agencies and programs includes: Family Health Services (Nurse Family Partnership), Early Head Start/IHSD & Early Head Start /Peninsula Family Services) and StarVista (Healthy Homes/Parents and Teacher). The new legislation & funding supports Home Visiting services to first time and early parents, parents under the age of 25, and children under 24 months. The legislation also encourages linkages to early learning service organizations.
- Rise Power of 9 – Regional Policy and Communications Platform: The Power of 9 regional partners are implementing a regional policy and communications platform to: educate the public about the importance of Early Childhood Education (ECE), show diverse multi-sector support for ECE issues and initiatives and influence local decision makers to support ECE campaigns and initiatives. The Power of 9 regional policy focus areas are: Access to Quality Affordable Early Childhood Education, Access to Affordable Housing and Reducing Barriers to Employment. F5SMC, other F5's and the F5 Association are involved with this regional work.