



Child Care Planning Council
San Luis Obispo County

ANNUAL REPORT 2019-20

The San Luis Obispo County Child Care Planning Council, in partnership with families and the community, plans for and promotes the highest quality and accessible services for the care of all children and youth.



805A Fiero Lane, San Luis Obispo, CA 93401
www.sanluischildcare.org
805.782.4723

ABOUT THE COUNCIL

The San Luis Obispo County Child Care Planning Council is a 15-member appointed advisory board working in partnership with families and the community to plan for and promote the highest quality and accessible services for the care of all children and youth.

What Does the Council Do?

- Conducts child care needs assessments, used to determine local priorities and for the development of strategic plans
- Informs the community regarding the importance of high quality, early learning experiences for all young children
- Distributes educational stipends through the Child Care Salary/Retention Incentive Program (CRET) to eligible Title 5 program staff
- Coordinates trainings for professionals in the early childhood field
- Works with the County and its seven incorporated cities to bring high quality early childhood services to local communities.
- Collaborates with groups such as the business and faith based communities to address local, early childhood needs.
- Advocates for children and early childhood professionals





MEMBERSHIP

CONSUMER REPRESENTATIVES

Adriana Barron, CAPSLO Head Start and Early Head Start

Arica Marshall, Region IX Head Start/Early Head Start

Melinda Sokolowski, CAPSLO Family & Community Support Services

Child Care Providers

Jennifer Kreps, San Luis Obispo County YMCA

Jamie Sanbonmatsu, Valley View Children's Center

Michelle Holm, Child Development Resource Center of the Central Coast

DISCRETIONARY APPOINTEES

Mika Buchanan, CAPSLO Child Care Resource Connection

Sheri Wilson, CAPSLO Child Care Resource Connection

Lisa Duncan Purcell, Community Member

PUBLIC AGENCY REPRESENTATIVES

Katie Mervin, Cuesta College

Nancy Norton, San Luis Obispo County Office of Education

Cheri Fields / Michelle Balter County of San Luis Obispo, Department of Public Health

Tara Quinn / Lauren Handley, Paso Robles Joint Unified School District

COMMUNITY REPRESENTATIVES

Lisa Fraser, Center for Family Strengthening

Lauren Thorne, San Luis Obispo County Office of Education

Lee Ann Howard, CAPSLO, Child and Family Services



MEMBERSHIP

COUNCIL LIAISONS

Elizabeth “Biz” Steinberg, Community Action Partnership of San Luis Obispo County
Jannine Lambert, Department of Social Services

COUNCIL STAFF

Raechelle Bowlay, Quality Early Learning Manager
Britney Ogden, Early Care and Education Supervisor
Allison Biggers, Early Care and Education Specialist
David Fimbres, Early Care and Education Specialist
Nataly Renteria, Administrative Specialist

In-Kind

The San Luis Obispo County Child Care Planning Council contract with the California Department of Education includes a requirement of a local contribution of \$7,500.

Materials, supplies and time each member spends on Council business are a valuable resource that assists the Council not only in its daily operations, but serve as local contribution.





PARTNERSHIPS

CA Child Care Coordinators Association

Every Child California

Community College Early Childhood

Educators

California Head Start Association

California Preschool Instructional Network

California School Age Consortium

Center for Family Strengthening

Child Safety Coalition

Children's Services Network

Community Action Partnership of San Luis

Obispo County, Inc.

- o Child Care Resource Connection

- o Family Support Services

- o Head Start/ Early Head Start/

- o Migrant Seasonal Head Start

Cuesta College Early Childhood Education

Advisory Board

Cuesta College Extended Opportunity

Program and Service

Early Learning for All Network

First 5 San Luis Obispo County Commission

National Association for the Education of

Young Children

National Head Start Association

Pacific Coast Association for the Education

of Young Children (PCAIEYC)

Partnership for Excellence in Family Support

Prenatal – 5 Children's Advocacy Network

Quality Counts California

San Luis Obispo County Domestic Violence

Task Force

San Luis Obispo County Office of Education

Child Development Program Advisory

Board

San Luis Obispo County YMCA

ANALYSIS

The San Luis Obispo County Child Care Planning Council is recognized for expertise by community, state and local professionals, and decision makers.

Goal 1.1

Establish the Council as the neutral early care and education program advisory group in the County

- Maintain active Council membership with full representation in the 5 categories as established in the Education Code
- Maintain a representation of the Council among other local and statewide agencies and organization to foster collaboration and share information and resources

Goal 1.2

Identify, publish, and distribute early care and education program needs and priorities

- Annual priorities report of subsidized and unsubsidized programs in San Luis Obispo County
- CDE mandated needs assessment every 5 years
- Survey of child care provider composition and needs including family child care, center-based and school age child care

Goal 1.3

Increase the visibility of the San Luis Obispo County Child Care Planning Council

- Update and maintain Council website and social media tools
- Collaborate with other local and statewide agencies and organizations to advocate for accessible and affordable high quality early care and education programs services.

ANALYSIS



WE ARE THE CARE

The We Are the Care Initiative was created as a result of the "Where's the Care? Town Hall" that was hosted in May 2019. The town hall was hosted by First 5 SLO County with support of local stakeholders including the Child Care Planning Council members and staff. The event featured speakers from all over the state representing the private sector and government side of addressing child care needs and exploring the challenges and beginning to problem solve.

Public Awareness Task Force

Focused on increasing awareness and advocating through Public Comment at local City Councils, Board of Supervisors and School Boards

Cross-Sector Collaboration Task Force

Focused on creating a Family Friendly Workplace Toolkit for Employers

Local Government Engagement Task Force

Focused on connecting educating local government including elected officials and city/county planning and management.

COLLABORATIVE CHILD CARE STUDY

The Child Care Study is a collaborative effort of multiple public sector entities to examine the landscape of child care in San Luis Obispo County and determine a suite of viable options that can facilitate progress toward a vision that all employees have access to quality affordable child care. The study will examine current human resource policies and procedures, city and county ordinances and regulations and workforce development.

Partners:

- City of San Luis Obispo
- County of San Luis Obispo
- San Luis Coastal Unified School District
- California Polytechnic State University, San Luis Obispo
- First 5 San Luis Obispo (Contract Management)
- Child Care Planning Council (Advisory Team Coordination)

ANALYSIS

The San Luis Obispo County Child Care Planning Council is recognized for expertise by community, state and local professionals, and decision makers.

LPC Priorities Report

California Education Code (EC) Section 8499.5 (a) through (d) requires the LPCs to review local State and Federal data and provide the CDE with an updated listing of their local child care and development funding priorities by May 30 every year. EC Section 8279.3 specifies that LPCs must identify local funding priorities for the distribution of any new state general child care and development and new preschool funding to promote equal access to child development services across the state. These priorities must be based on direct impact indicators of need.

City	Zip Code	Priority Level
Paso Robles	93446/47	1
San Luis Obispo	93401/05/07	1
Atascadero	93422	1
Arroyo Grande	93420	1
Nipomo	93444	1
Grover Beach	93433	1
Oceano	93445	1
Los Osos	93402	2
Templeton	93465	2
Pismo Beach/Shell Beach	93448/49	2
Morro Bay	93442	2
San Miguel	93451	2
Cambria	93428	2
San Simeon	93452	3
Santa Margarita	93453	3
Cayucos	93430	3
Creston	93432	3
Shandon	93461	3
Avila Beach	93424	3
Cholame	93431	3
Harmony	93455	3

ADVOCACY

The San Luis Obispo County Child Care Planning Council, assists the community at large to understand and advocates for the early care and education program needs of children and youth in SLO County.

Goal 2.1

Improve recognition of the value and need for high quality early care and education programs

- Annual Children's Day in the Plaza celebration of Month of the Child and Child Abuse Prevention Month
- Coordinate Month of the Child activities with other agencies and organizations
- Partner with First 5 California and SLO County for Hands On-Heroes
- Create and distribute educational materials on the importance of need for high quality early care and education program services and family friendly workplace policies

Goal 2.2

Improve community advocacy and activism for creating and sustaining quality

- Identify key stakeholders and partners on the promotion and advocacy of high quality early care and education program needs in the County
- Work with community partners to identify, develop and sustain funding to support strong, high quality early care and education programs.
- Outreach and collaborate with the business community regarding the importance of high quality and accessible child care and early learning



ADVOCACY

MONTH OF THE CHILD

Council staff begun coordination of the 42nd Annual Children’s Day in the Plaza event, celebrating April as Month of the Child and Child Abuse Prevention Month. This year’s event was to be held on Saturday, April 4, 2020 in order to help achieve the strategic goal to improve the recognition of the value and need for high quality child care/learning programs while providing resources for families. In light of information shared by the Governor in early March through the California Department of Public Health to cancel or postpone large gatherings that include 250 or more people, the San Luis Obispo County Child Care Planning Council, decided to cancel this year’s Children’s Day in the Plaza.

Council staff pivoted to provide more of a presence on social media for general child development information as well as community resources and supports available.



**MONTH OF THE CHILD
& CHILD ABUSE
PREVENTION MONTH**

www.sanluischildcare.org
facebook.com/sanluischildcare.org

 **Child Care Planning Council**
San Luis Obispo County

A Collective Voice for
Children & Families

Child Abuse Prevention Month



#unite4kids
APRIL IS NATIONAL CHILD ABUSE PREVENTION MONTH

A Community in Unity will prevent child abuse.
Volunteer. Speak Up. Reach Out.

For more information visit <http://cfslo.org/>

**April is National Child Abuse
Prevention Month**

For over 20 years, Center for Family
Strengthening programs have ensured strong,
healthy families are a community priority.

ADVOCACY

MONTH OF THE CHILD PROCLAMATIONS

The Council coordinated the following Month of the Child and Child Abuse Prevention Month Proclamations. We really appreciate our community partners and local government for proclaiming and adopting April as Month of the Child and Child Abuse Prevention Month during such unprecedented times. Due to Covid-19 we expanded and extended Month of the Child Proclamations beyond April and were able to accept proclamations virtually.

- City of Arroyo Grande
- City of Grover Beach
- City of Morro Bay
- City of Paso Robles
- City of Pismo Beach
- City of San Luis Obispo
- PRJUSD Board of Trustees
- CAPSLO Board of Directors
- Cuesta College Board of Trustees
- SLO County Board of Supervisors
- SLO County Office of Education Board of Directors

Special thanks to our community partners and local government for proclaiming and adopting April as Month of the Child and Child Abuse Prevention Month.

“ WHEREAS April - Month of the Child and Child Abuse Prevention Month - marks a time to recognize that our community's child are precious assets, that the quality of their early years is our collective responsibility, and that we commit ourselves to ensuring that each and every child experiences a high quality early environments -- at home, at child care, at school and in the community -- that will promote their optimal development. ”



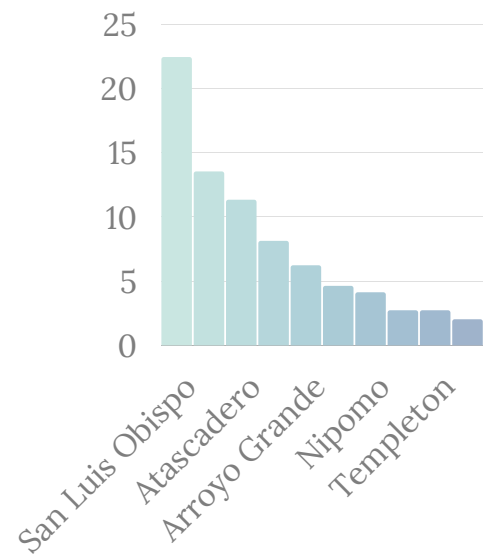
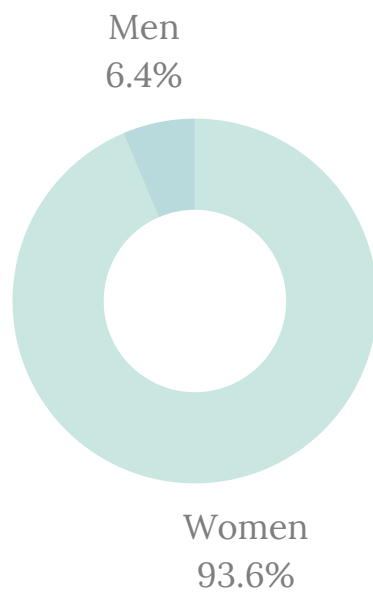
ADVOCACY

SOCIAL MEDIA

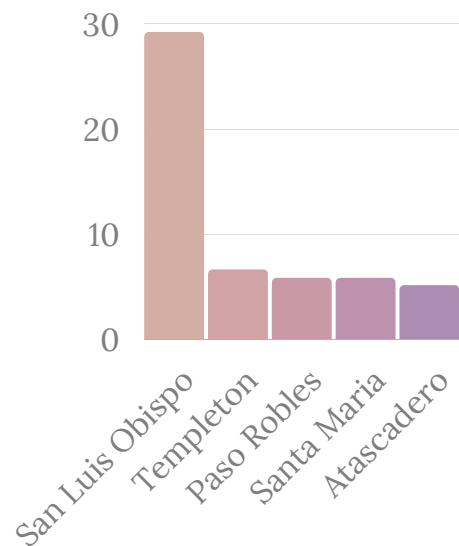
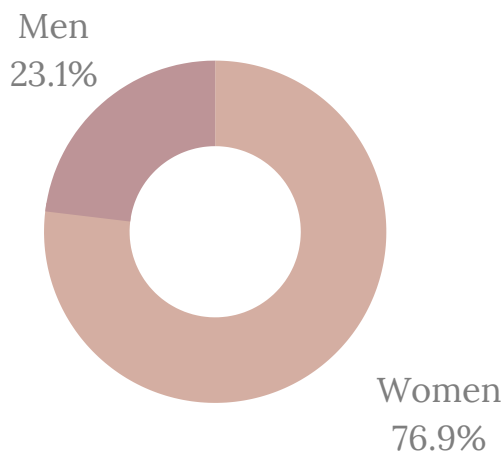
Due to the circumstances with COVID-19 Council staff increased our social media activity and incorporated Instagram as a platform.

AUDIENCE

Facebook



Instagram



ADVOCACY — SOCIAL MEDIA

TRENDS

Facebook Page Reach ⓘ

847 ↑ 79.1%



Instagram Reach ⓘ





















412 ↑ 408.6%



ADVOCACY

SOCIAL MEDIA

CONTENT

Recent Posts ↑↓		↓ Reach
	Now more than ever it is... Thu Jul 9, 12:00pm 	292
	Fishing is a great activit... Fri Jun 26, 9:00am 	227
	Handwashing is one of t... Sat Jul 11, 9:00am 	215
	Untitled Mon Jul 6, 11:42am 	212
	Register for Free for the ... Fri Jul 10, 9:00am 	198
	Once again we are prou... Mon Jul 20, 9:00am 	163
	In keeping with Pacific O... Mon Jul 6, 4:16pm 	149
	Vroom is a resource that... Fri Jul 17, 9:00am 	146
	These tips are designed ... Tue Jun 30, 9:00am 	127
	For 75 years, Pacific Oa... Mon Jul 13, 9:00am 	125



ADVANCEMENT

The San Luis Obispo County Child Care Planning Council works to champion and support professionals in our field in the County.

Goal 3.1

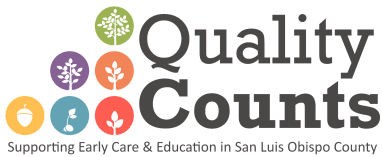
Improve early care and education program professional and development and training

- Continue to implement CRET/AB212 Stipend Program for staff of State-funded center-based program who earn college units toward a degree in Early Childhood Education or Child Development
- Publicize countywide training opportunities to all early care and education program staff through the use of email distribution, website and social media
- Provide professional development training for early childhood education community, family child care providers, and school-age programs as funds are available
- Support/facilitate family child care association or network
- Support/facilitate school-age child care network



ADVANCEMENT

The San Luis Obispo County Child Care Planning Council, assists the community at large to understand and advocates for the early care and education program needs of children and youth in SLO County



QUALITY COUNTS - SAN LUIS OBISPO COUNTY

Quality Counts San Luis Obispo is part of the Quality Counts California (QCC) initiative, which helps to inform and connect parents and families to high-quality early learning and care programs, and ensures that infants, toddlers, and preschool-age children have quality early learning experiences in their local communities. Quality Counts San Luis Obispo also provides resources and support to early learning and care professionals so they can create nourishing and effective early learning and care programs that will help children to grow and thrive.

MISSION AND VISION

Quality Counts San Luis Obispo is committed to strengthening our community's early learning and care system. We aim to support children, families, and care providers in many ways including:

- Provide access to tools & resources for quality partners.
- Link child care providers to resources & support to assist them in their commitment to quality early learning & care.
- Inform parents & families about the importance of quality early learning, and helps them identify quality early learning & care environments.
- Offer information and research to help policymakers communicate the value and importance of quality early learning & care.

