



## Executive Director Report – August 17, 2023

This report provides programmatic and administrative updates about key activities staff have engaged in since the June 15, 2023, Commission Meeting. Program updates include relevant highlights, rather than a summary of all staff work, and are framed by the [Strategic Priority Areas](#) and [Theory of Change System Levers](#).

**Please note:** Items that will be presented as Action or Information Items during the August 17, 2023, Commission Meeting will not be included in the report below.

### 1. Improve and Maximize Programs so All Children Thrive (IMPACT)

**Priority Area:** Child Development, Child Health, Family Functioning

**System Lever:** Catalyst, Convener

First 5 California (F5CA) staff are excited to announce that the IMPACT Legacy Grant Award Notifications (GAN) were awarded to 10 regional lead agencies, including the continued participation of all 58 counties. F5CA staff were able to execute all GANs by August 1, 2023.

In addition to the launch of IMPACT Legacy, staff are working on closing out IMPACT 2020, including processing final invoices and preparing for the collection and reporting of implementation data.

### 2. Program for Equitable Access to Resources for Literacy Support (PEARLS)

**Priority Area:** Child Development, Family Functioning

**System Lever:** Catalyst

PEARLS helps to create safe, stable, and nurturing relationships and environments through early literacy programming and supports. As approved by the Commission in May 2022, PEARLS is a multi-pronged strategy designed to support early literacy and increase opportunities for family bonding. PEARLS aims to create in-home libraries, provide training and resources, and promote local innovations around early literacy and storytelling. PEARLS intentionally and holistically builds local capacity and systems. The goal is to fund proposals that will support long term, sustainable systems change. To allow counties to participate based on need, interest, and capacity, \$5 million of the total approved funding was designated for local grants.

A competitive Request for Application (RFA) specific to that piece of funding is in the final stages of development. The local grants allow First 5 county commissions to apply for funds to expand or initiate local literacy programs. The intent is to prioritize and incentivize literacy activities that promote healing-centered and culturally responsive

systems and support cross-county collaboration around literacy. F5CA staff expect to release the RFA shortly.

### **3. Home Visiting Coordination**

**Priority Area:** Child Health, Child Development, Family Functioning

**System Lever:** Catalyst

F5CA staff are in the process of closing out phase one of the Home Visiting Coordination grants approved by the Commission in October 2019. Between 2020 and 2022, 50 counties received approximately \$9 million of funding to develop or strengthen a cross-agency, cross-system understanding of the role home visiting plays in supporting family well-being, increase access to culturally and linguistically responsive home visiting, and integrate home visiting into other child- and family-serving systems.

Phase two of the Home Visiting Coordination Grants focuses on regional coordination and has awarded 9 regions approximately \$14 million from July 2023 to June 2025. This phase empowers counties to continue their work on creating a sustainable, unified system that supports families with home visiting services to support family well-being and maximize available funding to serve more families.

### **4. First 5 Network Alignment**

**Priority Area:** Child Health, Child Development, Family Functioning

**System Lever:** Convener

In April 2023, staff participated in the first of a series of meetings to support F5CA and the First 5 Association of California to uplift and better clarify the role of the First 5 Network and how the two entities will work together to support a state and local early childhood systems change structure. An outside consultant has been hired to plan and facilitate these meetings and make recommendations about next steps. Since that time, teams from both organizations have continued to meet and discussions have been fruitful.

### **5. Early Childhood Behavioral Health**

**Priority Area:** Child Health, Child Development

**System Lever:** Convener

In April 2023, the Commission approved up to \$10 million dollars over 3 years from the Education, and Research and Development Fund accounts to provide technical assistance and learning collaboratives in support of the Children's Youth Behavioral Health Initiative. Planning and initial program development conversations have begun with stakeholders and partner agencies to determine the best use of the investment.

### **6. Media Campaign Update**

**Priority Area:** Child Development, Child Health

**System Lever:** Broadcaster

The Public Education and Outreach office has been working on executing Stronger Starts activation events and engaging in both earned and paid media efforts to generate awareness of the importance of educating parents and caregivers about the impact of adverse childhood experiences and toxic stress on young children. In July, the Public Education and Outreach Advisory Committee met to discuss the development of a public relations campaign that lifts F5CA's Strategic Plan, North Star, and Audacious Goal. More info to come in items 5 and 6.

### **Fiscal Update**

F5CA staff have been working alongside the Department of General Services in preparation to close fiscal year (FY) 2022–23. F5CA hopes to have the year closed no later than August 31, 2023.

The following summary table compares the estimated projected revenues received for State Commission operations (excluding County revenue) as of May 2023. Staff will present year-end actuals at the October 2023 Commission meeting.

<b>FY 2022–23</b>	
<b>Description</b>	<b>Amount</b>
Projected Revenue	\$ 68,505,663.60
Actual Prop 10 (July–May)	\$ 44,868,112.30
Actual Prop 56 Backfill	\$ 16,942,400.00

### **Personnel Update**

- Amairani Gonzalez was selected for the Associate Governmental Program Analyst/Employee Resource Liaison position in the Administrative Services Office. She joined F5CA on July 10, 2023.
- Maria Rodriguez (who was previously an Office Technician at F5CA) was selected for the Staff Services Analyst/Personnel Analyst position in the Administrative Services Office. This is a promotion for Maria.
- Paul Waters, Information Technology Manager, transferred to the Department of Energy Infrastructure Safety. His last day was August 1, 2023.
- James Lindsay, Chief Counsel, transferred to the Fair Political Practices Commission to take a promotional opportunity as the Chief Enforcement Officer. His last day was August 9, 2023.