

**EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT  
CORPORATION BOARD OF DIRECTORS  
MEETING MINUTES**

**TUESDAY, JUNE 20, 2017  
2:00 PM**

**MUNICIPAL PLAZA BUILDING, B ROOM**

**Members Present:** Board Member Elaine Mendoza, Chair, *Mayoral*  
Board Member Dr. Richard Middleton, *District 1*  
Board Member Pamela Ray, *District 2*  
Board Member Richard Perez, *District 4*  
Board Member Gloria Ramirez, *District 5*  
Board Member Lucy Hall, *District 6*  
Board Member Frances Guzman, *District 7*  
Board Member Dr. Shari Albright, Secretary, *District 8*  
Board Member Dr. Gogi Dickson, *District 9*

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**Members Absent:** Board Member Major General Joe Robles, *District 3*  
Board Member Phillip Thomson, *District 10*

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**Staff Present:** Sheryl Sculley, *City Manager*; Peter Zanoni, *Deputy City Manager*;  
Edward Guzman, *City Attorney's Office*; Laura Sambrano, *Finance*;  
Sarah Baray, Ph.D., *Pre-K 4 SA*; Krista Solie, *Pre-K 4 SA*

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**Also Present:** Brad Davenport, *Pre-K 4 SA*; Paul Chapman, *Pre-K 4 SA*; Andrea Rodriguez, *Pre-K 4 SA*; Rafael Gracia, *Pre-K 4 SA*; Vickie Garza, *Pre-K 4 SA*; Sarah Perez, *Pre-K 4 SA*

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### **Call To Order**

Chairwoman Mendoza called the meeting to order.

Chairwoman Mendoza announced that Board Member Thomson tenured his resignation from the Board due to a potential conflict of interest with his new employer. He will remain officially on the Board until he is replaced by District 10 City Council member.

**1. Citizens to be Heard [Interested speakers will have 3 minutes to address Pre-K 4 SA Board on Pre-K related matters]**

No citizens were present at this time.

**2. Approval of minutes of the April 18, 2017 Early Childhood Education Municipal Development Corporation Board of Directors Meeting**

Board Member Albright moved to approve the minutes of the April 18, 2017 Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Board Member Guzman seconded the motion. Motion carried unanimously by those present.

## **CEO Update**

### **3. CEO Update to include a year-end update of curriculum and operations [Sarah Baray, Ph.D., Pre-K 4 SA CEO]**

Dr. Sarah Baray reminded the Board that it has been a year since her employment and provided a year-end review of program accomplishments. First, she presented the two awards Pre-K 4 SA and the City of San Antonio recently received: the HEB Excellence in Education Award and the All-America City Award.

Chairwoman Mendoza and other Board Members congratulated City Manager Sculley on the achievement. Ms. Sculley thanked the original Pre-K 4 SA Board and the current Board along with the partnering districts, community partners, and other educational groups for their dedication.

Board Member Hall entered in at this time.

Dr. Baray continued her year-end review by presenting on data collection, one of her primary goals when hired as CEO. This year she worked with staff, Westat, the Ray Marshall Center, and other community partners to develop a plan with multiple data sets expanding outcome measurement.

Dr. Baray indicated she recently initiated a more comprehensive approach to tracking long-term student progress. The set of metrics for measuring student outcomes is expanding from GOLD as a single measure to include the Pencil Tap Test, Early Development Indicator (EDI), behavior, and attendance. In 2017-18, 1<sup>st</sup> and 2<sup>nd</sup> grade level reading will be measured at the beginning and end of year for comparison. The data from these metrics will be utilized over the next three years for a longitudinal assessment.

Dr. Baray went on to explain that the information Pre-K 4 SA is gathering will also help partnering independent school districts (ISDs) to identify successes and room for improvement. Additionally, staff will brief the Board on the Westat independent evaluation and Ray Marshall Center report as they become available in October and December respectively.

Board Member Dickson inquired about Dr. Baray's biggest supporter for collecting the stated information. City Manager Sculley and Dr. Baray both responded that this is one of the City Manager's main priorities.

The Board discussed the impact of using third parties to collect data and conduct research.

Board Member Perez entered in at this time.

Board Member Middleton asked for ways to collect and aggregate data for the reports. He noted his support for pursuing information from additional resources.

Dr. Baray mentioned staff continue to meet with liaisons from partnering districts on a monthly basis. Discussion topics include curriculum, curriculum alignment, data sharing, and best practices. Discussion also included the State of Education, a Pre-K 4 SA study pursuing outcome data and assessments across San Antonio.

City Manager Sculley noted that data should determine if the investment in Pre-K 4 SA Early Childhood Education makes a difference. Data has proven that though students join Pre-K 4 SA

below the national norm, they leave exceeding the national norm. Data will determine whether or not this continues past Pre-K 4 SA.

Board Member Ray suggested reaching out to supporting school districts for data.

Dr. Baray stated that East Central and other districts may be in support. She also will discuss STAR testing and other data outcomes with superintendents.

Dr. Baray confirmed that the Ray Marshall Center study will follow the students through high school and track graduation rates.

Board Member Hall expressed concern about reaching out to all the school districts and spreading awareness of the program.

City Manager Sculley replied that the program is focused on reaching the highest percentage of children in the San Antonio area. Partnerships with seven of the 15 school districts in the area represents 90% of four-year-olds.

Dr. Baray noted that marketing research identified a lack of knowledge about the program. There is a strategic plan to increase awareness. Purposeful outreach to East Central ISD led to a formal partnership. Future outreach to Judson and Alamo Heights ISD will take place.

Board Member Middleton inquired further about research and data collection in partnership with ISDs.

Dr. Baray responded that Westat research will compare Pre-K 4 SA graduates to non-Pre-K 4 SA students in their first years of school. A robust study of school district data would allow for comparison, but the process is time sensitive.

Ms. Sculley has confidence the Westat evaluation will be beneficial and supports additional research by Pre-K 4 SA.

Chairwoman Mendoza restated the need to communicate investment benefits to the public and to identify the impact on early childhood education throughout San Antonio. She requested whether behavior and attendance data can demonstrate the impact of efforts.

Dr. Baray commented that though these are not perfect data measures, it is the only existing data available. She explained that Pre-K through 3<sup>rd</sup> grade data is limited to grade-level reading.

Chairwoman Mendoza clarified the need to ensure a focus on social emotional learning. Dr. Baray agreed and commented on different opportunities for measurement including executive function assessments.

Chairwoman Mendoza inquired about parent engagement measurements. Dr. Baray reiterated that the program is emphasizing parent engagement more now than in previous years. Parent engagement is a key component in enabling parents to be advocates for their children. Ms. Mendoza requested that a placeholder for parent engagement data be added to the matrix.

Dr. Baray discussed the program's impact on other educators. Pre-K 4 SA will offer to sponsor CLASS training for one employee to match every CLASS observer sponsored by a participating

ISD. Additional efforts to increase teacher quality include further demographic studies, family engagement efforts, and increasing teacher credentials. Staff will work with United Way, HeadStart, and ISDs on the collaborative effort.

Dr. Baray briefed the Board on curriculum alignment and leadership training for districts.

City Manager Sculley inquired if Parent Liaisons assist parents in being advocates for children from kinder through 3<sup>rd</sup> grade. Dr. Baray confirmed that they will.

Board Member Albright referenced a recent report highlighting academics versus social emotional learning in prekindergarten. Dr. Baray mentioned that she is following the conversation to ensure that future policies align with best practices. Board Member Albright suggested a member of Pre-K 4 SA contribute to standards for Pre-K through third grade. Dr. Baray agreed and plans to stay involved.

Dr. Baray noted that program visibility has been a focus in the past year. She met with community leaders, chambers of commerce, research organizations, non-profits, and City departments to continue developing partnerships. She will continue to speak about the program at conferences.

Dr. Baray has raised program expectations for professional learning, research, and parent engagement to match the organizational mission. A department wide reorganization reflects efficiencies achieved.

Dr. Baray noted several accomplishments that were achieved over the 2016-17 year including: Education Centers at full capacity with 2,000 students; the Year 3 independent evaluation results were strong; staff completed the Pre-K 4 SA curriculum framework and are ready to share with other educators; NAEYC accreditation applications were submitted for all four; and Professional Learning served over 2,000 educators and created a CDA program to support child development centers in having high quality teachers. Dr. Baray also mentioned that Professional Learning hosted the first EdCamp for Early Childhood Educators in the nation. The event took place at Region 20 with over 100 participants attended.

Dr. Baray commented that a Family Specialist has been hired. Staff is in the process of hiring a School Psychologist and Play Therapist. These roles will focus on engaging with families. The Board received a booklet with summer activities that was developed for new and past families of the program.

Dr. Baray mentioned that moving to a first-come, first-served enrollment system was effective. Families receive notice of acceptance within a week of applying. For the upcoming school year, the North and West Centers are at full capacity. The Enrollment Team has shifted focus on filling the South and East Centers which are at 82% and 90% respectively. Staff are on target for having 2,000 students enrolled on the first day of school, August 28.

Dr. Baray provided a briefing on transportation for the 2017-18 school year. Staff analyzed demand to select bus depots. Participation has increased to 25% ridership from 16% the previous year. Hail damage repairs are in progress at the East Education Center. Anticipated completion is July 30. The West Center playground opened at the end of this school year and will be ready for the new school year.

Dr. Baray noted upcoming speaking engagements and conferences. She presented for the City Council Neighborhoods and Livability Committee, National League of Cities, and QRIS National Meeting. Open House events are already being scheduled and will invite community leaders to participate. The internal city audit will begin on August 7 and the full report will be available in the fall.

## **Consent Agenda**

- 4. Authorizing the following purchases of classroom supplies and equipment [Sarah Baray, Ph.D., Pre-K 4 SA CEO]**
  - a.) Lakeshore Equipment Company DBA Lakeshore Learning Materials for Pre-K 4 SA Education Centers and Competitive Grants Program in an amount not to exceed \$400,000 through October 31, 2018**
  - b.) Kaplan Early Learning Company for Pre-K 4 SA Education Centers and Competitive Grants Program in an amount not to exceed \$150,000 through October 31, 2018**
  - c.) Hatch, Inc. for Pre-K 4 SA Education Centers and Competitive Grants Program in an amount not to exceed \$185,000 through June 3, 2019.**

Board Member Perez moved to approve the purchase of classroom supplies and equipment with Lakeshore Equipment Company, Kaplan Early Learning Company, and Hatch, Inc. Board Member Middleton seconded the motion. Motion carried unanimously by those present.

## **Individual Briefings**

- 6. Staff briefing and possible Board action to approve a mid-cycle award of a Pre-K 4 SA Competitive Grants program recipient East Central ISD with a total value of up to \$200,000 [Krista Solie, Pre-K 4 SA Grants Manager]**

Ms. Solie briefed the Board on a mid-cycle award for the Pre-K 4 SA Competitive Grants program. Mid-cycle awards were only available to education providers that were a partnering ISDS. Applicants were required to apply for schools within San Antonio city limits or extraterritorial jurisdiction (ETJ). The award would grant funding for a one-year term in the 2017-18 school year. Two school districts were eligible for the grant award and East Central ISD applied. The East Central ISD application was to improve the quality of Pre-K programs, provide stipends and fund substitutes, increase professional learning, provide CLASS certifications, develop a partnership with Wolf Trap to increase arts, obtain CDA certifications for assistant teachers, purchase outdoor learning materials for all classrooms, and purchase family engagement materials. The proposal would impact three Pre-K campuses, serving a total of 23 classrooms, over 300 students, and 51 teachers. Staff recommended the Board approve the mid-cycle award to East Central ISD.

Board Member Ray moved to approve the mid-cycle award of a Pre-K 4 SA Competitive Grants program to the recipient East Central ISD with a total value of up to \$200,000. Board Member Guzman seconded the motion. Motion carried unanimously by those present.

Board Member Perez asked how the Grants were funded. Dr. Baray explained the \$400,000 was left unused by the original grant awardees. Funds were recaptured to assist other districts.

- 7. Staff briefing and possible Board action to approve a contract with Creative Noggin, LLC. for marketing outreach, public relations, and branding services in an amount not to**

**exceed \$1,950,000 over three years and the option for a one-year renewal [Paul Chapman, Pre-K 4 SA Communications Manager]**

Dr. Baray briefed the Board on the Request for Proposals (RFP) for marketing services. Creative Noggin is the current marketing service provider and the contract expires at the end of June. The RFP proposes a contract to last from July 1, 2017 through June 30, 2021 with a total contract value of \$656,000 a year for three years, with an option of one additional year. The budget includes commercials, promotional materials, and enrollment, among other items. The RFP opened on April 19, 2017. Submitted applications were reviewed on May 22, 2017, and a committee selected three finalists on June 16, 2017 to provide in-person presentations. The committee recommended Creative Noggin, a full-service agency with a virtual office and experience working with schools and early childhood centers.

Board Member Perez moved to approve the contract with Creative Noggin, LLC. for marketing outreach, public relations, and branding services in an amount not to exceed \$1,950,000 over three years with the option of a one-year renewal. Board Member Hall seconded the motion. Motion carried unanimously by those present.

Board Member Guzman inquired about the other agencies that submitted proposals. Dr. Baray responded that there was a large gap in scoring between Creative Noggin and the other agencies.

Board members discussed the recent Pre-K 4 SA commercials and promotions, including the use of testimonials from families of Pre-K 4 SA students. Dr. Baray indicated that testimonials are being collected for use on social media, which is one of the primary methods of reaching prospective parents.

Dr. Baray commented that the agency will continue to do research and respond to market needs to ensure target audiences are reached most effectively.

**5. Staff briefing regarding Competitive Grants [Krista Solie, Pre-K 4 SA Grants Manager]**  
**a.) Agencies renewed for Year 2 competitive grants cycle**  
**b.) Concept overview for the 2018-2019/2019-2020 Request for Proposals**

Krista Solie briefed the Board regarding the Competitive Grant renewals for Year 2 of the 2016-18 Grant Distribution and the concept overview for the 2018-2020 Grant Distribution Request for Proposals. All agencies successfully justified the impact of their year 1 programs and proposed effective year 2 plans and were renewed for Year 2 funding.

There was a Board discussion on grant awardee outcomes specifically including outdoor learning, technology, training for staff, and hiring of staff.

Ms. Solie noted the 2018-2020 RFP will include funding of \$4.2 million, up to \$2,500 per student for the public/private agencies, and \$20,000 per child development center with an additional \$10,000 per Pre-K classroom. The contract will have a one-year term with a one-year renewal option. A new high-quality pyramid ensures grants fund the appropriate projects. Categories include CDC1 and CDC 2 along with the Public/Charter, and Private/Parochial. Staff work with agencies to align quality components from Pre-K through grade 3. CDC1 refers to child development centers that have national accreditation or Texas Rising Star 3 or 4 accreditation and are seeking to increase their level of quality. CDC2 is for unaccredited centers or centers with

Texas Rising Star 2 accreditation who are seeking to become accredited or improve in their accreditation status.

Board Member Middleton inquired about the existing standards of applicants. Ms. Solie and Dr. Baray noted staff would take these on a case by case basis and refer appropriate resources when necessary.

Board Member Ray requested more information on the breakdown of funding for CDC1 and CDC2 and how they were differentiated. Ms. Solie explained CDC1 had the following accreditations: NAEYC, National Accreditations, Texas Rising Star 3 and 4. CDC2 had no accreditations and was only a Texas Rising Star 2. Categories determined how to best assist child development centers.

Board Member Perez inquired about grantees that did not meet goals and the outcome. Ms. Solie responded that five of eight public and private agencies were below goals. One district was below goals, but re-evaluated their goals and helped them meet them.

Board Member Perez requested if grant funding could be tied to data sharing. Dr. Baray responded that she would follow through with the Board's direction.

Board Member Middleton requested if grant funding could be contingent upon data sharing.

Board Member Perez requested Chairwoman Mendoza to open this for discussion.

Conversation ensued regarding providing notification to school Boards to maintain a record of awarded funding and requiring data sharing prior to receipt of funding.

Board Member Guzman suggested designating a School Board Member to serve as liaison to Pre-K 4 SA. Dr. Baray mentioned that staff would continue to work on school Board relations in the future.

### **Consideration of Future Meetings**

- 8. The next meeting of the Board of Directors is scheduled to take place on Tuesday, August 1, 2017 at 2:00 p.m.**

Board meeting schedule was distributed to the Board for the 2017 -2018 calendar year.

Board Member Guzman suggested an Outlook Meeting invitation for future Board meetings. Suggestion was noted by Pre-K 4 SA staff.

### **Executive Session**

- 9. Discussion of legal issues related to special education program pursuant to Texas Government Code Section 551.071 (consultation with attorney).**

Chairwoman Mendoza recessed the Early Childhood Education Municipal Development Corporation Board of Directors Meeting into Executive Session at 4:05 PM. She reconvened the meeting at 4:09 PM and announced that no action had been taken in Executive Session.

### **Adjournment**

**There being no further discussion, the meeting was adjourned at 4:10 pm.**

*Respectfully Submitted,*

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*Elaine Mendoza, Chairperson*

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*Vickie W. Garza, Pre-K 4 SA*