

Campaign Advisory Committee Meeting
Worcester Public Library
Tuesday, March 23, 2010

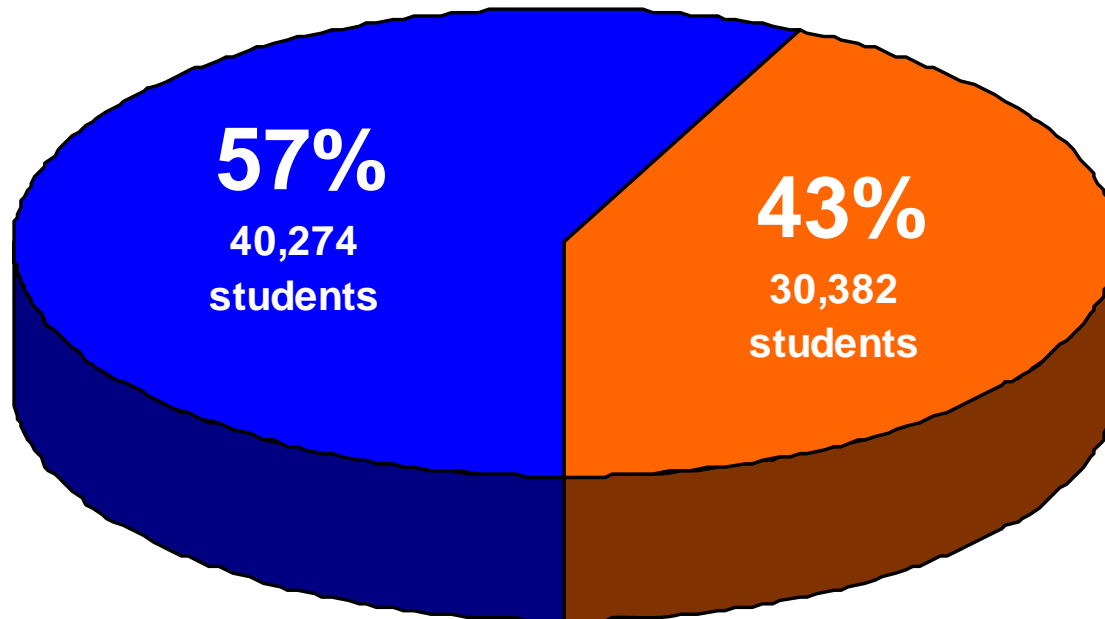


A campaign to make voluntary, high-quality early childhood education available to all Massachusetts children.

- Highlight early childhood workforce programs in Springfield and Worcester funded by the Commonwealth Corporation and implications for state policy;
- Understand the status of EEA FY10 state budget priorities, and next steps in the FY11 budget process;
- Understand the developments and opportunities at the federal level; and
- See the new look of the Early Education for All Campaign.

- Conventions in Worcester:
 - Saturday, April 17, 2010 – Republican
 - Saturday, June 5, 2010 - Democratic
- Getting involved in local campaigns, attending candidate events and voting – are all important ways of influencing policy decisions.
- Primary – Tuesday, September 14, 2010
- Election Day – Tuesday, November 2, 2010

3rd Grade Reading Proficiency in Massachusetts, 2009 MCAS



Reading proficiency study: Defining the problem

- The *1993 Massachusetts Education Reform Act* was passed to accomplish two primary goals.
 - Create a more equitable Chapter 70 education funding formula; and
 - Develop an accountability system based on high standards and student assessments.
- Since 1993, per-pupil spending has increased and, overall, student achievement has improved.
- However, achievement in third grade reading has remained flat since 2001 and a large achievement gap exists between low-income and minority students and their more advantaged peers.
- Only 57% of Massachusetts students and one-third of low-income students scored proficient on the 2009 MCAS.

Sources: Massachusetts Department of Elementary and Secondary Education. (2009); Downes, T., Zabel, J., & Ansel, D. (2009). *Incomplete grade: Massachusetts education reform at 15.*

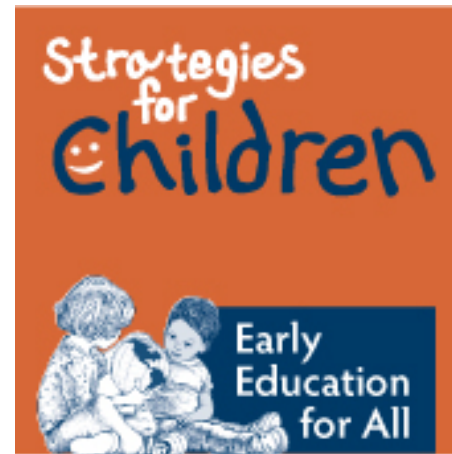
Makeover: Before



+

Strategies
for
@children

=





Makeover: After





The screenshot shows a web browser window displaying the 'Strategies for Children' website. The page features a green header with the site's name and a navigation menu. A blue sidebar on the left contains buttons for 'About the Campaign', 'Legislation', 'Research', 'Press', 'Support the Campaign', 'Calendar of Events', and 'EEA en Español'. The main content area is titled 'EARLY EDUCATION FOR ALL CAMPAIGN' and lists several news items, each with a link for more information. A central graphic shows two children reading together. Below this is a 'Welcome' section with a call to action to contact state legislators, including a form with a 'Go!' button and a zip code field. A blue box contains a statistic: '85% of who you are -your intellect, your personality and your social skills- is developed by age 5.' At the bottom, a quote reads: 'Let's invest when it makes the most difference!'.

Strategies for Children

about us | research | news & events | early education for all | get involved | contact us

EARLY EDUCATION FOR ALL CAMPAIGN

Education Committee Releases Recommendations
[-click here for more information](#)

Governor Mitt Romney Appoints Board of Early Education and Care
[-click here for more information](#)

Legislature Creates New Committee Structures and Announces New Leadership
[-click here for more information](#)

Study Forecasts Significant Return on Investment from Universal High-Quality Early Education in Massachusetts
[-click here for more information](#)

2/3 of the state Legislature supports the Early Education for All Legislation
[-click here for more information](#)

In the News

Preschool as Cash Cow
Boston Globe Editorial
Monday, January 31, 2005



Welcome

Do you know your state legislators?

Contact Your Legislators

Go!

Enter Zip Code.

85% of who you are -your intellect, your personality and your social skills- is developed by age 5.

Let's invest when it makes the most difference!



- About the Campaign
- Universal Pre-K/Kindergarten
- Early Education
- Full-Day Kindergarten
- Massachusetts Update
- Research
- Press
- Get Involved
- en Español
- Home



STAY INFORMED

Enter Your Email

Sign Up



The Early Education for All Campaign is a coalition of leaders from business, early childhood, labor, religion, health care, education and philanthropy. Working in partnership with families, grassroots leaders and state policymakers, the Campaign uses research, constituency-building and public awareness to press for public policies that ensure:

- Voluntary, universally accessible, high-quality pre-kindergarten for every child delivered through a mix of public and private programs;
- Voluntary, universally accessible, high-quality full school-day public kindergarten;
- A statewide system of high-quality early education and care for all children, beginning at birth; and
- A statewide system to improve the training, education and compensation of the early childhood workforce.

The Early Education for All Campaign is an initiative of [Strategies for Children, Inc.](#), a non-profit organization based in Boston.

Hot topics

- [Bills/State Policies](#)
- [Moving from "learning to read" to "reading to learn"](#)
- [This year's update](#)
- [Folks for universal pre-kindergarten](#)
- [Federal appropriations](#)
- [Pressing to preserve and protect](#)
- [State budget update](#)

In the news

- ["Prevalent but underfunded"](#)
- [Boston Herald](#)
- ["Unions lead on 'Full day of school' bill"](#)
- [Boston Herald](#)
- [State House News Service](#)
- ["Spokes in support of program start"](#)
- [Worcester Telegram](#)
- [The Boston Globe](#)
- ["The third-grade roller"](#)
- [The Boston Globe](#)

Take action

- [View updates in RSS feeds for our action](#)
- [Send Us A Message](#)





- About the Campaign
- Universal Pre-Kindergarten
- Full-Day Kindergarten
- Early Education
- Massachusetts Update
- Federal Update
- Research
- Tax Facts
- PRQA
- Get Involved
- On Approval
- Home

In the first five years of life, a child's brain forms an average of 700 new connections a second.



Children are our common wealth. Invest in high-quality early education and care.

HOT TOPICS

- [State budget update: Preserve and protect the progress](#)
- [Third grade reading: Moving from "learning to read" to "reading to learn"](#)
- [Federal opportunities: Policy for unprecedent investments](#)

IN THE NEWS

- ["GA Applauds Action on QOE"](#)
- ["Prevention's promise"](#)
- ["Early education: Funding critical to universal access"](#)
- ["House Leader: Early ed system focus not on par with K-12"](#)

TAKE ACTION

- [Raise State Taxes](#)
- [Attend GA advocacy trainings](#)

FAST FACTS

Children, let us & early education

Select a community

Pictures and Points

In the first five years of life, a child's brain forms an average of 700 new connections a second.



Low-income children who attend a high-quality early education and care program are 30 percent more likely to finish high school and twice as likely to go to college.



Pictures and Points

Only 57 percent of third graders—and 35 percent of low-income children—scored proficient or higher on the latest MCAS reading test.



Children's vocabulary
in kindergarten
correlates strongly
with their 10th grade
reading scores.



James Heckman,
winner of the Nobel
Prize in economics,
calls investing in early
education "America's
best economic
stimulus package."



- About the Campaign
- Universal Pre-Kindergarten
- Full-Day Kindergarten
- Early Educators
- Massachusetts Update
- Federal Update
- Research
- Fast Facts
- Press
- Get Involved
- En español
- Home

Fast Facts

Select your city or town to find facts and data on the children and families in your community. Also, read an overview of [Massachusetts: Fast Facts](#) [PDF]. Please [contact us](#) if you have questions or require more information.

Select a community 

Springfield

PRINT 

	Springfield	Massachusetts
Children under age six		
# of children under age 6	14,129	480,422
# of preschool-aged (3-5 yrs) children	7,136	244,464
% of children under age 6 living below the poverty line ¹	39.3%	12.4%
% of children under age 6 with all parents in the labor force	59.6%	60.7%
Early education and care		
% of preschool-aged children (3-4 yrs) enrolled in a formal early education program ²	51.8%	70.0%



Fast Facts

Select your city or town to find facts and data on the children and families in your community. Please [contact us](#) if you have questions or require more information.

Select a community

Worcester

	Worcester	Massachusetts
Children under age six		
# of children under age 6	13,408	480,422
# of preschool-aged (3-5 yrs) children	6,662	244,464
% of children under age 6 living below the poverty line ¹	25.8%	12.4%
% of children under age 6 with all parents in the labor force	60.3%	60.7%
Early education and care		
% of preschool-aged children (3-4 yrs) enrolled in a formal early education program ²	55.0%	70.0%
# of eligible children on a waiting list to receive a child care subsidy from EEC	587	20,690



- Web-based
- Automatic update
- On-demand information
- Easier dissemination of key information

early education and care

The state **Department of Early Education and Care** lists all **licensed programs** - family child care, center-based and school-age.

The **National Association for the Education of Young Children**, whose accrediting process of center-based programs and preschools is a widely-accepted proxy for quality, lists **accredited programs**.

Contact your **local school department** for information on early education programs in the public schools.

Fast Facts: Children, families, & early education

Select a community

facebook

Keep me logged in

[Forgot your password?](#)

isege@strategiesforchildren.c

Password

Login

Sign Up

Strategies for Children/ Early Education for All Campaign is on Facebook

Sign up for Facebook to connect with Strategies for Children/ Early Education for All Campaign.



High-quality early education programs provide a 16% return on every dollar invested.

Fans

6 of 210 fans

[See All](#)



Kitt



Joy



Erika

Strategies for Children/ Early Education for All Campaign 

Wall

Info

Photos

Discussions

Strategies for Children/ Early Education for All C... + Fans

Strategies for Children/ Early Education for All C... [Just Fans](#)



Strategies for Children/ Early Education for All Campaign Check out our new look and let us know what you think!

SFC | Early Education for All Campaign

www.earlyeducationforall.org

Early Education for All is a campaign to make voluntary, high-quality early childhood education available to all Massachusetts children, ages three through five. An initiative of Strategies for Children.

 Tue at 8:53am · [Comment](#) · [Like](#)



Strategies for Children/ Early Education for All Campaign Come to an Advocacy Training at the State House on March 16. See below for more information and to RSVP.



State House Advocacy Training

ga3.org

Early Education for All is a campaign to make voluntary, high-quality early childhood education available to all Massachusetts children, ages three through five. An initiative of Strategies for Children.

- Facebook is a great way to communicate with our supporters and for our supporters to communicate with us.
- If you're on Facebook, please become our fan.
- Ask your family, friends and colleagues to become our fans.
- Mention high-quality early education from time to time on your own Facebook page.

Rising Stars 2010

The state's ongoing fiscal crisis continues to make the budget process for fiscal year 2011 challenging.

Yet the need to provide high-quality early education and care for young children in Massachusetts – our “rising stars” – remains as urgent as ever.

Please participate **Rising Stars 2010** by asking the children in your program to decorate paper stars and then mail them to the State House along with a message about the importance of maintaining support for high-quality early education and care.



FY11 Budget and Policy Update



A campaign to make voluntary, high-quality early childhood education available to all Massachusetts children.

President Obama FY11 budget proposals*

- \$1.6 billion increase for Child Care Development Block Grant (CCDBG)
- \$989 million increase for Head Start / Early Head Start
- \$3 billion increase for Department of Education through various ESEA-related programs:
 - Race to the Top
 - Investing in Innovation Fund
 - Literacy
 - Promise Neighborhoods

*Increases do not account for ARRA funding allocations

Early Learning Challenge Fund (ELCF)

- ELCF would provide grants to states to develop and maintain high-quality early learning systems
- Proposed legislation passed in historic vote in the House, 253-117
- Senate removed ELCF from legislation to pass health care and student loan reform
- The Obama Administration remains committed to young children's early learning and the possibility remains to reintroduce ELCF

"The president is absolutely committed on this issue, I'm absolutely committed, and we're going to find another vehicle to help the early learning community."

- US Secretary of Education Arne Duncan, press conference call, 3/18/10

■ Policy changes

- Increases state authority to intervene in underperforming schools and school districts – turnaround schools
- Establishes innovation schools
- Lifts the state charter school cap

■ Turnaround schools/districts shall include...

- An early education and care representative chosen by EEC on local stakeholder groups
- Developmentally appropriate child assessments from pk-3

■ Turnaround activities may include...

- Use of evidence based early literacy curriculum
- Pre-k and full-day kindergarten, if not currently offered

- Race to the Top
 - Massachusetts named one of 16 finalists
 - Estimated \$287 million at stake

- Readiness Centers
 - Support comprehensive models for professional development across the education continuum from birth through higher education
 - Provide opportunities for collaboration among early education and out-of-school time programs and other education providers
 - Allocate existing resources to address the needs of early education and out-of-school time programs more effectively and efficiently

- Quality rating and improvement system (QRIS)
 - \$4 million for QRIS program quality improvement grants
 - QRIS pilot program to begin in summer 2010

The Current Economic Climate in Massachusetts

- Massachusetts experienced an overall jobs loss of 2.9%, or 92,200, in 2009.
- 1 in 10 Massachusetts residents relied on a food pantry, soup kitchen, or shelter in 2009, a 23% increase since 2006.
- There are about 50,000 homeless children enrolled in public schools in Massachusetts, with an average age of 8.
- The unemployment rate reached a 34-year high of 9.5% in January. The rate was unchanged in February.
- However, February was the first time that the unemployment rate has not increased in 22 months. The state also gained jobs for the first time in 18 months, showing early signs of jobs stabilization.
- The Governor made an \$11.6 million reduction to early education and care in 9C cuts last fall to help close a \$600 million state budget gap in mid-FY2010.
- The state may face a new budget gap of up to \$295 million in late-FY2010.



Preserve and Protect Investments in Early Education and Care

	FY08	FY09	FY10 GAA	FY10 Current	FY11 Gov	FY11- FY10
EEC	515.37	553.82	525.45	509.04	509.03	-0.01
<i>UPK</i>	<i>7.14</i>	<i>10.89</i>	<i>8.00</i>	<i>8.00</i>	<i>9.00</i>	<i>1.00</i>
ESE	582.21	584.72	447.81	434.51	436.85	2.34
<i>FDK</i>	<i>33.80</i>	<i>30.80</i>	<i>25.95</i>	<i>25.95</i>	<i>25.95</i>	<i>0.00</i>
<i>Literacy</i>	<i>7.77</i>	<i>6.66</i>	<i>4.18</i>	<i>4.18</i>	<i>4.18</i>	<i>0.00</i>
Ch. 70	3,725.67	3,948.82	4,037.50	4,037.50	4,048.32	10.83
DHE	113.60	115.42	103.34	102.04	98.78	-3.26
<i>MA Scholarships</i>	<i>93.87</i>	<i>96.88</i>	<i>87.88</i>	<i>87.86</i>	<i>84.36</i>	<i>-3.50</i>
<i>ECE Scholarships</i>	<i>4.00</i>	<i>4.00</i>	<i>3.20</i>	<i>3.20</i>		
MA Total	31,944.4	32,410.6	31,538.7	31,735.6	32,924.2	1,188.7

Source: Mass Budget and Policy Center, Budget Browser, retrieved on February 12, 2010 from <http://browser.massbudget.org/>.; Mass.gov.; EEC Total internally calculated by SFC, omits Children's Trust Fund.

- January – Governor files budget proposal (January 27, 2010)
- April – House Ways and Means Committee files its budget and it is debated by the House of Representatives
- May – Senate Ways and Means Committee files its budget and it is debated by the Senate
- June – Conference Committee finalizes budget
- June- Governor Signs new budget into law
- July 1- New fiscal year begins

Highlights of the Commonwealth Corporation Grant

- **Rebekah Lashman**, Commonwealth Corporation
- **Rosemary Hernandez** program manager, Developing Early Childhood Educators, Regional Employment Board of Hampden County
- **Eve Gilmore**, director of partnership development, Edward Street Child Services, Worcester

Strategies for Improving the Early Education and Care Workforce in Massachusetts (Spring 2010)



A campaign to make voluntary, high-quality early childhood education available to all Massachusetts children.

Acknowledgements

- Mindy Fried, Ph.D. and Meg Lovejoy, M.Ed. conducted case studies of workforce development initiatives in Springfield and Worcester.
- Local leadership teams facilitated data collection and reviewed the final report, including:
 - **Springfield:** Camaris Denson, Sally Fuller, Rosemary Hernandez, and Vicki VanZee
 - **Worcester:** Dianne Bruce, Eve Gilmore, and Charlene Mara
- This work is intended to complement current state policymaking and the ongoing work of:
 - The Department of Early Education and Care
 - The Bessie Tarrt Wilson Initiative for Children
 - The CAYL Institute
 - The Commonwealth Corporation
 - The Schott Fellowship
 - The United Way of Massachusetts Bay and Merrimack Valley
- This work would not be possible without the financial support of SFC's funders, see http://www.strategiesforchildren.org/eea/EEA1_funders.htm.

- Reviewed research on promising practices for improving the education and training of early educators.
- Examined current state policies supporting the early education and care workforce in Massachusetts.
- Conducted case studies of workforce development initiatives in Springfield and Worcester.
 - Funding provided by Workforce Competitive Trust Fund grants administered by the Commonwealth Corporation.
 - Interviews (29 total) and focus groups were conducted with local representatives invested in early education and care.
 - Data were coded using a standard protocol and a theme-based analysis was used to identify prominent themes.

Challenges Faced by Early Educators

- Financial and indirect costs
 - Tuition and fees
 - Transportation
 - Books and computer access
 - Time-off from work

- Accessing the system
 - College advisement & financial aid
 - Need for articulation agreements

- Lack of college preparation

- Challenges for English language learners

Recommendations #1 and #2

1. The Executive Office of Education should improve collaboration across state level agencies to better support early educators attending state colleges and universities.

2. Public and private investment should support regional and/or local entities in developing infrastructure to sustain workforce development programs.
 - Establish regional coordinators to improve program management.
 - Promote needs assessments to identify program goals.
 - Require formal collaboration among stakeholders.
 - Enforce accountability standards for lead agencies.
 - Collect data and help facilitate formal evaluations.
 - Develop strategic plans to coordinate workforce activities.

Recommendations #3, #4 and #5

3. Public and private investment should be directed to providing tuition assistance for early educators seeking post-secondary degrees.
4. Workforce development programs should use a “cohort model” to support early educators attending institutes of higher education.
5. Workforce development programs should take a “case management approach” to addressing the needs of early educators.

Recommendations #6 and #7

6. EEC should develop a career lattice that identifies appropriate levels of education, training, and experience for early educators and a pathway for professional success.
7. EEC in collaboration with other state agencies and private organizations should ensure that workforce development programs are linked to increased compensation.

Recommendations #8, #9 and #10

8. Massachusetts colleges and universities should address the needs of English language learners (ELLs) through bilingual courses and other educational supports.
9. EEC and the Department of Elementary and Secondary Education (ESE) should work together to ensure early childhood programs in vocational high schools create a pipeline of highly-qualified early educators.
10. State government should ensure that state-funded workforce development programs are outcome-driven and accountable for achieving high-quality standards.

Panel Discussion Early Education and Care Workforce

- **Commissioner Sherri Killins**, Department of Early Education and Care
- **Linda Calkins**, Springfield College
- **Linda Granville**, YWCA of Central Massachusetts
- **Bill Ward**, Regional Employment Board of Hampden County

Moderated by **Chad d'Entremont**, research and policy director,
Strategies for Children

Next steps: What you can do to help

- Stay tuned for further state budget information and actions needed;
- Help to generate local press by submitting letters to the editors, op-eds, etc.
- Contact candidates running for office and ask them to prioritize young children and families;
- Share the Workforce Report and recommendations with others;
- Link to our updated website and Fast Facts;
- Attend the next EEA Campaign Advisory Committee Meetings in June – we will be in touch with the date and locations in Boston and Springfield.