

Professional Development Advisory Council Meeting

February 1, 2010

Members present: Ann McCully, Casandra Williams-Sims, Catharine Cuddeback, Catherine Wright, Cheryl Smoot, Deb Swenson-Klatt, Eileen Nelson, Haregewoin Tsegaye, Jeannette Rydberg, Kelly Monson, Lora Kussman, Marisol Chiclana-Ayala, Mary Vanderwert, Ruth Krueger, Sheryl Warner, Susan Rydell

Unable to attend: Angele Passe, Barb Fabre, Bev Bauman, Brian Siverson-Hall, Gayle Kelly, Huda Faarah, Kate Onyeneho, Laura LaCroix Dalluhn, Lisa Backer, Mary Margaret Reagan Montiel, MayKao Hang, Sandra Williams

Guests: Joe Loveland, Karen Gromala

Facilitator: Dennis Cheesebrow

Notes: Mary Firth, Catharine Cuddeback, Dennis Cheesebrow

Morning Session

Overview of today's meeting

- Dennis noted that today's meeting will signal a change in our work: a shift from model design to delivery and implementation.

PD System Communications Strategic Plan DRAFT – Joe Loveland

Catharine Cuddeback introduced Joe Loveland, who began by saying the idea behind the communications plan is to step back and evaluate what child care providers and we need – the bigger questions – and to develop consensus. Providers still need answers to “why PD?” Joe described the communications plan (see handout).

Questions/comments:

- Creating the image of a life-long learner would be useful when someone enters the field, and for directors.
- Include PD information in counties' newsletters
- Licensors should be involved with PD training (every county is different)
- Many providers believe that what they do is good enough. They feel bad about not doing more in an industry where there is a lot of giving – this is a barrier to taking more training beyond licensing.
- Providers will be attracted to the focus on children.
- As a provider, YOU benefit; learning, understanding, and knowing will make you more fulfilled and your work more effective. Could be reflected in some of the perks: e.g., toys, a provider could win an assistant for a couple of hours (e.g., mentor)
- A rating takes a lot of time. Providers want something that will benefit them immediately.
- FFN caregivers: what other places can we get the word out? Community agencies, Network outreach, other informal gathering places. Early childhood coalitions are an existing partner. Hospitals could give something to new parents.
- More “grassroots” is better than “Metro.”
- Think of other fields where adult education is ongoing. It's not that you had an insufficient education, but that what you knew five years ago is not where the world is now.

- Partner with family child care associations, especially for new providers. Many are linked by state association (MLFCCA) and hold statewide conferences.
- How big a pitfall is the concept that early learning and care are together? If a provider doesn't see herself in the business of early learning, then she doesn't think it applies to her. A lot of providers and parents don't think that if you're caring, you're also educating. Care is probably the priority. The notion that early learning is at the base of things could be a big challenge.
- Child care has to be close to home, affordable. After those are satisfied, low-income (and some middle-class) parents don't always have the choice to concentrate on quality.
- Focus more on birth to 3. Some parents and providers think school readiness is only about ABCs.
- Cultural differences in how a parent/adult interacts with children: e.g., most Somali providers believe that care for children is all about keeping them safe. Once early learning is explained, they're receptive; but it's foreign to them. Important to include parent and/or provider in School Readiness programs.
- Stop calling it Early Learning. Perhaps something about Child Development.
- Only 8 hours of training for family child care providers for licensing is a deterrent. Would be a huge boost to have a new and higher level of expectation.
- Important that this plan is translated into other languages: website, articles, every piece of paper

Council members are invited to contribute more feedback on the communications plan after more careful reading.

PD System Data Information – Karen Gromala, Susan Rydell, Ann McCully

- Karen noted that at the last PDAC meeting, there was a request for data – we're trying to satisfy that request. Karen asked for feedback from Council members about whether the information presented today is helpful.
- The logic models were revised to better reflect current activities. Annual Report draft has been created that reflects the outputs of the logic models. The plan is to have primary reporting every 6 months with a final report at the end of the year. There will be more information at the May 2010 PDAC meeting.
- See handouts

Questions/comments/key messages:

- Reassured that child care is a profession and there is movement in the right direction. And it is still a challenging issue. There is concern among certain cultures (conservative cultures, Somalis) that they will have to change how they interact with children
- It's interesting to see what trainings people choose. How do we present that in brochures?
- Is there any reason why many from communities of color do not go on to REETAIN after being involved in TEACH? Ann McCully will see if there is more data to pull regarding this.
- With the data reports and annual report planning, this is beginning to look more like a system that connects to the vision.

Afternoon Session

General discussion

- Can the system/field create a universal definition of learning that includes child development?
- Looking at the Building Quality and Parent Aware work: how can we create a simple clear message in less than 1 minute?

- Revisit PDAC charge statement and write value points; move forward while always refreshing/revisiting the purpose.
- PDAC role:
 - Create a common message, for which PDAC can be ambassadors
 - Bring back what members are hearing from constituents
 - Constant rescanning the landscape and assessing changes
- Hope there is a group effort between the ECAC and PDAC. Use of the same language. PDAC needs to be proactive and move ahead with its work

Key Messages

- The shift in PDAC conversation focus is of value and interest to its members
- The shift of language to care and development from care and learning is insightful and important
- The Minnesota Professional Development system needs increased alignment and partnership across those who care and develop and those who educate and develop
- The communications campaign of DHS/CDS is important and clarifying
- The increasing importance of Parent Aware and Building Quality as key components of the Minnesota Child Care and Development system cannot be underestimated in strategy, language or intention

List of handouts in “Feb 1 2010 PDAC handouts.pdf”

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1. Communications Plan	1
2. PD System Annual Report draft	9
3. MNCPD data	11
4. CCR&R system data	25
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6. DHS Child Care Quality 09 Leg Summary	42
7. Parent Aware rating tools	44
8. Building Quality & Parent Aware Process draft	46
9. Latest version of the logic models	48

Reminders

Future PDAC meeting dates for 2010 and 2011 have been scheduled

2010: February 1, May 3, August 2, November 1

2011: February 7, May 2, August 1, November 7

Next meeting

The next PD Advisory Committee meeting is **Monday, May 3, 2010**, 9:45 a.m. to 3 p.m.
at 444 Lafayette Road N, Saint Paul, room L3148