

Quality Matters Monterey

2017 2018

ANNUAL REPORT



QUALITY MATTERS

MONTEREY COUNTY

Early Care and Education:
Rooted in Community, Growing in Excellence

A New Approach

Launched in 2015, Quality Matters Monterey County brings together early learning partners from across the community that are committed to ensuring that all children, especially those in greatest need, have equitable access to high quality early learning programs to help them to be healthy, active learners who are ready for kindergarten.

Quality Matters is part of a national movement to improve early learning by establishing quality rating and improvement systems (QRISs) that:

- Measure how programs are meeting these standards
 - Provide information for families to advocate for high quality care
 - Define common standards of quality for early learning programs
- Provide early educators with support to achieve higher levels of quality
- Bring the community together to prioritize high quality early education



Who We Are

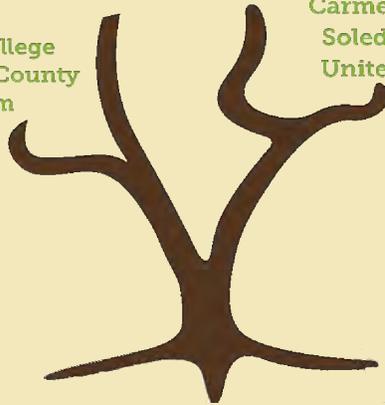
Quality Matters Monterey County is an initiative designed to support child care programs and preschools to provide the highest quality early learning experiences possible for children 0-5.

Our Mission To support and empower programs and educators in providing the highest quality early care and education possible to children and families.

QUALITY MATTERS MONTEREY COUNTY
Monterey Peninsula Unified School District
California State University Monterey Bay
Mexican American Opportunity Foundation
Salinas City Elementary School District • Monterey Peninsula College
Monterey County Child Care Resource and Referral
Bright Beginnings Early Childhood Development Initiative
North Monterey County Unified School District • Pacific Grove Unified School District
Monterey County Children's Council • Gonzales Unified School District
Community Action Partnership San Luis Obispo • Greenfield Union School District
Monterey County Local Child Care Planning Council • Dr. Deneen Guss
Santa Rita Union School District

Hartnell College
First 5 Monterey County
Head Start Program
Bright Futures
GOKIDS

Carmel Unified School District
Soledad Unified School District
United Way Monterey County



Following our guided principles and pursuing collective impact with community partners has enabled Quality Matters to prosper.



Gonzales USD State Preschool

Salinas City Boronda Preschool

The things you learn and experience at a young age shape who you are, your relationships, and the way you engage and interact with the world around you today.



High quality early learning experiences prepare children for success in school and life.



Quality Matters Monterey County supports program quality improvement by providing professional development opportunities and coaching to its participating sites.

Quality Matters

Coaching Team

As part of early childhood practices, coaching promotes self-reflection and refinement of current practices. This results in competence and mastery of desired skills for the early childhood practitioner and both the children and families with whom the early childhood practitioner interacts (Doyle, 1999; Dunst, Herter, & Shields, 2000).



Gabriela Jara

Gabby began her career as an early childhood educator over 12 years ago with Early Development Services. Gabby obtained her Associate Degree in Child Development from Monterey Peninsula College in 2008. She is an owner and lead teacher of a large child care, named Eden of Garden Child Care. Gabby is a CLASS Pre-K Observer, ECERS & FCCERS certified.



Darlene Coronado

Darlene graduated from Gonzales High School and went to Santa Clara University where she earned her Bachelor's degree in Psychology. Shortly after graduating, she began working at Easterseals with children with special needs. Darlene is an ASQ-3 & SE trainer, and a CLASS trainer and observer. She is also ECERS and FCCERS certified.



Gelacio Gonzalez

Gel began his career at Easterseals in 2006. Since then, he has been working with the special needs profile in many different arenas including center-based and FCCs. Gel is endorsed as a Transdisciplinary Infant-Family and Early Childhood Mental Health Practitioner in the State of California, is an ASQ-3 & SE trainer, and a CLASS trainer. Gel is also ECERS and FCCERS certified.



Laura Valdez Chavez

For over 10 years, Laura has focused her career on supporting young children's early development through parent education and training, coaching early childhood educators and working directly with children 0-5. She has also worked in adult learning settings, including training teachers and providers in Positive Discipline and Abriendo Puertas curriculum. Laura is a trained CLASS Observer and ECERS/FCCERS certified.



QUALITY MATTERS

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Polly Liam

Polly has been in the field of early childhood for more than 40 years as a Regional Child Development Program Director; Community College Instructor, and an advocate for infants and young children, their families, and the professionals who support them. Polly is dedicated to sharing Magda's Educaring® Approach with parents and professionals who care for infants and young children.

"Like athletes, teachers will put newly learned skills to use - if they are coached."

*The Coaching of Teaching
-Joyce & Showers, 1982*

Please visit our website to see our professional development calendar.
www.qualitymattersmonterey.org

QUALITY MATTERS

TELLING OUR STORY

Quality Matters Monterey County has increased awareness and support for high quality early care and education through existing partnerships and new ones. Together, we capitalized and celebrated the many assets our community partners bring to the table through our accomplishments and successes and made significant progress.



The 2018-2021 Strategic Plan

In September of 2017, the Operational Partners began the system alignment with QRIS Goals. It was a 10-month participatory process that engaged the Consortium. The Quality Matters team and Task Groups have been diligently meeting the strategic objectives. Visit our website to download the document.

Bright Spot

In January 2018, Quality Matters was recognized as a Bright Futures Bright Spot for expanding quality and raising the bar in early care & education.

Communication & Outreach Task Group:

In March 2018, the Partner Ambassador Program was developed for partners to learn key messages and utilize a communication toolbox with a variety of communication materials.

Community Visibility Campaign:

Quality Matters announcements were displayed on the MST Public Transportation Buses throughout Monterey County.

Quality Matters children T-shirts with Quality Matters logo were disseminated to participating sites as welcome back incentives for the new school year.



DIANE BERON

With over 30 years of early childhood education teaching experience, Diane Beron loves every minute of it. She has taught in various programs such as the Head Start, Tribal Program, and State Preschool Programs. She has a strong belief as quoted in the 2017-2019 Quality Matters video, "In making everyday the best day for the child ever!" Diane's authentic enthusiastic and dedication to her profession is reflective in all her actions to implement her program. Her interactions with children and adults radiate her true intentionality of teaching the child's mind and heart, so it's ingrained in their educational journey.



Pacific Grove State Preschool



Pacific Grove USD



30 Years



Program Director permit

What she likes best about being a partner in Quality Matters is that it ensures quality for the family, and views it as a holistic approach with the mind, body, and the spirit because the child's first developing years are those first five years. **To learn more about Diane's experience in being a Quality Matters experience visit: <https://youtu.be/rWgWpL0ZQ04>**



EDUCATORS CREATE THE QUALITY

Quality Matters Monterey County sites strive to create high quality programs for the children in their care. It is reflected in the dedication and passion of each and every educator who attends professional development opportunities, participates in coaching, and has committed themselves to being a life long learner. As of September 2018, we had 63 sites rated using the California QRIS Matrix.



11



49



3

JACQUELINE VALENCIA

Jacqueline Valencia's passion for early childhood education is easily noticed beyond her classroom. Her flexibility, patience and fun energy is evident when you observe her children engaged in the day's lessons. Jacqueline's teaching career began with kinder to 5th grade students. However, her passion for early childhood led her to teaching preschool. Her 15 years of experience is recognized in the connection she maintains with the children. Her strong belief in social emotional connections is quoted in the 2017-2019 Quality Matters video, "We have a connection with our kids who help us to teach them anything. If you don't have a bond or connection or relationship with your kids you can teach them anything." Jacqueline's optimistic innate view helps make all things possible for her children.



Greenfield State Preschool



Greenfield USD



15 Years



Program Director permit

The biggest influence in her professional life by participating in Quality Matters has been all the learning and professional development trainings that she has attended by applying to be a Quality Matters site.

To learn more about Jacqueline's experience in being a Quality Matters site visit: <https://youtu.be/rWgWpL0ZQ04>

Quality Matters

Past,
Present,
Future

QM Sites

2016-17 participants (Cohort A): 24 centers, 22 Family Child Care

2017-18 participants (Cohort B): 19 centers, 12 Family Child Care



Assessments & Ratings

Each QRIS participating site receives a CLASS & ERS Assessment as part of their rating. Some sites receive 2 or more depending on number of children served at site.

CLASS & ERS Assessments Completed



2017
38 Cohort A Baseline Rating

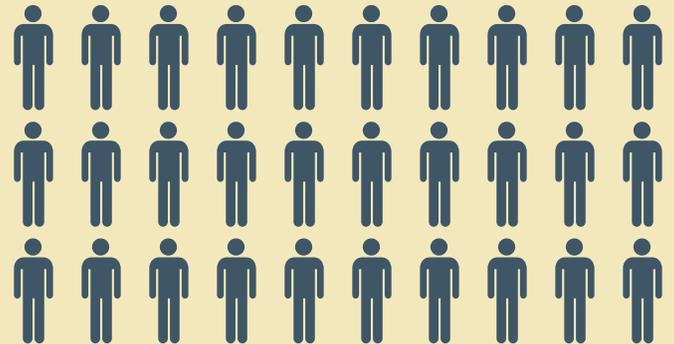
2018
27 Cohort B Baseline Rating

Quality Matters
Coaching Hours
2016-2018

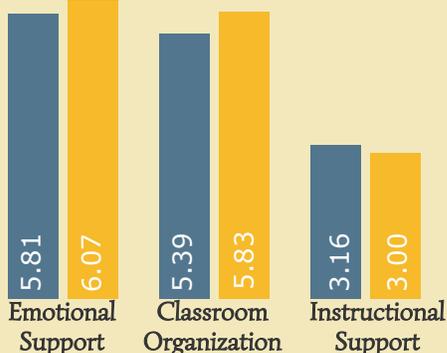


5 coaches / 70 sites

Quality Matters has served
300+ ECE staff since 2016



CLASS PK Monterey vs. Nat'l Average



* 2017 Office of Head Start Report

ECE Workforce Registry Monterey Participation



● Registered users

IMPLEMENTING THE STRATEGIC PLAN

The strategic plan addresses the **what** and **why** of activities Quality Matters activities. A separate but related Implementation Plan will address the **who, where, when,** and **how** of implementing the goals and strategic objectives outlined in this plan. Both pieces are critical to success. Strategic plans work when implemented through a thoughtful process but often fail when there is a lack of ownership, accountability, or empowerment to act on the plan. This is where the Implementation Plan comes into play. In addition, planners of Quality Matters have staggered the implementation of the strategic objectives over several years to ensure success. The following table captures priority objectives by year:

2018	2019	2020
<p>✓ Strategic Objective 2.1 Leverage existing written communication materials to build the capacity of stakeholders to effectively advocate for Quality Matters as measured by increased community awareness, website and social media traffic.</p>	<p>Strategic Objective 1.1 Develop an overarching professional development framework with partners to ensure that all Quality Matters participants have equitable access to high quality professional development opportunities as measured by the development of the framework.</p>	<p>Strategic Objective 1.3 Quality Matters will have 127 (23%) sites participate in the quality rating and improvement system to provide children access to quality early learning experiences.</p>
<p>✓ Strategic Objective 2.2 Work with the Consortium to create a shared advocacy agenda that has as a key priority the support for and sustainability of Quality Matters as measured by shared advocacy activities such as a possible sales tax bond measure.</p>	<p>Strategic Objective 1.2 Work with key partners to build awareness and the importance of parent engagement, so parents may access the needed tools and resources that increase parent involvement in Quality Matters, strengthen their understanding of quality, and deepen their capacity for supporting their children’s life-long learning development as measured by how many sites are engaging parents to understand QM.</p>	<p>Strategic Objective 3.2 Work in coordination with the school district to develop a plan that ensures greater alignment between Quality Matters sites and K-12 efforts as measured by preschools becoming more vertically linked with primary schools.</p>
<p>✓ Strategic Objective 4.1 Build the capacity of program ambassadors to help spread the message of Quality Matters as measured by the number of ambassadors who are trained in Quality Matters messaging.</p>	<p>Strategic Objective 4.2 Develop an expansion plan that ensures an equitable and strategic distribution of resources such as incentives and coaching to enable greater participation.</p>	<p>Strategic Objective 5.1 Work in partnership with other systems (e.g. Regional Center, school district special education departments, mental health system) to provide referrals and services for children identified with developmental concerns.</p>
<p>✓ Strategic Objective 1.4 Work with providers to prioritize the institutionalization of learning at their sites that teachers have received through coaching, technical assistance and training supports.</p>	<p>Strategic Objective 3.1 Develop a long-term sustainability plan to support Quality Matters that includes public and private partnerships, revenue generation strategies and policy changes that address quality early care and education in Monterey County.</p>	

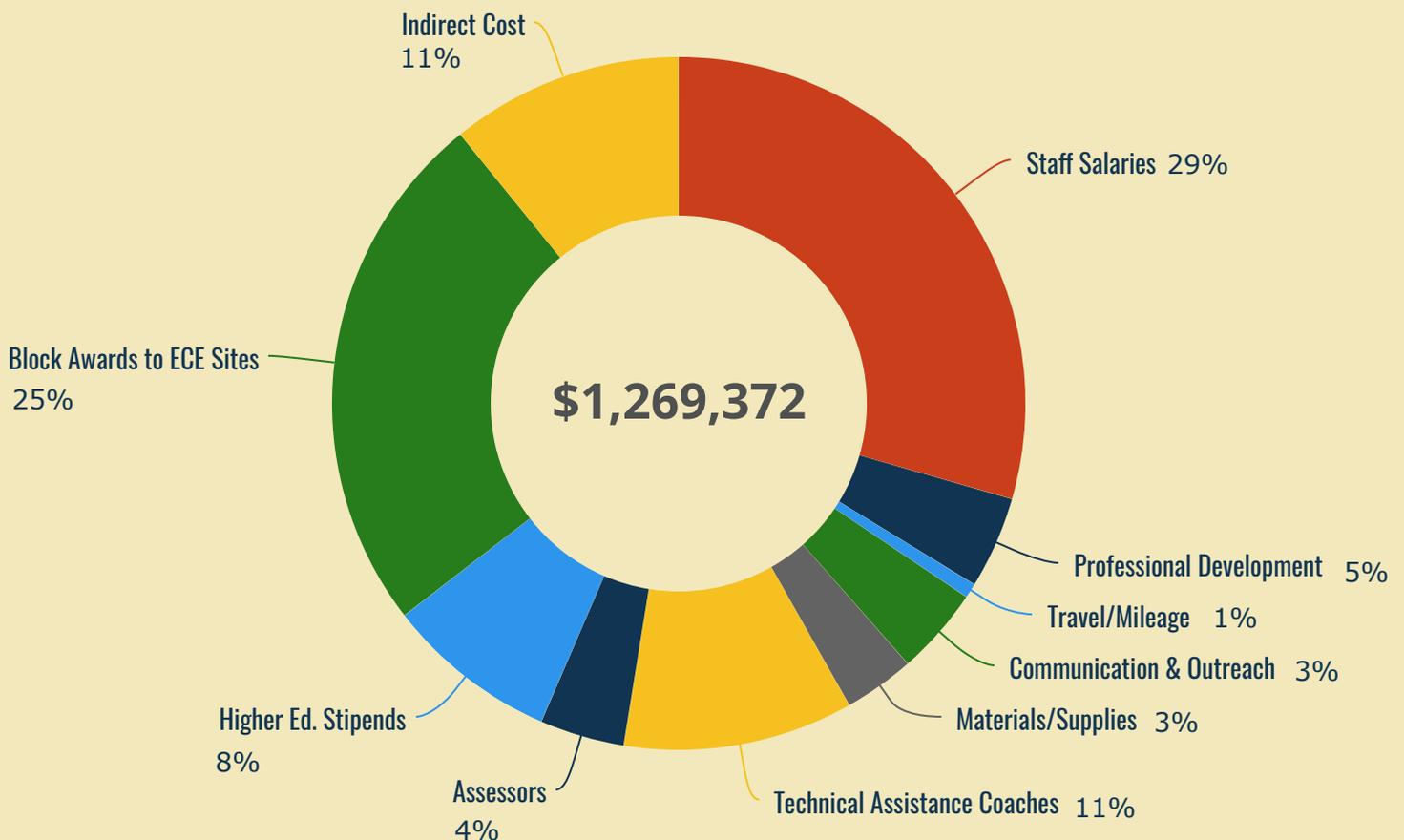
2017 - 2018 Budget

Continuous Improvement Investments

CA-QRIS Block Grants \$1,269,372

CA Migrant	\$ 99,289
Quality Counts CA	\$146,251
First 5 CA IMPACT	\$333,634
CA State Preschool Programs	\$689,198

Total Annual Expenditures



* Percentages are rounded up to the nearest tenth.

Take Action for Quality

Quality Matters Monterey County is rooted in our local community. We are committed to working together to support our early educators to provide high quality early learning experiences to all children.

Growing Quality Matters to reach all programs and all children requires the investment and action of champions across our county.



We invite you to become a champion for quality:

- Be a community voice for quality care
- Join the Quality Matters Consortium
- Sponsor and support legislation that expand resources and incentivize quality
- Partner with us to expand professional development opportunities for educators



Shared Ownership
Collaboration & Integration
Capacity Building

Inclusion • Cultural & Linguistic Diversity
Creativity • Transparency & Consistency
Alignment & Articulation • Family Engagement

Alignment & Articulation • Family Engagement • Relationship-
based • Non-competitive • Advocacy & Policy • Shared
Ownership • Collaboration & Integration • Capacity Building

Inclusion • Cultural & Linguistic Diversity • Creativity • Transparency
Consistency • Alignment & Articulation • Family Engagement
Relationship-based • Non-competitive • Advocacy & Policy • Alignment



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