



# QUALITY MATTERS

MONTEREY COUNTY

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



## ANNUAL REPORT

# 2018 2019

Quality Matters Monterey County  
Monterey County Office of Education



# Who We Are

Quality Matters Monterey County is an initiative designed to support early learning programs to provide the highest quality experiences possible for children 0-5. We are a part of a national movement that establishes quality rating and improvement system (QRIS).

## Our Mission

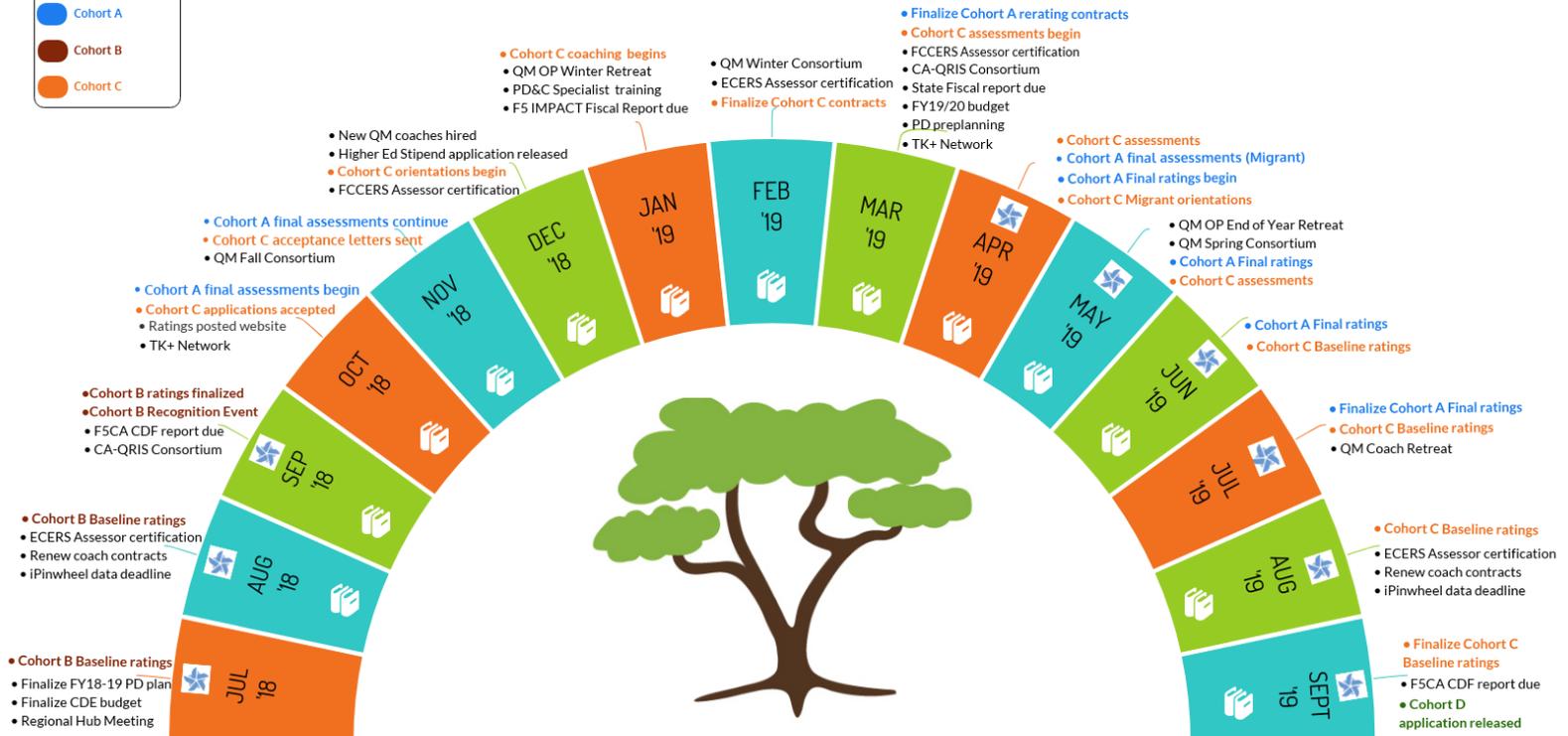
To support and empower programs and educators in providing the highest quality early care and education possible to children and families.



Quality Matters works diligently throughout the year to ensure our participating programs and educators have access to professional development opportunities, onsite coaching, and overall support to feel successful in their careers.

## 2018-2019 /// Quality Matters Implementation Timeline

- Professional development
- Ratings conducted
- Cohort A
- Cohort B
- Cohort C



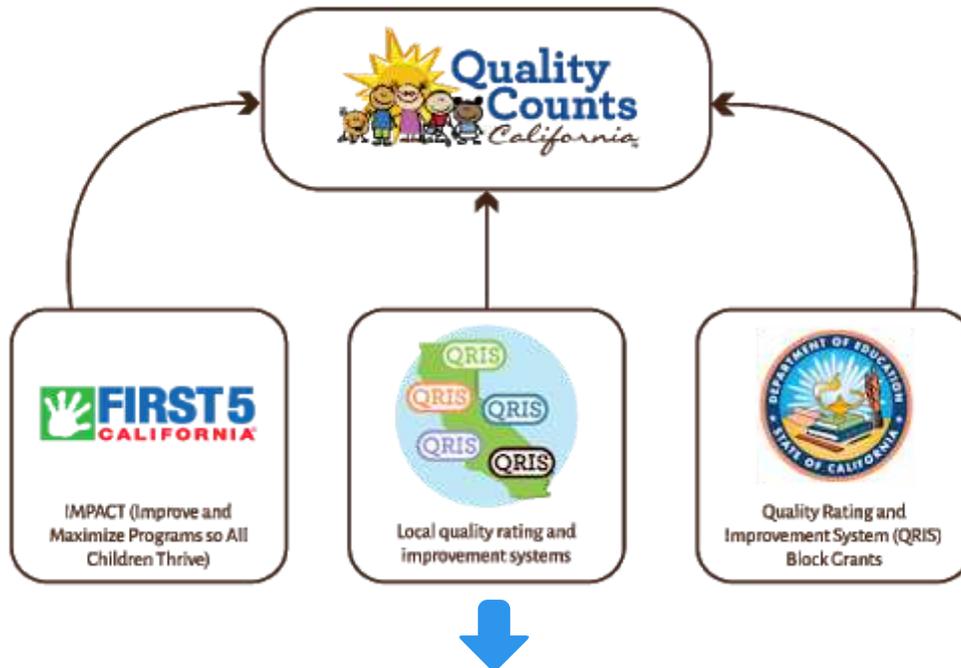
# Collective Impact

"If you want to go quickly, go alone. If you want to go far, go together." ~African proverb.

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

Quality Matters supports a set number of sites each year based on the application timeline.

However, our vision is to support all children and that is why the alignment with other local agencies and initiatives is so important.



**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

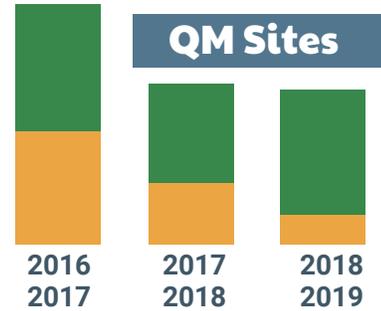
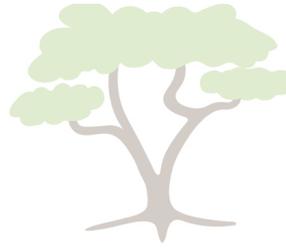
**QUALITY MATTERS**

# 2018 - 2019 Continuous Improvement

2016-2017 participants (Cohort A):  
24 Centers, 22 Family Child Care

2017-2018 participants (Cohort B):  
19 Centers, 12 Family Child Care

2018-2019 participants (Cohort C):  
24 Centers, 6 Family Child Care

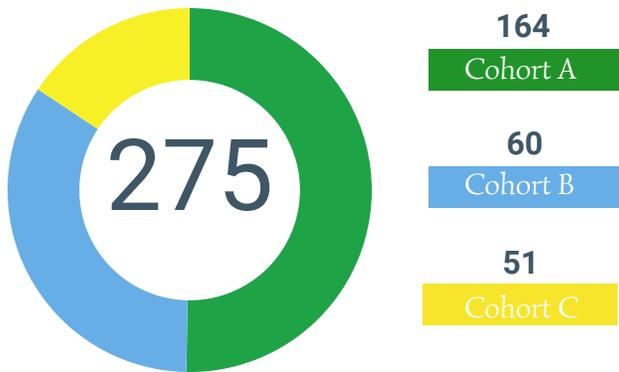


\* Numbers reflect annual participation including QIs

## Assessments & Ratings

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

CLASS & ERS Assessments Completed



2017  
**38** Cohort A Baseline Rating

2018  
**27** Cohort B Baseline Rating

2019  
**23** Cohort C Baseline Rating  
**38** Cohort A Final Rating



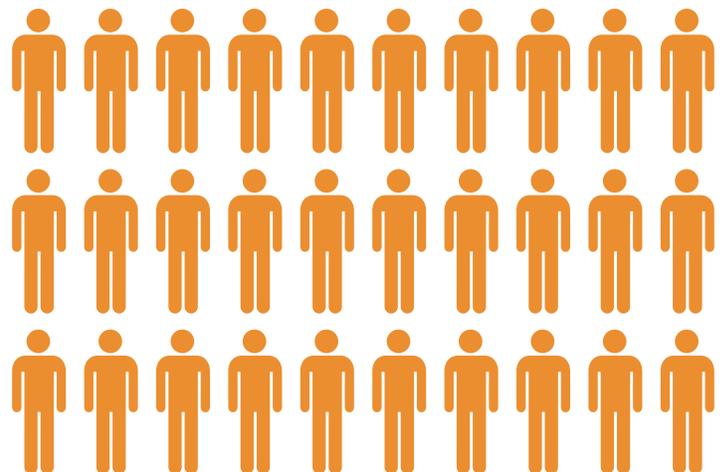
45 Quality Matters sponsored professional development workshops in 2018-2019

Quality Matters has served 300+ ECE staff since 2016

Quality Matters Coaching Hours 2016-2019



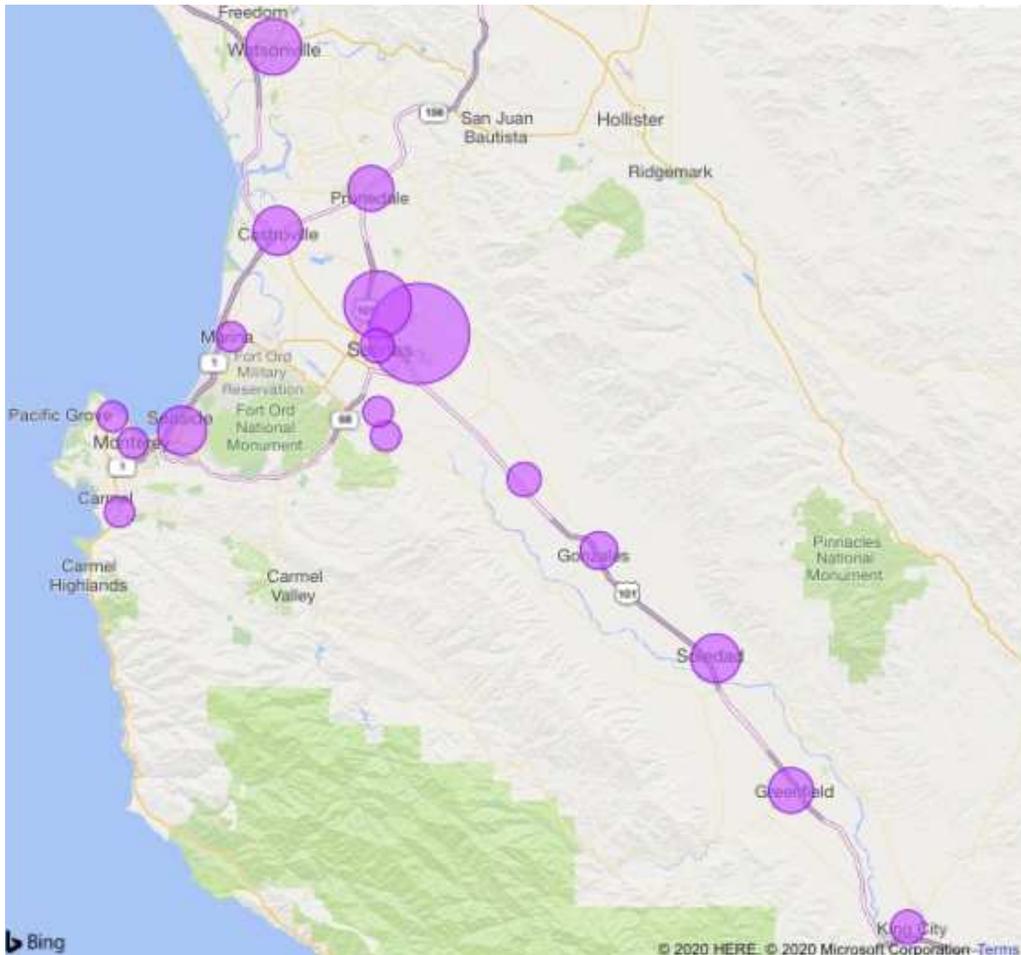
5 coaches / 204 classrooms



# Quality Matters Continuous Improvement

Quality Matters is making an impact across Monterey County.

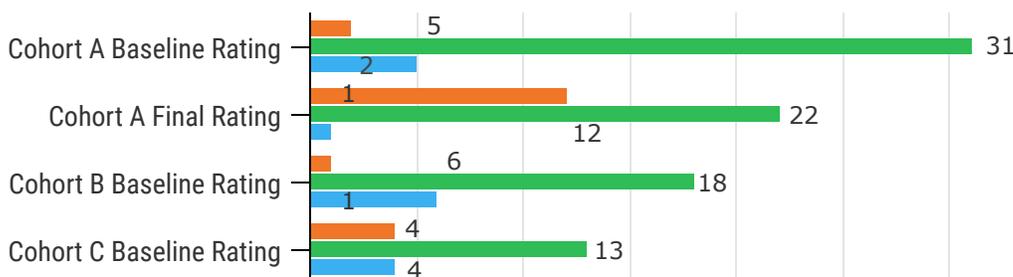
In 2018-19 Quality Matters' had 82 rated sites participating in QRIS and 10 additional sites participating in Quality Improvement (QI) opportunities without being rated. The 92 sites are located across the county.



Zipcode	QM Sites
93901	2
93905	23
93906	11
93907	5
93908	1
93923	1
93925	2
93926	4
93927	5
93930	2
93933	1
93940	2
93950	2
93955	7
93960	8
93962	1
95012	7
95076	8

## Continuous Growth Visible with Data

In 2018-19 Quality Matters' first cohort (Cohort A) received its final rating after participating in the program for 3 years. The second and third cohorts (Cohort B & Cohort C) received their first or baseline ratings. Cohort A showed a significant increase in quality. Four family child care sites went from a rating 4 to 5, while 10 maintained score of 4 but grew in elements. Three Cohort A center-based sites ratings grew from a 3 to 4, while 6 sites increased from a 4 to a 5.



# Practice Based Coaching

Quality Matters offers coaching to support its participating educators and administrators in achieving quality through understanding the CA-QRIS Matrix.



Our Quality Matters coaches are certified in various tools and receive customized training unique to meet the needs of our county. They develop structures strengthening child outcomes and program implementation goals. Practice-based coaching involves creatively combining a host of developmentally appropriate strategies to for the educators to reflection their teaching context and practices in order to develop high quality programs.

## What does a high quality early learning environment look like?

- Constant attention to children’s safety and well-being.
- Small class or group sizes, allowing children to have rich interactions with their teacher or caregiver and get the individualized attention they need.
- Regular opportunities for parent involvement, allowing for the development of strong partnerships between parents, educators, and the program.
- Learning experiences and materials that are not only age and developmentally appropriate, but are also respectful of all cultures and backgrounds.
- Educators that have formal education and training as early childhood professionals.



# Quality Leadership

To sustain a successful high quality early learning program, strong leaders who are committed to supporting their staff to become life long learners and to be advocates for children is a necessity.



## Tia Robinson, M.A.

**Monterey Peninsula Unified School District's Coordinator, Elementary and Early Learning/Early Childhood Education**  
**Monterey Peninsula College ECE Adjunct Professor**  
**20 of years in field**

Tia Robinson is a Monterey county native who is dedicated to giving back to her community by promoting Early Childhood Education for families within the Monterey Peninsula Unified School District (MPUSD). Following in her mother's footsteps, Tia began her career 20 years ago as a preschool teacher. She went on to earn her Bachelor's degree from CSUMB and then her Master's degree in Early Childhood Development. She has been with MPUSD for 15 years and is also adjunct professor of Early Childhood Education (ECE) with Monterey Peninsula College.

Today Tia oversees MPUSD's 2 child development centers, the district's family engagement program, and has been instrumental in developing MPUSD's ECE dual enrollment program which allows high school juniors and seniors to enroll in ECE college courses with the intention of preparing high school students for college and to develop a career pathway the address the need for a thriving workforce. An additional piece of Tia's work is to support the transitional kindergarten toshas. Tia promotes the preschool, tk, kindergarten continuum through sharing previous Desired Results Developmental Profile (DRDP) assessment results with educators to better prepare them for the children entering their classrooms. She also hosts Learning Walks which are collaborative observation meetings where educators review each others assessment results then visit each other classrooms to discuss how to improve the environment to serve children's needs. This is an opportunity for educators to collaborate and share knowledge with their peers.

Tia is an inspiration to our field. She has supported Quality Matters' vision to create high quality early learning experiences for all children since its conception in 2016 by enrolling her preschool sites and promoting our professional development opportunities with her staff. Her vision is to eventually serve infants at her two child development centers to create a school district alignment by meeting families needs and building on school readiness. She eventually wants to teach at CSUMB or Brandman University to build awareness of the importance of Early Childhood Education and support Monterey's early learning educator pipeline.

## Esperanza Ortiz

**Family Child care owner/director**  
**Lead educator**  
**14 of years in field**



It was a long-life goal for Esperanza Ortiz, a licensed Quality Matters family child care home educator in the Prunedale neighborhood to be an ECE Educator. She first became aware of her passion when she was enrolled in an English class at Cabrillo College. For over 14 years, Esperanza has been nurturing children's curiosity with providing a secure, language-rich environment with warm, loving, and meaningful interactions with the purpose of providing quality early childhood education in Spanish. Esperanza uses a play-based and project-based approach to education. She is a strong believer in the emergent philosophy that builds on the interests and excitement of the children. Her home radiates the joy of learning with many outdoor activities.

Esperanza is gifted with a genuine love of teaching. Her Classroom Assessment Scoring System (CLASS) score is evidence of her high-quality ECE services. The CLASS tool effectively measures the adult-child interactions in an ECE setting. CLASS links to child achievement, and influences the child's development beyond the ECE setting and into a lifetime. Her CLASS scores are above average and ranks in the highest 10% when compared across the national average.

She stated during her interview, "My daycare doesn't have to be a palace, as long as there is love and respect for all children and their families, the child and parent grow together to succeed in reaching their goals." Esperanza's open-door policy, consistent open-communication of sharing of ideas about their child builds the mutual trust with families. This trust is the center of her daycare and is reflected upon the children. Esperanza has been recognized by many families who have shared their impactful stories of the difference she has made in their life.

## EQUITY DEEPER LEARNING CAPACITY BUILDING

A qualified workforce improves young children's health, social, emotional, and educational outcomes. In order to support the children within our county, we must support the educators who dedicate their time to supporting the children and families.

### 2018-2019 Quality Matters W.I.N.G.S Task Groups

Quality Matters spreads its W.I.N.G.S Working in Groups to transform our Early Childhood Education community beyond the CA-QRIS Matrix. Consisting of various members within our local agencies and consortium, tasks groups have been created to better serve the needs of our ECE community by advocating together.



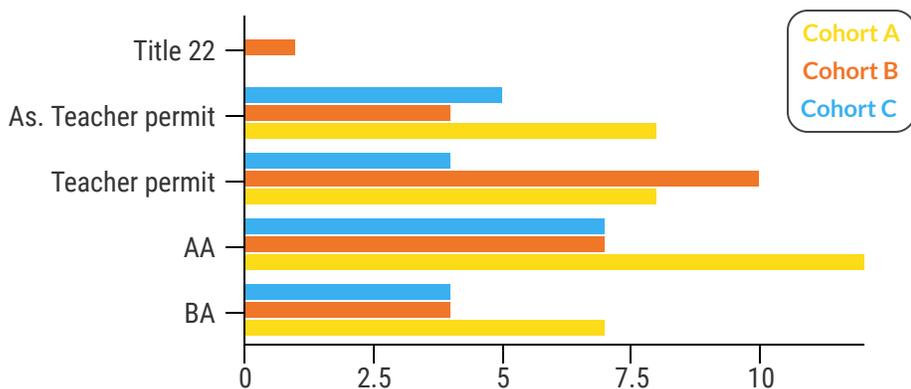
- Higher Education
- Family Engagement
- ECE Workforce Registry
- Communication & Outreach

### In 2018-2019 Quality Matters sponsored 45 workshops at MCOE for educators and administrators

Quality Matters offers various forms of professional development to the local ECE community. These include Saturday and evening workshops, as well as Leadership Networks for administrators. Professional translation services are provided for those educators who prefer to learn in their home language.

### Bridging the Equity Gap for Higher Education

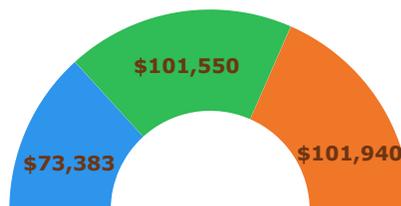
Quality Matter is a strong advocate for higher education as a tool to opening doors for our ECE educators. We are dedicated to bridging the equity gap and to empower our educators in becoming life long learners by supporting them to obtain their degrees and apply for Child Development permits through the California's Teacher Credentialing Services.



### Quality Matters' Higher Education Honorarium Stipend

Each year, Quality Matters provides Monterey's local Early Childhood Education workforce stipends towards their goal in obtaining a higher degree in the ECE field.

*Funding is limited based on availability.*



● 2016-2017 ● 2017-2018 ● 2018-2019

# Quality Matters Strategic Plan's Objectives

The strategic plan addresses the what and why of activities Quality Matters activities. The QM Strategic Plan is grounded in research and best practices. In developing a long-term plan, it is important to sustain existing initiatives and investments serving young children and families well and ensure that future investments are build on partners successes. The following table captures priority objectives by year:

2018	2019	2020
<p>✓ <b>Strategic Objective 2.1</b> 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>✓ <b>Strategic Objective 1.1</b> 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><b>Strategic Objective 1.3</b> 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>✓ <b>Strategic Objective 2.2</b> 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>✓ <b>Strategic Objective 1.2</b> 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><b>Strategic Objective 3.2</b> 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>✓ <b>Strategic Objective 4.1</b> 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>* <b>Strategic Objective 4.2</b> Develop an expansion plan that ensures an equitable and strategic distribution of resources such as incentives and coaching to enable greater participation.</p>	<p><b>Strategic Objective 5.1</b> 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>✓ <b>Strategic Objective 1.4</b> 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>* <b>Strategic Objective 3.1</b> 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>	

✓ = Objective reached

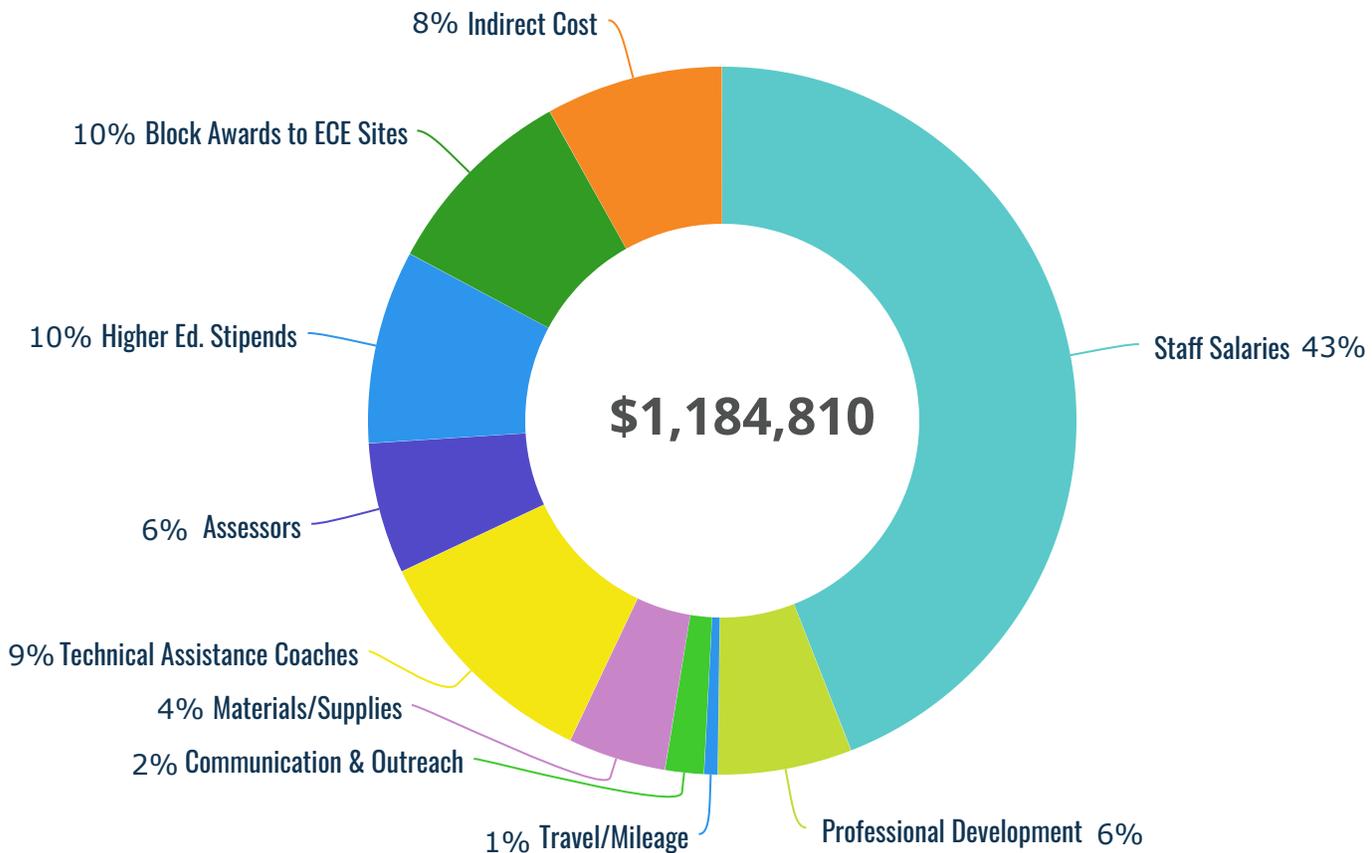
\* = Objective still in process

## Continuous Improvement Investments

**CA-QRIS Block Grants** **\$1,184,810**

CA Migrant	\$ 100,936
Quality Counts CA	\$134,446
First 5 CA IMPACT	\$260,394
CA State Preschool Programs	\$689,034

## 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





*"Education is the key to unlocking the world"*  
**Education is the Key to unlocking the world**  
 October 5, 2019  
 11:30 a.m. - 2:30 p.m.  
 Monterey County Office of Education  
 QUALITY MATTERS



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 Rooted in Community, Growing in Excellence

For more information visit us at:  
[www.qualitymattersmonterey.org](http://www.qualitymattersmonterey.org)