

Annual Report

2016 - 2017



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



The first 5 years are the most critical time in a child's life. 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.





In Monterey County, only **25%**¹ of children are considered socially and emotionally ready for kindergarten and by the time they reach third grade only **28%** of children are reading at grade level. **Quality Matters** is working to help change this, by supporting educators to offer the highest quality care to the children in their support.

1) 2015 Kindergarten Readiness Assessment -- Nurturing Success: A Portrait of Kindergarten Readiness in Monterey County.

A New Approach: Quality Matters Monterey County

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:

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

How We Are Raising Quality

Quality Matters supports program quality improvement by helping programs to identify areas for improvement, develop individualized plans based on their needs, and provide the following supports:

- **Coaching and mentoring**
- **Training and technical assistance**
- **Professional development**
- **ESL tutoring**
- **Support for higher education**
- **Financial incentives and awards for achieving quality**

Launching Quality Matters Monterey County

Fiscal Year 2016-2017 marked the first full year of operation of Quality Matters in Monterey County, after a year of planning and fund development. It was a year in which Quality Matters built a brand new system of support for Monterey County educators and the children their serve.

Our Vision

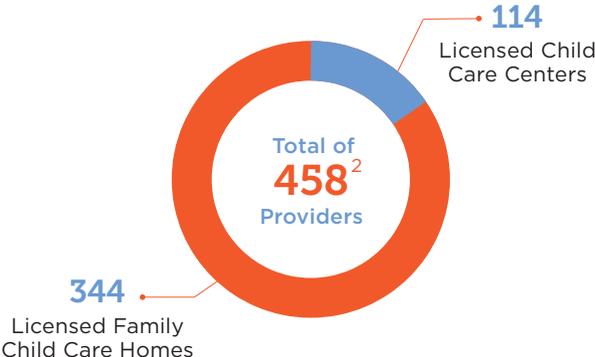
All children have access to high quality early learning experiences that support their optimal development.



The Opportunity to Support Monterey County's Youngest Learners

Quality Matters is supporting the community's commitment to providing high quality early care and education both to improve the odds for our children as well as allowing their parents to be able to participate in the workforce. By participating in major early learning initiatives underway in the county -- Bright Beginnings and Bright Futures -- Quality Matters is helping to achieve the community goal for early care and education: Children have access to quality, affordable early care and education.

Monterey County's Licensed Child Care Programs



Pathways to Quality

Early learning programs have two options for participating in Quality Matters.

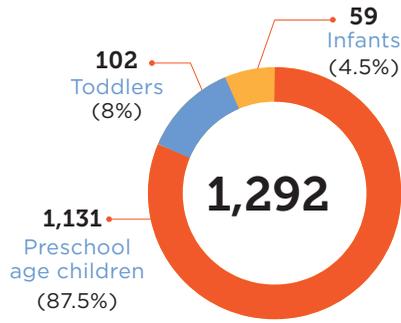
Quality Improvement (QI) Pathway: Programs receive a roadmap to begin their quality improvement work and create a quality improvement plan.

Quality Rating and Improvement (QRI) Pathway: Program go through a process to measure their programs using standard measures of quality and receive a quality rating and create a quality improvement plan.

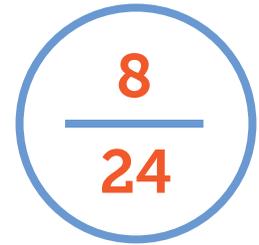
Who We Served 2016-2017



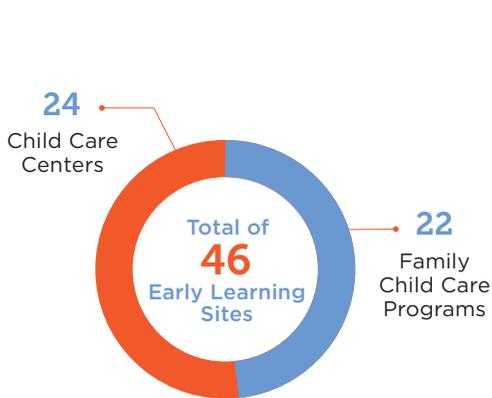
**Educators
& Program
Administrators**



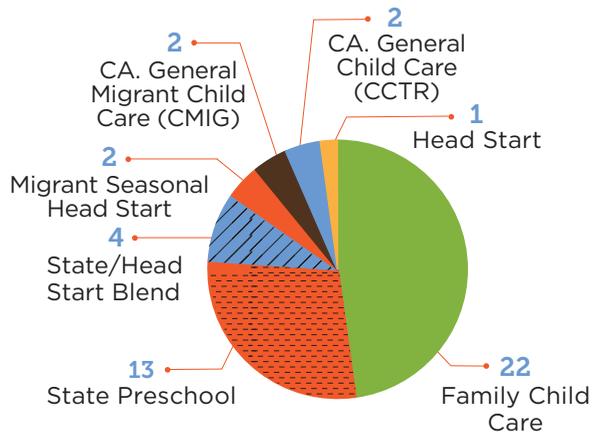
**Children 0-5 in
Quality Matters Sites**



**School districts
participate in
Quality Matters**

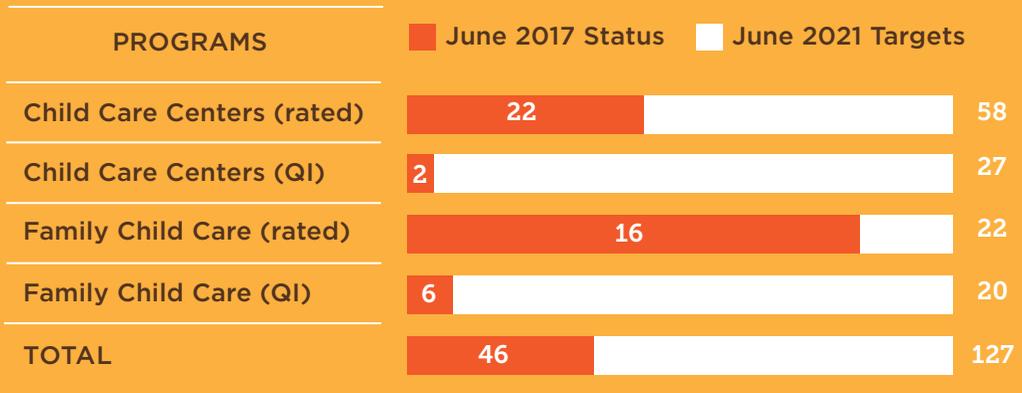


Total Sites



Site Types

Targets & Progress



“I joined Quality Matters because I wanted to feel validated for what I’m doing. I wanted parents to understand that their kids are getting quality care... it was a way to feel acknowledged and prepared.”

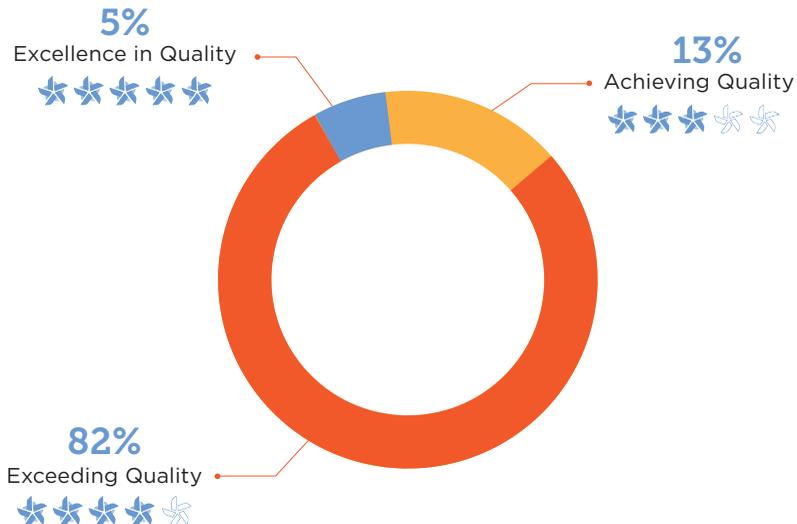
—PATRICIA QUEZADA, FAMILY CHILD CARE PROVIDER

Quality Ratings

Quality Matters uses a 5-star rating system, based on statewide quality standards, to guide early educators and parents, so they know where programs are on their journey to excellence in quality.



Ratings for All Quality Matters Site 2016-2017



Key Accomplishments

- **Identified developmental concerns early in children 0-5:** 831 children received developmental screenings
- **Increased the educational attainment of early educators:** 28 Quality Matters rated sites have providers who earned permits from the California Commission on Teaching Credentialing (CTC) and participated in higher education opportunities. 14 educators completed up to 7 units of advanced coursework through their participation in the ESL Cohort for Higher Education
- **Supported the success of early educators:** Early educators received more than 1,200 hours of coaching and technical assistance through partnerships with WestEd, CPIN, TeachStone, Coaching Mentor Collaborative, the Principle Centered Leadership Cohort, the Reflective Supervision Coaching Cohort, and more
- **Leveraged Monterey County's local expertise:** Quality Matters brought together local leaders from various sectors who were active participants in the Consortium partnership, a Steering Committee, an Operational Partner group and task groups that actively contributed to the development of the initiative design--including partnerships with higher education, advancing outreach and communications and planning a celebration to recognize the participating sites
- **Launched the Quality Matters website** which displays up-to-date site information as a resource for local parents seeking quality care and education for their children
- **Changed policies to support providers serving children in greatest need:** Partnered with the Child Care Planning Council, Bright Beginnings, and Assemblymember Anna Caballero who sponsored legislation, AB 300, to provide more flexibility for subsidized child care providers in Monterey, San Benito and Santa Cruz counties



*Anna Caballero
Assemblymember*

Educators: In Their Own Words

Quality Matters places a strong emphasis on ensuring that the services and the system is working for those that it is designed to serve--early childhood educators. The feedback from Quality Matters participants has been overwhelmingly positive. They feel valued as professionals and recognized for their efforts. They are invested and engaged in the program and are proud to be Quality Matters participants. There is a consistent interest and desire to have Quality Matters continue and to grow to reach their peers.

“When you care for children, you don’t stop learning; you never stop learning. Quality Matters was an opportunity for me to continue my learning. That’s what I wanted.”

—Esperanza Zamora, Family Child Care Provider

“I have more confidence in what I’m doing. I feel confident. It shows in my interactions with parents and in my interactions with children. Quality Matters has helped me a lot. I feel recognized now for my efforts.”

—Norma Estevez, Family Child Care Provider

Educator Spotlight: Maria Sanchez

Maria Sanchez is one of the first family child care providers who stepped up and volunteered to participate in Quality Matters. Maria operates her program in East Salinas, near many Alisal Unified School District elementary schools, where 70% of students are classified as English Language Learners, nearly every child qualifies for free lunch, and the average education level of parents is seventh grade.

Maria's participation in Quality Matters over the past year had changed the way that Maria feels about herself, her approach to her work and her understanding of the important role that she is playing in the lives of the children in her care.



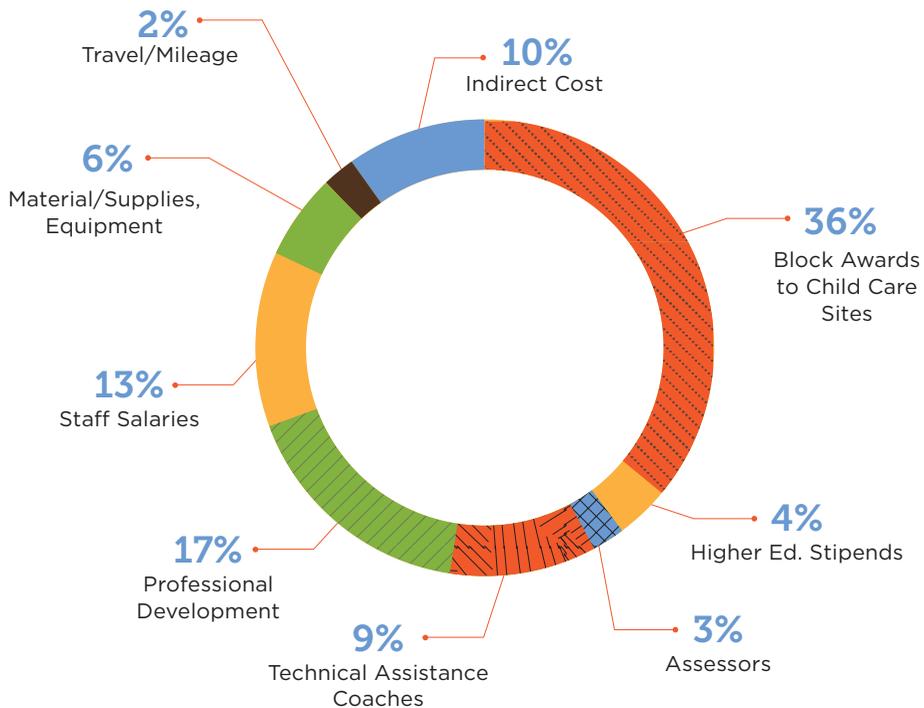
“Quality Matters has helped me to feel empowered, supported, and valued by having my technical assistance coach come to visit me monthly, and by attending the professional development trainings. I am so thankful for this opportunity.”

—MARIA SANCHEZ, QUALITY MATTERS PROVIDER

2016-2017 Revenue

California State Pre-School Program (CSPP) Block Grant	\$701,706
Infant Toddler Block Grant	\$706,181
First 5 California IMPACT	\$307,173
Migrant (CMIG)	\$94,533
Total	\$1,809,593

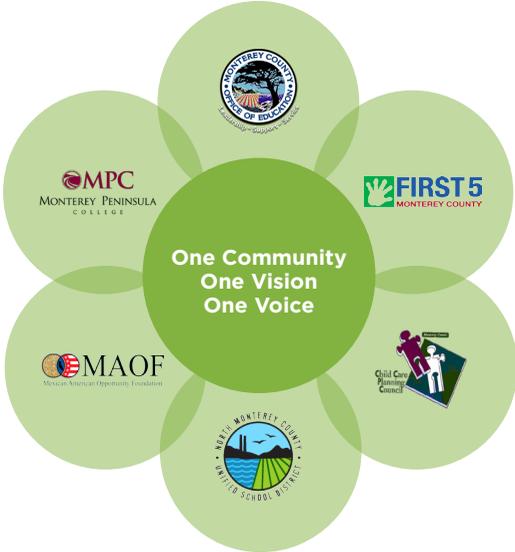
2016-2017 Expenditures



Who is Quality Matters

Quality Matters Monterey County is operated by the Monterey County Office of Education in partnership with First 5 Monterey County and the Child Care Planning Council. Quality Matters is structured to include a leadership group, Operational Partners, a Consortium of community members and task groups formed, as needed, to address specific needs. Quality Matters would not be possible without the commitment of our long-standing community partners.

Partnering to Support High Quality Early Education for a Bright Future



Steering Committee: In 2016-2017, the Steering Committee played an instrumental role in the design of Quality Matters Monterey County. Quality Matters recognizes their tremendous commitment of time and energy and their ongoing involvement.

- First 5 Monterey County
- Monterey County Office of Education
- Child Care Planning Council
- Mexican American Opportunity Fund
- Hartnell College
- North Monterey County USD
- Monterey County Child Care Planning Council
- Monterey Peninsula College
- California State University Monterey Bay
- CAPSLO
- Eden Garden Child Care
- Greenfield Unified School District

Take Action for Quality

Quality Matters Monterey County is rooted in our local community. We are committed to working to supporting our early educators to provide high quality early learning experiences to all of the children in their care. Growing Quality Matters to reach all programs and all children will require the investment and action of champions across our county. We invite you to become a champion for quality:

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

For more information:

www.qualitymattersmonterey.org

