

**Capital Reporting Company
Early Learning Subcommittee Meeting**

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PRESIDENT'S ADVISORY COMMISSION ON
EDUCATIONAL EXCELLENCE FOR HISPANICS

PUBLIC MEETING

Early Learning Subcommittee Meeting

Tuesday, April 14, 2015

1:35 p.m. - 2:16 p.m.

John Jay College of Criminal Justice

860 11th Avenue

1st Floor Shiva Gallery

New York, New York

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1 A P P E A R A N C E S

2 Aliza Travis

3 Grace Bonilla

4 Emmanuel Caudillo, Senior Advisor, White House

5 Initiative on Educational Excellence for

6 Hispanics

7 Adrian Pedroza, Commissioner

8 Modesto Abety- Gutierrez, Subcommittee Vice-Chair,

9 Commissioner

10 Maria Mercedes Lievano- Deputy Director, ALAS

11 Foundation (Surrogate for Shakira)

12 Jessica Montoya Coggins

13 Maribel Duran, Chief of Staff, White House Initiative

14 on Educational Excellence for Hispanics

15 Jaqueline Cortez-Wang, Senior Advisor, White House

16 Initiative on Educational Excellence for

17 Hispanics

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1 Modesto: Hey, why don't we introduce ourselves.

2 Modesto: Things increasing for local
3 communities for early education programs; looking
4 at STEM programs as Bright Spots that are doing
5 well and issues on family engagement and issues
6 related to dual language learning. And so as that
7 date June 3-4 gets closer and closer, perhaps we
8 can start to get a sense with the staff on where
9 we are at on commitments and what needs to be
10 done so we are fully prepared for the symposium

11 Maribel: In 2013, we held a summit on early
12 learning with a goal of increasing the importance
13 of early childhood education and encouraging
14 stakeholder involvement to help get involved with
15 early education and the Commission has done well
16 on the commitments on what the Administration has
17 done and looking at moving the needle for
18 Hispanic children and Latino families. So let's
19 put on a symposium to better inform programs and
20 look at what is working and not working for
21 Latinos so we can look for solutions: banners -
22 looking for solutions and programs and looking

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4

1 for solution. How do we start framing the
2 narrative? Inform policy and program with data
3 and how do we arm ourselves to better inform
4 policy. At the symposium authors will look at the
5 3 areas and practitioners will be respondents who
6 will look at the research and see if this is
7 heading on the right direction or if it's the
8 wrong direction and here is what works. Officials
9 from the Administration will walk away with
10 recommendation and hopefully movement with ESAE
11 and looking at grants that look at needs from the
12 recommendations. One of commissioners, Manny
13 Sanchez has been a champion on who can be
14 supportive in the effort and ways to go on the
15 back end to execute the event. Confirm the date
16 June 3-4 and bet now and then, looking at getting
17 commitments and while we have a conversation on
18 what's working and make it an opportunity to make
19 any announcements. Looking and seeing the
20 engagement. Jaqueline can talk about
21 partnerships. Looking for the call of commitments
22 and short window since the call deadline is June

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5

1 30th. We began the conversation with national PTA
2 on family engagement and Latinos and other
3 activities. For the commission and senior
4 officials, we are looking for recommendation for
5 writers, audience members, and respondents, the
6 right people for the audience and practitioners
7 who are armed with right data and the right
8 movers and shakers on the federal state and local
9 level to make it happen. This is the update on
10 where we are at.

11 Adrian: Question: considering Manny Sanchez
12 - Ounce of Prevention involvement as a board
13 member. Speaking engagement opportunity. Open to
14 any organization willing to make an commitment.
15 Haven't done a specific outreach. Talked to
16 United Way of Chicago, thinking about going to
17 symposium and making a commitment. First Lady of
18 Illinois is interested and thinking of inviting
19 her. Continue to position Latinos and early
20 learning as a mainstream issue and not an
21 afterthought. Seeking star power. Is Jose Rico
22 with United Way? Thinking of other organizations

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6

1 and businesses that we can follow up and see how
2 we can commit to. Expanding or replicating like
3 St. Joseph's in New Mexico.

4 Jacqueline: Not about commitments, but
5 several ideas that have come forward but still
6 thinking how their commitments will look at.
7 Discussion. You know who are the leaders in the
8 field and your help in starting the discussions
9 will be helpful. What we can start now is what we
10 are pushing right now.

11 Modesto : Talking about commitments? To
12 cover the cost of the symposium or fund
13 programming in the 3-4 areas we have identified
14 on the bucket list.

15 Jaqueline: It's a combination. It doesn't
16 have to be symposium specific; what types of
17 commitments can be made in early learning and
18 what organizations are already doing work and
19 what be expand in partners or what partners are
20 doing already in the area and want to get
21 involved.

22 Maria: Open to any commitments in early

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7

1 learning.

2 Maribel: Like the Early Learning Summit at
3 the White House in December, over 1 billion
4 dollars was committed; private sector understands
5 and made new and very bold investments to make
6 new programs and expand programs in their states.
7 The framework exists and it's going back to those
8 organizations and thinking about their investment
9 and how can they carve out something for Latinos.
10 Asking from public and private sector

11 Maria: Highlighted in symposium

12 Maribel: To early learning. Two milestones.
13 Commitments can be rolling; Made decision with
14 Hispanic Heritage Foundation or an announcement
15 like Televisa earlier in the year. It would be
16 great to make an announcement since everyone will
17 be in the room. In September - two different
18 anchor events on a rolling basis

19 Jaqueline: Some commitments are financial
20 and other resources and what can businesses and
21 individuals can commit in the next few years. Not
22 a statement that I have funding right now, but a

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8

1 promise to make an impact

2 Adrian: June 30th is the deadline for the
3 commitments, if before June 3-4, can they be
4 vetted before the symposium

5 Jaqueline: We have a system internally at
6 the Department to review. Folks will be looking
7 at them and reviewing and providing feedback.
8 There would have to be a deadline for symposium
9 if they would like to make announcement then.

10 Adrian: Deadline then for Symposium would be
11 for them

12 Maria: Can you circulate the communications
13 tool kit?

14 Jaqueline: Yes

15 Maribel: Think of nontraditional partners
16 that you have engaged with and would like to make
17 an investment opportunity to push folks and
18 engage different stakeholder who are making a
19 difference but never had beyond and never had
20 support, but look at demographics and what they
21 are doing with demographic workforce. What are we
22 doing now? What can do now to commit to early

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9

1 learning? It would be wonderful to announce. But
2 if not sure it was late, than have outreach
3 calendar, so make sense to announce at another
4 event. Or hold announcement in September. We'll
5 do that. We are flexible as long as have the
6 commitment application.

7 Jaqueline: Thoughts of ways to reaching out
8 to start these conversations?

9 Adrian: I think so, room, looking at home-
10 based work here in NY and so things are evolving
11 that we might be ready to announce at this event.
12 Sometimes, we should be thinking outside the
13 commission and with our allies and folks that are
14 here today. Beyond the inner circle. There are
15 superintendents on the commission, ask them for a
16 commitment for early learning and K-12. In New
17 Mexico, we have a superintendent, folks know him
18 about in Los Angeles and San Francisco and ask
19 for a commitment, maybe we'll get a commitment
20 before he arrives. He'll work with early learning
21 and K-12 system. Ask commitments across the
22 different subcommittees and that'll be great to

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10

1 bridge these works

2 Grace: Commitment around the 3 buckets?

3 Maribel: 5 areas

4 Jaqueline : Early Learning, STEM, Hispanic

5 Teacher Recruitment and Retention; College

6 Access, and Postsecondary Completion. It's very

7 broad and commitments can fit in many buckets

8 like family engagement and crosscutting

9 throughout these 5 buckets As we talk about

10 stakeholders, is there a way we can have a

11 stakeholder call where we have a mass list so we

12 can reach out to after the call. It worked in

13 Houston and maybe develop a 30 min call saying

14 here is what we are doing and here are the steps.

15 It's a way for the commission to leverage the

16 anniversary.

17 Adrian: A state by state or national call

18 Jaqueline: National Call

19 Adrian: That'll be great

20 Maribel: It can be with leaders, like the

21 New Mexico collaborative. We are available to

22 provide technical assistance and provide 15-20

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11

1 min remarks. If something in Florida or the
2 Midwest region, we can do that. Encourage that
3 type of collaboration

4 Aliza: On the tip of my head, National
5 Association of Bilingual Education

6 Jaqueline: We can send them information, but
7 send them as a mass email

8 Maribel; On our end, we have leaders on the
9 planning advisory committee such as Maria
10 Vincent, Deputy director of Office of English
11 Language Acquisition and Libby Gil director of
12 Office of English Language Acquisition, to
13 ensure we are bringing in partners to make
14 commitments and speaking in the English Learner
15 space.

16 Aliza: Very apparent, but no space for early
17 learning, and my organization was like okay,
18 where is everyone else, we notice it and
19 conference attendees also notice it

20 Adrian: Can we plan for conference call
21 sometime?

22 Jaqueline: We can plug in the time and date

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12

1 when ready, we can set it up

2 Maribel: We have the list on who attended
3 the 2013 summit if another way, we can sent at
4 any time

5 Modesto: The summit in Miami?

6 Maribel: Yes

7 Maria: Any commitments?

8 Jaqueline: Not yet, we just posted the
9 information in March. It's a tight deadline.

10 Adrian: In early learning?

11 Jaqueline: It's there, on what priority is
12 this like early learning

13 Unidentified Speaker: Billion dollar that
14 Roberto talked about. Specific target for Latinos

15 Maribel: Yes and not that I know of; but it
16 looked at low-income communities so by default
17 yes, but I can connect.

18 Modesto: Whatever is there, take credit.

19 Maribel: Take a look at the progress and
20 work in tandem with them to be sure we are
21 aligned with them

22 Jaqueline: If you would like a commitment by

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13

1 the summit, take a look at the narrative and see
2 what they are doing to commit to the Latino
3 community

4 Modesto: List - magazines have top 100
5 Latino businesses. Let them get invitation from
6 White House Initiative regarding commitments, can
7 garner commitments. Maybe approaching some folks
8 that maybe we don't know well, Might not be very
9 receptive, or may if they receive an invitation
10 from the White House.

11 Maribel: We are trying to be creative in
12 reaching out to different stakeholders and
13 different for White House Initiative events, but
14 using the commission, on behalf of the White
15 House Initiative and have talking points to carry
16 the message out. Jaqueline has made herself
17 available 24/7 for anyone who is interested. Be
18 creative in how we send messages. One call will
19 check a lot boxes. More details.

20 Jaqueline: More initial connections and
21 background and then we can help and make a
22 connection and see how they make something bigger

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14

1 and make a difference. Need to get out there.

2 Grace: What is the goal of the number or
3 geographic target that we want?

4 Jaqueline: No specific numbers, reaching out
5 national and emerging communities and see issues
6 they are having but also what they are doing.
7 Springdale, Arkansas recently is doing a lot with
8 early learning.

9 Maribel: No official number, but to be able
10 to raise \$1 billion would be ambition. No
11 specific number, but short for very high number
12 and Latinos are everywhere, but also getting
13 support from the mainstream leaders. Knocking on
14 the doors of Facebook and Google. That is where
15 Latinos and workforce issues are at.

16 JAQUELINE: We don't have numbers, but not
17 limited to subcommittee. How many commitments

18

19 MARIBEL: Internal goals

20 ADRIAN: Yes

21 GRACE: As a small organization. My
22 organization has more of a national policy voice

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15

1 but serve New York City. Echoing the comments
2 from here, it's difficult for a local
3 organization to go after the big hitters and ask
4 if you can make a commitment to us. How do we aid
5 small organization with experience on the ground
6 to approach Facebook or a Google

7 JAQUELINE: Advice we have been giving. All
8 materials are available and this is the call of
9 action, this is what the White House Initiative
10 is hearing. We understand it's difficult, but
11 it's a way to raise the issues and that they may
12 not be aware of, especially companies that want
13 to invest in the Hispanic community, but don't
14 know how. This is an opportunity to do that.
15 Materials are available on the website and put it
16 on there and this is what we want to talk about.

17 Adrian: You said it perfectly. The
18 commissioners can help, but we have to walk a
19 line, can't advocate for a specific program. But
20 as we have, smaller organizations, different work
21 of early childhood sector, can connect with the
22 group and help make the call make pitch and

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16

1 connect people the call. I'd like to make a goal,
2 talk with Sylvia and come up with a figure
3 benchmark. Look at commitments being made and
4 look at the gap, and go back to the home base and
5 say to the Administration this is the commitment
6 to increase home-based providers, continual
7 outreach to the sector and work hard to fill the
8 gap and see whether in family engagement, home
9 based reporting.

10 MARIBEL: Can send a link on commitments
11 already made. The College Opportunity Summit,
12 investment that will be made in higher education,
13 Early Learning, and White House science fair,
14 STEM commitment. It's going through those and
15 where are the investments at, key topics being
16 addressed and what aren't being addressed. It's
17 an opportunity to identify who is in that space,
18 go after and this is what we are doing. Another
19 opportunity is the bright spots. Self-nominate.
20 At the end of day, show catalog of Bright spots.
21 We can't endorse, but we can say this is an
22 example, many more examples. Is there a way,

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17

1 public innovation, commissioners are empowered to
2 be a facilitator, what is the need in New Mexico,
3 the need in early education, be in tuned with who
4 to invite

5 Jennifer - I'm in media outreach. Hispanic
6 executives might have same organization and
7 connections.

8 MARIBEL: I like the media component, strong
9 partnerships like Univision, op-eds, continue
10 throughout the year, Hispanic outlets like print,
11 but also NBC and mainstream not just Spanish
12 speaking

13 JAQUELINE: We can use the help connecting
14 with the partners, connection, we can reach out.
15 Any connections are always helpful. We suffer
16 with capacity and reach with time that we have.
17 Another opportunity to help will be great.

18 Adrian: Let's set up a goal for a conference
19 call

20 JAQUELINE: We are ready when you are ready,
21 for next week?

22 Modesto: I feel we need to include Sylvia

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18

1 and Manny in the goal setting process since they
2 are critical and central to the committee, and
3 two people with lots of contacts.

4 JAQUELINE: I would recommend a time and then
5 bring in the rest of the committee to see if it
6 works and then send invitation and then following
7 goals for submission

8 Adrian: Let's set up tentative dates, but
9 need planning goal with Sylvia and Manny
10 beforehand. 2 goals to be hashed

11 MARIBEL: Ongoing talks, but separate format
12 for the symposium. JAQUELINE and I work close
13 with each other on commitment conversations and
14 with commitment to announce while I work on the
15 symposium.

16 Grace: In addition to media outlets, but
17 working with private financial advisor
18 institution, advising how.

19 JAQUELINE: I don't know.

20 MARIBEL: We need to connect with

21 Modesto: Manny knows them

22 JAQUELINE: We want to connect with all of

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19

1 them. Just curious, if you can get to these
2 people, get to those advising them. So what are
3 you recommending for next steps.

4 Adrian: Let's do planning meeting for the
5 subcommittee call next week, the week of 20th or
6 26th. And then a national conference call, the
7 week of May 4th and May 11th.

8 MARIBEL: Let's connect with them on the week
9 of the 27th

10 Adrian: The 27th is even better.

11 JAQUELINE: It gives us a week to send
12 invites.

13 Adrian: We can figure out goals to announce
14 at conference call and what the benchmarks are.
15 That works?

16 MARIBEL: When Shakira
17 Maria In June, can we get a draft agenda,
18 who will be giving keynote address?

19 MARIBEL: We can send an agenda. Need student
20 agenda.

21 Modesto: I saw on a cab, "Read to your
22 child, Speak to your child"

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20

1 JAQUELINE: Who is doing it?

2 Modesto: I saw on Local television station,
3 in cabs, in grocery stores. Wonderful campaign.

4 MARIBEL: Let's see where Latinos are and
5 where they go. Talk to different media
6 organization, documentaries and film. Latinos go
7 to movies and how we get messages in the
8 previews. How do we get to decision makers since
9 we have the information

10 Modesto: This anniversary is well-done.

11 JAQUELINE: Commitment to expand the nation

12 ALIZA: This is from Carmen Fariña, "Read
13 speak, Sing". It's getting them in the public
14 space

15 MARIBEL: We would like to have her at the
16 symposium, see what she is doing in New York in
17 early learning and discussing her work on public
18 relations, see Montessori education and see them
19 engage schools and what they are doing across the
20 county.

21 ALIZA: Ready Rosie, does something similar
22 in apparent outreach form, with text messages,

