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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
Appears

1 Aliza Travis
2 Grace Bonilla
3 Emmanuel Caudillo, Senior Advisor, White House Initiative on Educational Excellence for Hispanics
4 Adrian Pedroza, Commissioner
5 Modesto Abety- Gutierrez, Subcommittee Vice-Chair, Commissioner
6 Maria Mercedes Lievano- Deputy Director, ALAS Foundation (Surrogate for Shakira)
7 Jessica Montoya Coggins
8 Maribel Duran, Chief of Staff, White House Initiative on Educational Excellence for Hispanics
9 Jaqueline Cortez-Wang, Senior Advisor, White House Initiative on Educational Excellence for Hispanics
1 Modesto: Hey, why don’t we introduce ourselves.

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

3 Maribel: In 2013, we held a summit on early learning with a goal of increasing the importance of early childhood education and encouraging stakeholder involvement to help get involved with early education and the Commission has done well on the commitments on what the Administration has done and looking at moving the needle for Hispanic children and Latino families. So let’s put on a symposium to better inform programs and look at what is working and not working for Latinos so we can look for solutions: banners –

4 looking for solutions and programs and looking
for solution. How do we start framing the narrative? Inform policy and program with data and how do we arm ourselves to better inform policy. At the symposium authors will look at the 3 areas and practitioners will be respondents who will look at the research and see if this is heading on the right direction or if it’s the wrong direction and here is what works. Officials from the Administration will walk away with recommendation and hopefully movement with ESAE and looking at grants that look at needs from the recommendations. One of commissioners, Manny Sanchez has been a champion on who can be supportive in the effort and ways to go on the back end to execute the event. Confirm the date June 3-4 and bet now and then, looking at getting commitments and while we have a conversation on what’s working and make it an opportunity to make any announcements. Looking and seeing the engagement. Jaqueline can talk about partnerships. Looking for the call of commitments and short window since the call deadline is June
30th. We began the conversation with national PTA on family engagement and Latinos and other activities. For the commission and senior officials, we are looking for recommendation for writers, audience members, and respondents, the right people for the audience and practitioners who are armed with right data and the right movers and shakers on the federal state and local level to make it happen. This is the update on where we are at.

Adrian: Question: considering Manny Sanchez - Ounce of Prevention involvement as a board member. Speaking engagement opportunity. Open to any organization willing to make an commitment. Haven’t done a specific outreach. Talked to United Way of Chicago, thinking about going to symposium and making a commitment. First Lady of Illinois is interested and thinking of inviting her. Continue to position Latinos and early learning as a mainstream issue and not an afterthought. Seeking star power. Is Jose Rico with United Way? Thinking of other organizations
and businesses that we can follow up and see how we can commit to. Expanding or replicating like St. Joseph’s in New Mexico.

Jacqueline: Not about commitments, but several ideas that have come forward but still thinking how their commitments will look at.

Discussion. You know who are the leaders in the field and your help in starting the discussions will be helpful. What we can start now is what we are pushing right now.

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

Jacqueline: It’s a combination. It doesn’t have to be symposium specific; what types of commitments can be made in early learning and what organizations are already doing work and what be expand in partners or what partners are doing already in the area and want to get involved.

Maria: Open to any commitments in early
learning.

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

Maria: Highlighted in symposium

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

Jaqueline: Some commitments are financial and other resources and what can businesses and individuals can commit in the next few years. Not a statement that I have funding right now, but a
promise to make an impact

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

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

Adrian: Deadline then for Symposium would be for them

Maria: Can you circulate the communications tool kit?

Jaqueline: Yes

Maribel: Think of nontraditional partners that you have engaged with and would like to make an investment opportunity to push folks and engage different stakeholder who are making a difference but never had beyond and never had support, but look at demographics and what they are doing with demographic workforce. What are we doing now? What can do now to commit to early
learning? It would be wonderful to announce. But if not sure it was late, than have outreach calendar, so make sense to announce at another event. Or hold announcement in September. We’ll do that. We are flexible as long as have the commitment application.

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

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

Grace: Commitment around the 3 buckers?

Maribel: 5 areas

Jaqueline: Early Learning, STEM, Hispanic Teacher Recruitment and Retention; College Access, and Postsecondary Completion. It’s very broad and commitments can fit in many buckets like family engagement and crosscutting throughout these 5 buckets As we talk about stakeholders, is there a way we can have a stakeholder call where we have a mass list so we can reach out to after the call. It worked in Houston and maybe develop a 30 min call saying here is what we are doing and here are the steps. It’s a way for the commission to leverage the anniversary.

Adrian: A state by state or national call
Jaqueline: National Call
Adrian: That’ll be great
Maribel: It can be with leaders, like the New Mexico collaborative. We are available to provide technical assistance and provide 15-20
min remarks. If something in Florida or the Midwest region, we can do that. Encourage that type of collaboration.

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

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

Maribel: On our end, we have leaders on the planning advisory committee such as Maria Vincent, Deputy director of Office of English Language Acquisition and Libby Gil director of Office of English Language Acquisition, to ensure we are bringing in partners to make commitments and speaking in the English Learner space.

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

Adrian: Can we plan for conference call sometime?

Jaqueline: We can plug in the time and date.
when ready, we can set it up

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

Modesto: The summit in Miami?

Maribel: Yes

Maria: Any commitments?

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

Adrian: In early learning?

Jaqueline: It’s there, on what priority is this like early learning?

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

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

Modesto: Whatever is there, take credit.

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

Jaqueline: If you would like a commitment by
the summit, take a look at the narrative and see what they are doing to commit to the Latino community

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

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

Jaqueline: More initial connections and background and then we can help and make a connection and see how they make something bigger
and make a difference. Need to get out there.

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

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

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

Jaqueline: We don’t have numbers, but not limited to subcommittee. How many commitments

Maribel: Internal goals

Adrian: Yes

Grace: As a small organization. My organization has more of a national policy voice
but serve New York City. Echoing the comments from here, it’s difficult for a local organization to go after the big hitters and ask if you can make a commitment to us. How do we aid small organization with experience on the ground to approach Facebook or a Google

JAQUELINE: Advice we have been giving. All materials are available and this is the call of action, this is what the White House Initiative is hearing. We understand it’s difficult, but it’s a way to raise the issues and that they may not be aware of, especially companies that want to invest in the Hispanic community, but don’t know how. This is an opportunity to do that.

Materials are available on the website and put it on there and this is what we want to talk about.

Adrian: You said it perfectly. The commissioners can help, but we have to walk a line, can’t advocate for a specific program. But as we have, smaller organizations, different work of early childhood sector, can connect with the group and help make the call make pitch and
connect people the call. I’d like to make a goal, talk with Sylvia and come up with a figure benchmark. Look at commitments being made and look at the gap, and go back to the home base and say to the Administration this is the commitment to increase home-based providers, continual outreach to the sector and work hard to fill the gap and see whether in family engagement, home based reporting.

MARIBEL: Can send a link on commitments already made. The College Opportunity Summit, investment that will be made in higher education, Early Learning, and White House science fair, STEM commitment. It’s going through those and where are the investments at, key topics being addressed and what aren’t being addressed. It’s an opportunity to identify who is in that space, go after and this is what we are doing. Another opportunity is the bright spots. Self-nominate. At the end of day, show catalog of Bright spots. We can’t endorse, but we can say this is an example, many more examples. Is there a way,
public innovation, commissioners are empowered to be a facilitator, what is the need in New Mexico, the need in early education, be in tuned with who to invite

Jennifer - I’m in media outreach. Hispanic executives might have same organization and connections.

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

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

Adrian: Let’s set up a goal for a conference call

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

Modesto: I feel we need to include Sylvia
and Manny in the goal setting process since they are critical and central to the committee, and two people with lots of contacts.

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

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

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

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

JAQUELINE: I don’t know.

MARIBEL: We need to connect with Modesto: Manny knows them

JAQUELINE: We want to connect with all of
them. Just curious, if you can get to these people, get to those advising them. So what are you recommending for next steps.

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

MARIBEL: Let’s connect with them on the week of the 27th

Adrian: The 27th is even better.

JAQUELINE: It gives us a week to send invites.

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

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

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

Modesto: I saw on a cab, “Read to your child, Speak to your child”
JAQUELINE: Who is doing it?


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

Modesto: This anniversary is well-done.

JAQUELINE: Commitment to expand the nation

ALIZA: This is from Carmen Fariña, “Read speak, Sing”. It’s getting them in the public space.

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

ALIZA: Ready Rosie, does something similar in apparent outreach form, with text messages,
they send 2-3 minute clips to engage students in school, grocery stores and buses.

Adrian: Across the country, but I think based in California

ALIZA: Very simple

Adrian: It is something to subscribe to it and approach in New Mexico

ALIZA: Provide services to us

MARIBEL: If it would launch in New Mexico, it would be a commitment

Modesto: Anything else?

Adjourned at 2:16p