

# Executive Director's Report ■ January 2006

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## **CPC Welcomes Supervisor Yaroslavsky as its New Chair**

This month, Supervisor Yaroslavsky will assume the Chair position of the Children's Planning Council. The Council is pleased to have the Supervisor back in his third round of chairing the Council. His leadership around issues of children and families and his support of the work of the Children's Planning Council makes it fitting that, as we celebrate our fifteenth year, he will lead the Council. Supervisor Yaroslavsky has left numerous imprints of his leadership and commitment to CPC and to children, including supporting the Council in its development of the Strategic Directions for Change, creating the Children's Planning Council Foundation, ensuring that the County's Strategic Plan included a goal on improving outcomes for children, adoption of the Family Support Principles, and, most recently, commissioning a report on the juvenile justice system in Los Angeles. We welcome the Supervisor and look forward to a productive year.

## **SPA/AIC Councils Hold Community Forum Feedback Sessions; Over 800 Participants Attend**

In response to the 64 Community Forums held this past summer, the County – through the CAO, the IOG, and the New Directions Task Force – prepared recommendations to share with the community through a Feedback Session, one convened by each SPA/AIC Council. The recommendations were developed with the input and participation of the directors of the health and human service agencies, their senior management, and the department representatives to the Councils. Overall, the Feedback Sessions reaffirmed the County and the community's interest to work with each other to improve conditions for children and families. Two key recommendations from the County are now moving forward: a community-building Mini Grants program and access to County facilities for community-building groups. LACOE has already opened its Downey facility to the SPA 7 Council. In addition, in response to the community's resounding concern about increased access to services, the Department of Public Social Services has changed its closing hours from 3:00 to 5:00 p.m.

- ▶ **Quick Side Note:** The City of Los Angeles (Perry and Parks Motion) is holding community forums in South Los Angeles, modeled after the CPC/LA County Community Forums. CPC was proud and honored to provide support and technical assistance to staff at the Commission for Children, Youth and Their Families, who were charged with hosting the Forums. We encourage CPC members to attend any of the remaining forums – together we hope to help bring change to South L.A.

## **The EITC Campaign Partnership to Kick Off the 2006 EITC Campaign**

This year's EITC Campaign kicks off on January 19<sup>th</sup> with a press conference at the County steps. Supervisor Yaroslavsky, LA City Councilman Eric Garcetti, and John Chiang of the State Board of Equalization are among the elected officials attending the press conference, encouraging working families to file for the EITC credit. This year's Campaign will make a greater effort to target minority communities – particularly the Latino community, which research shows is the group least likely to know about the EITC and, therefore, least likely to take advantage of the Credit. CPC staff has helped to improve all marketing material, including the EITC website. Other accomplishments thus far include MTA's renewed commitment to post EITC Campaign placards inside all MTA buses, improved coordination with the Volunteer Income Tax Assistance (VITA) sites, and a more effective EITC hotline through 211. The Campaign Partnership is made up of over 30 members, including community-based groups, United Way of Greater Los Angeles, IRS, FDIC, MTA, banks, and advocacy groups such as the Children's Defense Fund.

**CPC Receives Wellspring Grant to Develop Parent Advocacy Curriculum for Parents with Children 0-5**

The Council was recently awarded a \$300,000 planning grant to develop a parent advocacy curriculum and evaluation for the program, and to convene a national advisory group. The target population for this curriculum is Latino immigrant parents with very young children, 0-5 years of age. The curriculum intends to build on the success of the CPC/MALDEF partnership where the SPA/AIC Councils provide the outreach and engagement support (through transportation, child care, etc.), then connect parents to the MALDEF Parent School Partnership (PSP) Program for the 16-week curriculum, which focuses on K-12. Once parents complete the PSP program, they reconnect to the SPA Council in their region for ongoing leadership support and training. The Wellspring grant will allow CPC to begin earlier with parents, helping them become strong parents and strong advocates for their children, and providing the supports through the SPA/AIC Councils to remain engaged as leaders and as parents. Planning efforts have started and will include hiring a coordinator and evaluation consultant, doing reconnaissance on existing programs and curricula with a similar focus, and working toward developing a collaborative approach to this work of parent leadership and advocacy.

**Phase II of the CPC Strategic Planning Process Begins**

Having approved the CPC Strategic Direction in November 2005, CPC moved quickly into Phase II of the strategic planning process. Two related ad-hoc workgroups met on January 9<sup>th</sup> to begin developing the plan. Ira Cutler of Cornerstone Consulting Group, Inc. has been retained to provide consultation support to the groups. The working groups, the Strategic Planning Group and the Policy Framework Group, will meet every other Monday until their work is complete. The final Plan is expected to be presented to the CPC for approval in May.

**CPC & CAO Begin Development of a Family Economic Success Plan**

On January 30<sup>th</sup>, CPC and the CAO will begin the process of developing a Family Economic Success (FES) Plan, an objective of Goal 5 of the County's Strategic Plan and a key CPC recommendation highlighted in the 2004 ScoreCard. Participants of the FES workgroup will include members of the EITC Campaign Partnership, County representatives, CPC members, and other key stakeholders with expertise in the areas of workforce development, asset building, tax credits, and public benefits/supports. CPC members interested in participating in the workgroup should contact Marco Martinez at the CPC – we welcome (and need!) your participation.

**Children's Bureau and SPA 1 Council Receive Partnership for Families (PFF) Grant!**

CPC congratulates the Children's Bureau and the SPA 1 Council for having been awarded a First 5 LA PFF grant, a child abuse prevention initiative. The SPA 1 Council will receive \$100,000 for their Community Internship program and to carry out their community engagement/building strategies to prevent child abuse.

**15 Year Anniversary Committee to Develop a Menu of Anniversary Activities**

As we all now know, this year is CPC's 15<sup>th</sup> year anniversary. Staff is helping to convene and provide support to a CPC 15 year Anniversary Committee, which will develop plans for the year. While lots of ideas are already floating around, we will likely have a better idea of the plans by the March CPC meeting. If you are interested in participating on the Committee, please contact Ben Rodriguez, Director of Communications and Development.

Respectfully,



Yolie Flores Aguilar  
Executive Director