

**EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT
CORPORATION BOARD OF DIRECTORS
MEETING MINUTES
TUESDAY, SEPTEMBER 7, 2021
2:00 PM
NORTH EDUCATION CENTER**

Members Present: Board Member Elaine Mendoza, Chair, *Mayoral*
Board Member Brandon Logan, *District 2*
Board Member Joe De La Garza, *District 3*
Board Member Richard Perez, *District 4*
Board Member Frances Guzman, *District 7*
Board Member Dr. Shari Albright, Secretary, *District 8*
Board Member Dr. Gogi Dickson, *District 9*
Board Member Jan Kirby, *District 10*

Members Absent: Board Member Dr. Richard Middleton, *District 1*
Board Member Gloria Ramirez, *District 5*
Board Member Dr. Tracy Hurley, *District 6*

Staff Present: Sarah Baray, Ph.D., *Pre-K 4 SA Chief Executive Officer*; Alex Lopez, *Assistant City Manager*; Paul Chapman, *Pre-K 4 SA*; Kirby Farmer, *Pre-K 4 SA*; Jameene Williams, *City Attorney's Office*

Also Present: Brad Davenport, *Pre-K 4 SA*; Daisy Castillo, *Pre-K 4 SA*; Hilda Banuelos, *Pre-K 4 SA*; Amanda Davila & Jill Byrd, *Creative Noggin*; Melissa Jozwiah, *Texas A&M University*

Call to Order

Chairwoman Mendoza called the meeting to order at 2:03pm.

- 1. Public Comments [If a member of the public would like to provide comment to the Pre-K 4 SA Board on Pre-K 4 SA related matters, please email comments to prek4sa@sanantonio.gov before 2:00pm on the day of the meeting]**

There were no public comments to be heard.

- 2. Approval of minutes of the August 3, 2021 Early Childhood Education Municipal Development Corporation Board of Directors Meeting.**

Board member Middleton moved to approve the minutes of the August 3, 2021, Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Board member Logan seconded the motion. Motion carried unanimously by those present.

CEO Update

3. CEO Update to include beginning of school, enrollment, COVID, Childcare Relief Funds, professional learning spotlight, staffing updates, and upcoming events.

Dr. Baray began her CEO update with a review of the beginning of the 2021-22 school year. Pre-K 4 SA teachers conducted home visits for each of their students. Home visits help set a strong foundation for the child-family-teacher relationship. During this time, staff met and greeted the students and families, dropped off a welcome bag, and answered questions. Pre-K 4 SA Education Centers hosted Welcome Week, a tradition that allows students and families to prepare for the first day of school by seeing and exploring the classroom. Students get to meet new friends and begin to learn classroom routines while parents meet with the directors for orientation.

Dr. Baray continued with enrollment. As of September 3, 2021, a total of 1,393 students were enrolled. She noted that at the August 2nd meeting, there were 1,687 students enrolled. Numbers dropped mainly due to concerns families have with COVID. She also mentioned that not all students have started school this year due to family members being quarantined. Pre-K 4 SA is still reaching out to families and still participating in outreach events.

Dr. Baray continued with an update on COVID. Cases are being tracked and information is being shared with families. Staff are understanding and following protocols better this year, therefore cases among staff are low. The number of individuals out of school for COVID symptoms is high due to staff not knowing the students' medical background well enough to know whether the symptoms maybe from a condition other than COVID. Centers will continue to follow COVID prevention protocols; contactless drop off/pick up, daily screening for illness and consistent mask use for children and adults. This year students and staff have the opportunity to get weekly asymptomatic testing.

Dr. Baray continued with an update on Partnerships. Pre-K 4 SA partnered with Early Matters, United Way of San Antonio and Bexar County and Workforce Solutions Alamo to conduct webinar series for the child care providers to encourage them to apply for the Child Care Program Relief Funds. \$38,369,000 dollars were awarded to licensed centers, \$313,297 were awarded to licensed homes and \$1,012,735 were awarded to registered homes; in total \$39,695,829. Pre-K 4 SA was awarded \$1.5 million.

Dr. Baray provided an overview of the Early Learning Institutes for Educational Leaders Pre-K 4 SA is offering. The program includes three phases: Year 1 - Making the Case: Overview of Early learning. Year 2 - Diving Deep: The Why and How of Early Learning. Year 3 – Taking Action: Focused and Intentional Program Improvement. There are 42 participants in Year 2 and 38 participants in Year 3 that are attending from East Central ISD, Harlandale ISD, San Antonio ISD and Southwest ISD.

Dr. Baray concluded with upcoming events and staff updates. Pre-K 4 SA will host its 3rd Annual Pre-K 4 SA Family Reunion on Saturday, October 9th from 9:00am to 12:00pm at the Nelson Wolf Stadium. Dr. Baray introduced Kirby Farmer, Interim Assistant to CEO; Marivel Tinajero, Interim Senior Executive Secretary and Cashelle Johnson, Assistant Director at the North Education Center was made. She also announced that Joe De La Rosa, Grants Manager and Vickie Garza, Senior Executive Secretary both receiving promotions and are no longer with Pre-K 4 SA.

Consent Agenda

- 4. Board action to authorize the acceptance of a contract with Kickup, Inc. to provide a professional learning and development platform for one year, with two, one-year options to renew for a total contract value not to exceed \$123,387.00.**
- 5. Board action to authorize an amendment to the Professional Services Agreement with Start Early to increase the contract value by \$40,000.00, bringing the total to an amount not to exceed \$85,000.00, and extending the term to the contract to June 30, 2022.**

Board member Middleton moved to review or approve the consent items.

Board member Perez asked for “a reminder of what the contract for Start Early does?” Dr. Baray responded with, Start Early is an organization located in Chicago that provides support for early learning, including Educare. Building on the Essentials Survey for K-12, Start Early developed a survey tool for early learning centers. The survey covers the 5 essentials--Effective Instructional Leadership, Collaborative Teachers, Involved Families, Supportive Environment and Ambitious Instruction, and is given to families and teachers. Start Early collects and analyzes the data. Center Directors use the data to work with staff to select one essential and create an action plan to produce better outcomes at center. This is an internal process tool to value teacher and family voice and is being used at the 4 centers and Gardendale Early Learning Program.

Board member Perez motioned to approve item. Board member Logan seconded the motion. Motion carried unanimously by those present.

Individual Briefings

- 6. Briefing of proposed plans by Texas A&M University San Antonio to open an Educare School in San Antonio.**

Melissa Jozwaik gave an overview of the foundation and model of Educare and how it aligns with the high-quality learning Pre-K 4 SA is already providing. Educare will be providing a professional pathway expansion that will add the element that has been missing. Partnership with Start Early will allow individuals to receive credit for classes offered by Pre-K 4 SA. Ms. Jozwaik went on to discuss their goals; student academic outcomes, increase access to Pre-K, workforce support and policy and advocacy. She went on to discuss partners and investors and how each of them has played a part in this initiative. She concluded by providing an overview of the timeline and how financial support from City of San Antonio and Bexar county will affect the timeline.

Board member Perez asked, “how much capital is needed and how big will it be?” Ms. Jozwaik responded with \$23 million with a blend of private and public funds; \$20 million will go toward covering the cost of the building and \$3 million toward the cost of operations. The building will be over 40,000 square feet and will be open into the evening and offer social services as well, located near Loop 410 and Zarzamora. Dr. Baray mentioned there is a possibility of Port SA being a second location in the near future.

Board member Guzman asked, “what challenges are there in raising the funds?” Ms. Jozwaick responded with the amount needed to build the building.

7. Staff and Agency update and review of 2020-2021 marketing activities and metrics to include paid and owned media marketing, public relations and key messaging.

Paul Chapman provided a brief marketing overview from 2020 – 2021, that included supporting enrollment as the premier prekindergarten program both in person and remotely and elevating and informing the audience of Pre-K 4 SA's impact in San Antonio. As a result, 452,161 children, 21,000 teachers, 198 local schools and programs and all of San Antonio were impacted. Pre-K 4 SA shifted and focused on the benefits and less on the features and used what they were already doing. Pre-K 4 SA was also able to stay true to its mission during the changes in demand due to COVID and was able to use alumni students to help tell stories.

Amanda Davila provided an overview of the different types of marketing that were used to capture and target audiences. Radio and television interviews were used as opportunities to make the content itself valuable to help get messages out and engage families. Broadcast advertising resulted in 1.25 million television impressions, 1.1 million radio impressions and 200,000 interviews. Digital advertisement resulted in 19,891 display ad clicks with 8.1 million impressions, 144 Univision takeover clicks with 120,000 impressions and 9,020 google ad clicks with 81,029 impressions and 1,572 conversions. Out of home advertising resulted in 39 C store locations and 11 street banners in English and Spanish to focus on the South and East Education Centers for the summer months. Article in *Our Kids Magazine San Antonio* was printed for the month of July resulting in 100,000 circulations. This year Pre-K 4 SA piloted an in-market recruitment effort by using existing outreach events and added additional activities with enrollment people to get connected. In total 3,588,100 impressions were made resulting in \$30,000 of worth that educated and engaged different audiences across multiple channels with an intentional message on program overview and showed impact and influences demonstration and story telling of Pre-K 4 SA's impact through the first eight years.

Jill Byrd presented and provided an overview on Earned Media and how they went after groups to help leverage nationwide and local awareness. They used a strategic shift and used Dr. Baray's position as a trusted subject matter expert to emphasize quality over quantity and changed the landscape by providing deeper storytelling. In November 2020 Pre-K 4 SA navigated and took a proactive approach to what they were doing to keep COVID out of the classrooms using a three-pronged approach. In January 2021 Pre-K 4 SA combatted the declining Pre-K enrollment due to the pandemic and in April 2021 Dr. Baray discussed the National Policy push for Early childhood education in San Antonio and the potential impact at a national level. She continued with lessons learned; digital, online and virtual are here to stay, health and safety is a critical and relevant message and a brand experience is important before, during and after to help build, nurture and engage families. Pre-K 4 SA is more than a school and it shows what it is doing in stores and testimonies through initiatives and partnerships.

Paul Chapman concluded with the next chapter of Pre-K 4 SA's story. Pre-K 4 SA will be grounded firmly in their strategic goals, reprioritize their imperatives to continue to drive the Pre-K 4 SA story of "landscape change" and will place emphasis on capacity building efforts in Professional Learning, Grants, Shared Service and Replication sites. They will continue to evolve their branding architecture to accommodate the needed level of flexibility as they work to replicate across programs and partners. Pre-K 4 SA has a long-term communication plan that is designed for Pre-K 4 SA's second authorization that will consider the state of category, brand and market with a structure to match its journey and 4 discipline areas; marketing and communications, outreach, student services and family engagement.

Executive Session

- 1. Legal and contractual issues related to real estate pursuant to Texas Government Code Section 551.071 (consultation with attorney).**

Chairwoman Mendoza recessed the Early Childhood Education Municipal Development Corporation Board of Directors Meeting into executive session at 3:25pm. She reconvened the meeting at 3:31pm. No action was taken at this time.

Consideration of Future Meetings

- 8. The next meeting of the Board of Directors is scheduled to take place on Tuesday, October 5, 2021 at 2:00pm at the Pre-K 4 SA North Education Center.**

Adjournment

There being no further discussion, the meeting was adjourned at 3:32pm.

Respectfully Submitted,

Elaine Mendoza, Chairperson

Hilda Banuelos, Pre-K 4 SA