

P-16 Business-Education Alliance of Merced County



Supporting the Journey...
...From Preschool to Productivity

BEAM Executive Meeting
Friday, January 23, 2009
Razzari Nissan
11:45 a.m. - 1:00 p.m.

Agenda

- I. Hosted Lunch
- II. Carol Greenberg, BEAM Facilitator, Merced County Office of Education
Welcome
- III. Tim Razzari, Razzari Auto Centers
Host Business Welcome
- IV. Carol Greenberg
“BEAM Financial Policy” and “Fiscal Agent Contract” with United Way
- V. Lee Andersen, Superintendent, Merced County Office of Education
What Is Happening In Education
 - A. P-16
 - B. The California State Budget Deadlock
 - C. Proposition 10
- VI. Christie Hendricks, Coordinator, Child Care Support Services, MCOE
Week of the Young Child
- VII. Jonae Pistoressi, Professor of Business, Management & Customer Service Academy, Merced College
Preparing Students to Work in the Intergenerational Workplace
- VIII. Carol Greenberg
BEAM Advocacy (See items in meeting packet)
 - A. Levels of Engagement
 - B. “Elevator Speech”
 - C. Merced County Resolution in Support of Preschool and Childcare
 - D. BEAM Member Activities
 - E. Op-eds
 - F. BEAM Website Development
- IX. Carol Greenberg
Future BEAM Meeting Schedule
Adjournment

Fiscal Agent Contract - BEAM

This Fiscal Agent Contract (“Contract”) is made and entered into effective as of January 28, 2009 by and between the Business-Education Alliance of Merced County (hereinafter “BEAM”) and United Way of Merced County (hereinafter “United Way”). All of the aforementioned may be collectively referred to herein as “The Parties,” with reference to the following facts:

WHEREAS BEAM and United Way desire to work together toward the mutual goal of ensuring all children in Merced County have access to a quality education, beginning with preschool, that will build an educated community, a qualified workforce and a strong local economy;

WHEREAS BEAM needs a fiscal agent to hold and disburse funds that come into its possession;

WHEREAS United Way is able to act as BEAM’s fiscal agent, and the United Way is willing to act as BEAM’s fiscal agent;

NOW, THEREFORE, on the basis of the foregoing facts and in consideration of the mutual promises, covenants and recitals contained in this Contract, the Parties expressly warrant and agree as follows:

1. **Term.** The term of this Contract is January 28, 2009 through December 31, 2012.
2. **Rights and Responsibilities of United Way.** United Way hereby agrees to function as a fiscal agent for BEAM, and to that end hereby agrees to and will:
 - a. Establish a bookkeeping and checking account named the “United Way of Merced County – BEAM” for funds belonging to BEAM at County Bank.
 - b. Issue checks to BEAM recipients or vendors from the “United Way of Merced County – BEAM” account when directed to by the person or persons authorized by BEAM to give such direction to United Way.
 - c. Provide a report of revenue and expenses, and a complete copy of the bank statement issued by the financial institution, at which the checking account exists, monthly to BEAM’s Facilitator.
 - d. Include the BEAM account in United Way’s annual audit.
 - e. Provide a list of all material donors to BEAM monthly, if applicable.
 - f. Document and recognize all organizations and individuals who contribute material sums of money to BEAM.
 - g. United Way will charge, and BEAM agrees to pay, an administrative fee of ten percent (10%) of any donation received for BEAM – with the following exceptions:
 - i. Any lump sum donation that is in the amount of \$5,000.00 or more will be charged 5%.
 - ii. With regards to the “SHARES Card Program” – on an annual basis (July through June) the first \$4,999.99 of money received will be charged 10%.

Fiscal Agent Contract - BEAM

and any additional amounts received from that program will be charged five percent (5%).

That fee will be disbursed via check from the designated account after the bank statement has been received.

3. **Rights and Responsibilities of BEAM.** In order that United Way may properly function as a fiscal agent for BEAM under the terms of this Contract, BEAM hereby agrees to and will:
 - a. Authorize United Way to retain a portion of all funds deposited to the “United Way of Merced County – BEAM” account, aforementioned as the “administrative fee”. Execution of this Contract constitutes such authorization.
 - b. Designate at least two persons from BEAM authorized to direct United Way, on a form supplied by United Way, to make the expenditures described in item 2(b) above.
 - c. Submit requests for expenditures on a form supplied by United Way that is signed by two of the authorized persons.
 - d. Notify the United Way in writing where there is a change in the person(s) who can direct expenditures.
4. **Issuance of Funds.** Expenditures from the “United Way of Merced County – BEAM” bank account may only be paid with checks containing the signatures of United Way’s **designated check signer** and BEAM’s Facilitator. In the event BEAM’s Facilitator is unavailable, the Merced County Office of Education’s Assistant Superintendent of Earl Care and Education may sign checks in his/her absence.
5. **No Partnership or Joint Venture.** The Parties acknowledge that this Contract, and any documents to be executed or acts to be taken pursuant to or in conjunction with it, are not intended to and in no way create a partnership or joint venture, or any other entity or relationship of any type or nature, whether employer/employee, principle/agent (other than as delimited herein) or otherwise, between any of the Parties to the Contract.
6. **Entire Agreement.** This contract is an integrated contract and encompasses the entire agreement between the Parties concerning the subject matter hereof. There are no prior or contemporaneous terms or conditions not herein presented. The terms of this Contract are contractual and not merely recital. Any modifications to this Contract must be in writing and signed by the Party to be changed.
7. **Termination.** This Contract may be terminated by either party on 30 days written notice to the other. Prior to the termination date, United Way will deposit any undeposited donations into the “United Way of Merced County – BEAM” checking account. At the time of termination, BEAM’s Facilitator and United Way’s Executive Director will reconcile the checking account and any administrative fees owed the United Way. The

Fiscal Agent Contract - BEAM

United Way will either close the checking account and issue a check for all remaining monies, or transfer the account to BEAM's new fiscal agent, as authorized by two of BEAM's designated signatories.

DATE: _____

Ed Rocha, Business Co-Chair
Business-Education Alliance of Merced County (BEAM)

DATE: _____

Steve Kang, Education Co-Chair
Business-Education Alliance of Merced County (BEAM)

DATE: _____

Carol Greenberg, Facilitator
Business-Education Alliance of Merced County (BEAM)

DATE: _____

Flip Hassett, Executive Director
United Way of Merced County



FINANCIAL POLICY OF THE BUSINESS-EDUCATION ALLIANCE OF MERCED COUNTY

The Business-Education Alliance of Merced County (hereinafter referred to as “BEAM”), is a partnership of committed business, education, government, and community leaders who support education, workforce development, and economic growth in Merced County

From time to time, BEAM may raise funds or receive monetary donations. It is agreed that the United Way of Merced County (hereinafter “United Way”) will hold in trust any funds raised by BEAM or donated to BEAM. The terms of that agreement are contained in a separate “Fiscal Agent Contract” executed between the United Way and BEAM.

A BEAM Allocation Review Committee will be created, to include 5 of BEAM’s business, community, or government members, BEAM’s Facilitator, and the Merced County Office of Education’s Assistant Superintendent of Career & Alternative Education.

Any request to allocate or release the group’s funds must be submitted to BEAM’s Allocation Review Committee in writing, including the amount requested, project name, purpose of the expense, and who will benefit. If approved by a simple majority of the Allocation Review Committee members in attendance at a designated Allocation Review Committee meeting, the request will be placed on the BEAM Executive meeting agenda.

The request must be presented as a motion at a BEAM Executive meeting, seconded, discussed, and approved by a simple majority of BEAM Executive members, or their representatives, in attendance at the meeting. Motions involving financial decisions must be recorded in the meeting minutes to indicate who favored the motion and who opposed. If the motion is approved, a form supplied by the United Way will be signed by BEAM’s Facilitator and the Assistant Superintendent of Early Care and Education, authorizing payment.

BEAM shall maintain the financial accountability of the expenditures.

Any BEAM member who has a financial, personal, or official interest in, or conflict with any matter pending before BEAM, of such nature that it prevents or may prevent that member from acting on the matter in an impartial manner, shall recuse him/herself and will refrain from discussion and voting on said item.

This policy may be amended by a simple majority vote of BEAM members, or their representatives, in attendance at a BEAM Executive meeting. This policy becomes effective on the date indicated below.

Effective Date: _____

Ed Rocha - BEAM Business Co-Chair

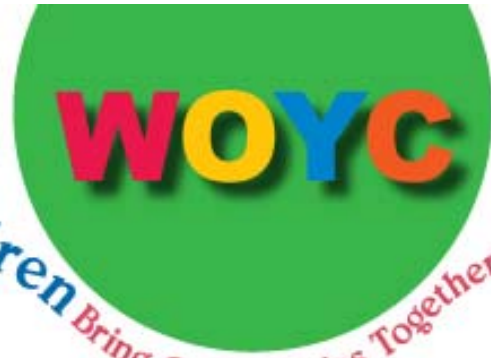
Steve Kang - BEAM Education Co-Chair

Carol Greenberg - BEAM Facilitator

Week of the Young Child

April 19–25, 2009

Bring Communities Together for Children
Bring Communities Together



Week of the Young Child is held each year to honor young children and thank teachers and all those who make a difference in young children's lives. The theme for WOYC 2009 is:

*Bring Communities Together for Children
– Children Bring Communities Together*

The purpose of the WOYC is to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs. It is an annual celebration sponsored by the National Association for the Education of Young Children (NAEYC), the world's largest early childhood education association, with over 100,000 members and a network of nearly 450 local, state, and regional affiliates. NAEYC first established the Week of the Young Child in 1971, recognizing that the early childhood years lay the foundation for children's success in school and later life. This year, it begins April 19th and runs through April 25th.

Bring Merced County Together for Children
Celebrate Week of the Young Child
April 19-25, 2009
Children Bring Merced County Together

Early childhood education is vital to our community. Children need a strong early learning foundation to succeed in school, and go on to succeed in life.

Make a difference in your community in one or more of the following ways:

- My organization would like to help with planning of the WOYC event.
- My organization would like to help during the event at Applegate Park.
- My organization would like to donate books, games, and/or toys.
- My organization would like to donate refreshments
- My organization would like to make a monetary contribution or donation
- My organization would like to post an event flyer in our bulletin board
- Other: _____

Name: _____

Organization: _____

Phone Number: _____

Email: _____



LEVELS OF ENGAGEMENT

Name: _____

Phone: _____

Company _____

Email: _____

Level 1

What I Do Now What I Can Do

- Join a BEAM Sub-Committee (or provide name below of a sub-committee rep from your organization):
 ___ Improving Pre-k **Quality** ___Increasing **Outreach** ___Increasing Pre-k **Capacity**
- Talk about early care and education issues to friends and colleagues – “elevator speech” will be provided
- Post preschool and child care information at business sites (will be provided)
- Submit a “Letter to the Editor” in support of early care and education (professionally drafted)
- Support early care and education by submitting position letters to legislators (professionally drafted)
- Distribute Save Mart SHARES cards to employees which will benefit BEAM projects
- Support a “Resolution in Support of Preschool and Child Care” in my city when notified it is on the agenda
- Support inclusion of child care in General Plans by contacting a local representative when notified it is on an agenda
- Add preschool and child care links to my organization’s website (will be provided)
- Include preschool and child care materials in employee packets (will be provided)

Level 2

What I Do Now What I Can Do

- Visit preschools to talk about my career (“how-to” will be offered)
- Adopt-a-Preschool – see attached examples of “adoption” activities
- Sponsor a United Way campaign in my organization, encouraging designations to benefit BEAM projects
- Record a pre-drafted Public Service Announcement
- Participate in “Week of the Young Child” activities in April (e.g., display posters, encourage employees to participate with their families, contribute books, etc.)

Level 3

What I Do Now What I Can Do

- Publish an op-ed on the merits of preschool (professional draft can be provided)
- Be a panelist on METV’s “Issues in Education” program to discuss the importance of preschool and child care to the business and education community (coaching provided)
- Interview for a newspaper article (coaching provided)
- Testify in support of preschool and child care in Sacramento
- Speak to professional and community organizations I am linked to, along with an educator, about the importance of preschool
- Participate in a focus group with other organizations in my community to identify needs and interest in preschool and child care.

Please feel free to share any comments on BEAM topics, meeting facilities, food, etc., so we can continue to have productive meetings worthy of your time commitment. Thank you!



Outreach & Advocacy

BEAM Members' Preschool Talking Points

Below are points for consideration in building your “elevator speech” to advocate for preschool. A sample is included at the end of this document.

Opening

- Share personal story about difficulties finding qualified workers.
- Did you see the article in the newspaper about ...
- The Central Valley needs an educated, qualified workforce that will attract new employers and higher paying jobs so that we can grow our economy.
- I am a member of the Business-Education Alliance of Merced. We have spent the past year discussing how to improve educational outcomes, and we've learned that preschool is essential to a child's long-term educational success.

Making the Case

- It's important to start early. High-quality preschool gives children the solid foundation in early academic and social skills they need to succeed in school.
- Do you know how early we can predict whether children will succeed and graduate from high school?
- Research shows that achievement gaps during the K-12 years exist at the starting gate, when children first enter kindergarten!
- When children walk into kindergarten classrooms without the early social and academic skills that preschool gives them, it's hard for them to ever catch up. Children who start out behind tend to stay behind.
- In elementary school, we know that only 34 percent of children in Merced County are meeting state standards in reading and language arts, and only 44 percent are meeting state standards in math.
- Reading is the single-most important predictor of whether a child will succeed in school and beyond. From preschool through 3rd grade, children are learning to read; from 4th grade on children are reading to learn. If children do not have that skill in place by 4th grade, they are the students most likely to drop out of school.
- Merced County ranks a poor 56 out of 58 counties with only 19% of high school students eligible to attend one of California's public universities.
- Research shows that children who attend high-quality preschool perform better on standardized reading and math tests. They are less likely to be placed in special education and held back a grade.
- In tracking children over a 40-year period, researchers found those in high-quality preschool were more likely to graduate from high school and less likely to become involved in crime.

- High-quality preschool is not the silver bullet, but it helps lay the foundation so that more children start kindergarten ready to learn and succeed. It helps close the school readiness gap before it becomes the achievement gap.
- Now is the time to lay the groundwork to create a high-quality preschool system so that when we have the resources, we can invest in preschool programs that are proven to work.
- In cost-benefit analyses, economists have found high-quality preschool provides an excellent return on investment. It saves government spending on K-12 education, public assistance and the criminal justice system, and increases tax revenues as a result of higher earnings.
- In fact, for every dollar spent, high-quality preschool generates \$7 to \$17.
- Individual businesses also profit. When working parents have affordable access to high-quality preschool and child care, that translates into improved recruitment and retention, better job performance and productivity, and reduced turnover and absenteeism.

Follow-through

- I hope you will join me and other members of BEAM in working to ensure that the Central Valley's children have access to high-quality preschool that prepares them to succeed in school, become part of a skilled workforce and contribute to a strong economy.
 - Let me call you later so we can discuss this in detail.
 - Let me send you additional information.
 - This is important information for everyone to know. I would be happy to speak with your group about the benefits of high-quality preschool.
 - I will provide you with information for your employee newsletter.

Sample "elevator speech"

I am convinced that the earlier we invest in a child's education, the more likely we are to have a qualified workforce and attract needed business growth to Merced County. I'm a member of the Business-Education Alliance of Merced County, and we are convinced by on-going research that 3- and 4-year-olds who attend a quality preschool program – when crucial brain development and learning occurs – are more likely to have solid reading and math skills essential to building lifelong employment skills. Preschoolers are more likely to go on to graduate high school, go to college, not be involved in crime or gangs, and qualify for higher paying jobs. We need to invest in preschool and businesses need to advocate for this to happen. I would like to catch up with you to talk about this further...

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Supporting the Journey...
...From Preschool to Productivity

Some Recent BEAM Member Activities

\$4000.00 Donation to BEAM	AT&T – Sheilon King-Brock
Op-ed “Better Economy Starts in Preschool”	Tim O’Neil Bruce Logue Paul Feltz
Save Mart SHARES Program	AT&T - Sheilon King-Brock Berliner Cohen Law Firm - Kevin Kelley Citibank - Robert Rodarte County Bank - Ed Rocha First 5 Merced County - Brian Mimura First 5 Merced County - Jerry O'Banion Kagome Inc. - Molly Cassidy Los Banos Unified School District - Steve Tiejen Merced County Board of Supervisors - John Pedrozo Merced County District Attorney's Office - Larry Morse Merced County Human Services Agency - Kathy Hassett Merced County Office of Education - Christie Hendricks Office of Congressman Dennis Cardoza - Stacie Dabbs Save Mart - Wes Unruh UC Merced - Danielle Waite
United Way Campaigns to Benefit BEAM Projects	AT&T – Sheilon King-Brock Save Mart – Wes Unruh
“Issues in Education” METV Program	UC Merced - Steve Kang AT&T - Sheilon King-Brock Save Mart - Wes Unruh
	City of Merced - Bill Cahill Merced County District Attorney’s Office - Larry Morse Merced County Department of Commerce - John Fowler Aviation and Economic Development
Adopt-a-Preschool	Citibank – Robert Rodarte Comcast – Jim Eckman (playground project at Castle Head Start) Hilltop Ranch, Inc. – Christine Long Merced County Board of Supervisors – John Pedrozo Merced County Department of Commerce, Aviation and Economic Development – John Fowler Merced County District Attorney’s Office - Larry Morse Merced Transportation Company – Curtis Riggs

**Preschool Coordination and
Alignment Project
Conference**

**Leap/Carpenter/Kemps Insurance Agency - Mike Carpenter
Alliance for Community Research & Development (ACRD) - Steve
Roussos
First 5 Merced County - Brian Mimura
J. West Group - Jennifer West
Merced County Office of Education - Lee Andersen
Merced County Office of Education - Gaye Riggs
Merced County Office of Education - Carol Greenberg
Merced County Office of Education - Christie Hendricks**

New Hospital Tour

Mercy Medical Center Merced – CHW – Paul Feltz

BEAM Website

Carol Greenberg

**December 10, 2008 Pre-K
Now Teleconference**

**View at:
http://video.vdat.com/playmedia_embed2.asp?sid=96535&aid=97909**



Upcoming Calendar

Business-Education Alliance of Merced County

March 24, 2009

Guest speaker: Rick Miller

***California Department of Education Deputy Superintendent
for Policy Development and External Affairs***

11:45 a.m. - Hosted lunch

12:00 - 1:00 p.m. - Meeting

Location: To be announced

June 11, 2009

11:45 a.m. - Hosted lunch

12:00 - 1:00 p.m. - Meeting

More information to follow