

WV Early Childhood Planning Task Force

Phase II Work Plan

(February 1 – September 30, 2014)

Overview

Phase II will build on the research and recommendations of the Task Force to date, provide further analysis of several key provisions of the plan, communicate with key audiences about the plan, and result in a final plan to be submitted to the Governor no later than September 30. The work of Phase II focuses on six outcomes:

1. **Communications campaign** based on the Task Force Phase I report, focusing on the power and potential of early childhood development, strengths of WV’s early childhood system, and areas of focus for the development plan.
2. **Benchmarks** for assessing the performance of the overall early childhood system, focusing on a select number of highly predictive child outcomes.
3. **A “Zero-to-Four Early Learning Expansion Study”** to improve learning opportunities for infants, toddlers and three-year-olds in group settings, including Pre-K, child care and Head Start.
4. **A financing plan** that includes funding priorities, costs, savings, timelines, and specific financing strategies for all components of the plan.
5. **A proposal for an effective early childhood governance system**, with strong consideration given to a Cabinet-level agency.
6. **A final development plan** to be submitted to the Governor.

Scope of Work

Activity	Timeframe	Key People
I. Communications campaign based on Phase I report		
a. Identify key ideas from Phase I report and key audiences to share them with (e.g. legislators, state agency leaders, foundations and other funders, EC programs and parents).	February	Terzetto Creative, Task Force members and Project Director, ECAC
b. Develop materials for in-person presentations and online/print/broadcast media that make the case for investing in early childhood development in WV.	February	
c. Implement campaign, with at least two events (in-person or through online/print/broadcast media) per month	February – September	

II. Early childhood system benchmarks		
a. Identify and recommend a select number of highly predictive child development outcomes that can be used to assess the performance of the overall EC system.	January - March	ECAC, ZERO TO 3, & TF Project Director
b. Review analysis and adopt benchmarks for plan.	April	Task Force
III. Zero-to-Four Early Learning Expansion Study		
a. Develop a plan for the phase-in and financing of 3-year-old Pre-K that maximizes Head Start funding and services.	February - June	Alliance for EC Finance, Collective Impact, ZERO TO 3, WVDE, DHHR, Head Start, TF Project Director
b. Assess the potential impact of 3-year-old Pre-K on child care costs, quality and availability, and make recommendations to strengthen child care, especially for infants, toddlers, and afterschool.		
c. Collaborate with QRIS Advisory Council/Stakeholder Group on further development and financing plans for QRIS, and coordinate with Zero-to-Four Early Learning Expansion Study.	February - June	Alliance for EC Finance, QRIS Council, ZERO TO 3, TF Project Director
d. Review analysis and make recommendation.	July	Task Force
IV. Detailed financing plan		
a. Identify cost savings likely to be generated from implementation of the Task Force recommendations.	February - March	Collective Impact, Alliance for EC Finance, WVCBP, ECAC, Task Force Chairman and Project Director
b. Finalize phase-in scenarios of the Task Force recommendations, including estimated costs and savings.	June	
c. Develop revenue projections for the financing options in Phase I Recommendation C.3.	June	
d. Prioritize and schedule program expansions and improvements based on revenue projections.	July	Task Force
V. An effective governance system		
a. Conduct phone interviews with key informants in other states with innovative governance systems applicable to WV.	May	ZERO TO 3 and TF Project Director
b. Assess local EC governance strengths and challenges in WV.	May	Included in Part III
c. Identify state and federal laws and regulations that affect decisions about EC governance structures.	May	Collective Impact
d. Develop one or more governance scenarios and estimate costs of each.	June	Collective Impact, ZERO TO 3, ECAC, TF Project Director

e. Review analysis and make recommendation.	July	Task Force
VI. Final development plan		
a. Draft final plan.	August 15	TF Project Director & Resource Team
b. Review and approve draft.	August 31	Task Force
c. Post draft for public comment.	Sept. 2-12	TF Project Director, Terzetto Creative
d. Design plan.	September 19	Terzetto Creative
e. Review of comments and approval of plan.	September 19	Task Force
f. Make revisions and submit plan to Governor.	September 30	TF Project Director, Terzetto Creative, Task Force Chair