

**PAC Minutes of
Strategic Planning Meeting
March 3, 2009**

Present: Scott K, Vivienne, Candy, Scott F., Hanh

Staff: Robert, Tracey, Jennifer

Minutes from February: Approved

Tracey Gearlds & Robert Frank presented a PowerPoint on Lucia financials:

The first 6 months of the fiscal year look strong financially although we do have small variances from the 08/09 budget as compared to actual expenditures. Some of the additional costs had to do with going to outside agencies to hire replacement teachers in special situations.

Tracey mentioned that we should be looking for ways to make tuition affordable while maintaining high quality of care, especially since we are planning the opening of Kirkham and the subsequent renovation of the Lucia Child Care Center.

The parents discussed that the annual contribution from the school of nursing will unlikely continue due to the current financial climate. The Schools of, medicine (pediatrics), dentistry, pharmacy and Langley Porter have never contributed to the center but Langley Porter and Dentistry do send students to the center for observations and presentations.

Some ideas that were discussed included summer enrollment transition so that the summer camps might include 5-year olds or alumni of our program. The center's licensing however does not currently apply to children greater than 5 years of age.

The child care referral program was discussed. The database is maintained and updated every 6 months and fields nearly 400 telephone calls per year (average 2/day). Comments were made regarding quality of the programs and finding a way for parents to assess satisfaction or rate the quality of the programs i.e. (the Yelp model). None of the programs contained in the database are recommended by center staff, rather the database serves as a resource for parents to consider.

Coordination with campus life services was discussed as a way to increase participation and membership to camps, activities, child memberships, swim programs KinderGym etc. In this way, we could integrate fee-for-service children's programs (which are currently auxiliary programs) into Fitness and Recreation. By integrating these programs, then they would not be considered auxiliary and money can be applied to other areas. This would allow children to have increased access to events and activities and would be make it apparent that child care contributes to campus programs (as opposed to the way it is now where the program goes out to find the community members). Parents could have an option to bundle services (camps, Kindergym, swim, soccer) into tuition, or pay as you go.

In planning for the move to Kirkham, there was a discussion about offering camp for the 1-2 weeks during the transition from Lucia to Kirkham. Robert was going to meet with the coordinator of camps and see if they could identify a suitable location and attempt to provide services while staff were

packing, moving and unpacking at Kirkham.....The April closure was cancelled so if we needed one in August, parents would be flexible with vacation plans etc....

Robert mentioned that there is a planned 5% increase in child care tuition beginning September 1st, 2009, once we commenced operations at Kirkham.

There was a discussion about reserving 10% of the enrollment slots for community members. The tuition rates for community members are greater than the rates for UCSF students, faculty, and staff therefore the financial impact of allowing community members can be favorable for the center. The difference in actual dollars will be reviewed and will be brought back to the April meeting.

Robert reminded everyone that the "Week of the Young Child" was April 18th to May 1st and that the campus would sponsor a free family movie "Madagascar 2" at Cole Hall Cinema. In addition there would be art exhibits on all campuses where child care centers are located. Fliers to follow. He also informed everyone of the parent lecture planned for April 16th with Bryna Siegal on "understanding children's challenging behaviors", and flier will follow.

The Cheffables survey results were mixed. There was discussion around the quantity and quality of the food. Other programs such as Safeway, Nob Hill, Costco are also being considered and some of these programs were used in the past. It is common for almost all programs to start out strong and then have the quality decline over time. There was discussion around using Cheffables for lunch and not snacks and vice versa. Robert agreed to look into other catering options for future discussion.

The planning of the new child care facility at Kirkham is on track and the licensing application has been submitted. The Kirkham facility involves modular design or portables that will be assembled to design the center as this reduced building costs significantly.

The web site for Campus Life Services is being redesigned. The Fitness and Recreation web site is complete and the Child Care web site is in progress.

The next meeting is scheduled for Monday, April 6th at 4 pm.

Meeting adjourned.