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OFFICE OF THE CITY CLERK  
OAKLAND

2014 MAY 29 AM 9:47

# AGENDA REPORT

**TO:** FRED BLACKWELL  
CITY ADMINISTRATOR

**FROM:** Sara Bedford

**SUBJECT:** Teaching Strategies Training & Technical Assistance (PY) 2013-14 & 2014-15  
**DATE:** May 16, 2014

City Administrator  
Approval

Date 5-27-14

**COUNCIL DISTRICT:** Citywide

## RECOMMENDATION

Staff recommends the City Council approve a resolution 1) waiving the competitive request for proposals/qualifications process, and 2) authorizing the City Administrator, on behalf of the City of Oakland, to execute a Professional Services Agreement with Teaching Strategies for specialized training & technical assistance on Creative Curriculum and a specialized form of practice-based coaching for early childhood education instructors called Coaching to Fidelity, in estimated amounts of \$17,617.47 for fiscal year 2013-2014 and \$15,816.14 for fiscal year 2014-2015, for a total amount not to exceed \$33,433.61 contingent upon receipt of grant funding.

## EXECUTIVE SUMMARY

Teaching Strategies provides specialized training & technical assistance on the *Creative Curriculum*, an evidence-based early learning curriculum for children up to five years of age, and *Coaching to Fidelity*, a specialized practice-based coaching aligned with Head Start Performance Standards, as well as California Department of Education (CDE), Early Learning and Development System to Head Start (HS) and Early Head Start program (EHS) teaching staff.

Teaching Strategies works in collaboration with educational organizations to train staff on the effective use of Creative Curriculum and provide training & technical assistance to early childhood professionals across the state and country. Teaching Strategies is the sole source provider of specialized, evidenced-based, Creative Curriculum training, which focuses on promoting, building, and strengthening professional development, skills and knowledge in order to more effectively support children's cognitive, social emotional and physical development, along with school readiness outcomes for young children up to five years of age.

The primary goal of the Head Start/Early Head Start program is school readiness. Therefore, the Office of Head Start provides training and technical assistance funds to support programs in meeting their school readiness goals for children and professional development goals for

Item: \_\_\_\_\_  
Life Enrichment Committee  
June 10, 2014

teachers. As a California-based Head Start/Early Head Start program, the City of Oakland Head Start/Early Head Start program is committed to continuing to improve the school readiness outcomes for children up to five years of age, along with their cognitive, social-emotional, and physical development. The program is also committed to continuing to provide essential professional development support for all staff, including teachers.

Thus, Oakland Head Start/Early Head Start elected to participate in program-wide *Creative Curriculum and Coaching to Fidelity* training & technical assistance with Teaching Strategies in two phases. Phase 1 will consist of Head Start and Early Head Start staff Pre-service training on Creative Curriculum in Program Year 2014 in August 2014. Phase 2 will consist of Head Start and Early Head Start staff training with on-site practice-based coaching, Coaching to Fidelity in Program Year 2014-2015 through the 2014-2015 program year.

This Creative Curriculum training will include the new Creative Curriculum for Preschool Foundation 5<sup>th</sup> edition and Creative Curriculum for Infants & Toddlers, which offers an essential foundation of knowledge to every teacher, whether new to the field or highly experienced. The foundation has five comprehensive volumes: *The Foundation, Interest Areas, Literacy, Mathematics, and Objectives for Development & Learning*. Staff will gain and enhance their knowledge on how to plan and implement successful and developmentally appropriate learning opportunities for children.

Over the course of these contract periods mentioned, teachers will receive approximately five days of intensive training, on-site coaching, and supportive teaching tools, including curriculum materials.

### **OUTCOME**

If approved, the Human Services Department (HSD), Head Start/Early Head Start program will be able to continue to provide evidence-based, specialized training, technical assistance, and mentor coaching, utilizing the Teaching Strategies' Creative Curriculum, for Head Start and Early Head Start program staff. The specialized training is intended to support the continued professional development of program staff, while the staff, in turn, continue to support, nurture, and respond effectively to their students early learning and school readiness needs, including redesigning, modifying, adapting, and maintaining high quality, early learning environments, as needed by Oakland Head Start and Early Head Start students.

### **BACKGROUND/LEGISLATIVE HISTORY**

As mandated by the Head Start Performance Standards and the Office of Head Start, Oakland Head Start/Early Head Start keeps abreast of the changing needs of children and families being served. The primary goal of the Head Start/Early Head Start program is school readiness. Therefore, the Office of Head Start provides training and technical assistance funds to support

Item: \_\_\_\_\_  
Life Enrichment Committee  
June 10, 2014

programs in meeting their school readiness goals for children and professional development goals for teachers.

In the program's most recent Federal Review, in December 2013, the CLASS (Classroom Assessment Scoring System) observation assessment conducted, resulted in Oakland Head Start exceeding the national average in the domain area of instructional support provided to children by teachers. This training will help to ensure that the program keeps up with the increasing expectations around the quality of teacher interactions with children.

The program has also found it essential that staff continue to receive specialized training, technical assistance, and mentor coaching in order to strengthen staff's abilities as center directors and teachers to effectively support the cognitive, social emotional, behavioral, and mental health needs of the children and families receiving Head Start/Early Head Start services.

Thus, in an effort to respond effectively to the unique ongoing and emerging needs of Head Start/Early Head Start families and children, while remaining in compliance with Head Start Performance Standards, Oakland Head Start/Early Head Start would like to continue to provide evidence-based, specialized training and technical assistance for Head Start/Early Head Start program staff as a part of our regular program services, by partnering with Teaching Strategies.

### **ANALYSIS**

The continued economic austerity at the federal, state, and local levels has impacted Head Start eligible families and children in a myriad of ways in the 2013-2014 program year. Based on recent program and community data, as well as the data from the 2013 Head Start/Early Head Start Community Assessment Update, Head Start and Early Head Start families and children, along with the surrounding community, continue to experience a marked risk factors and stressors, such as community violence, drug use, family violence, homelessness, unemployment, frequent housing transitions, and moving out of the area. Research has indicated that extended exposures to such risk factors can significantly impact child development and school readiness.

Thus, as indicated previously, in an effort to actively address the specific, ongoing, and emerging needs of Head Start/Early Head Start families and children, while also supporting and promoting school readiness and success in compliance with Head Start Performance Standards, Oakland Head Start/Early Head Start, in partnership with Teaching Strategies, will provide evidence-based, specialized training and technical assistance for Head Start program staff on an ongoing basis.

Oakland Municipal Code (OMC) section 2.04.051.A requires the City administrator to conduct a request for proposals/qualifications (RFP/Q) process for professional services agreements in excess of \$25,000 and OMC section 2.04.051.B permits the Council to waive the RFP/Q process upon a finding that it is in the best interest of the City to do so. Staff recommends that it is in the best interest of the City to waive the RFP/Q process because Teaching Strategies is the only

Item: \_\_\_\_\_  
Life Enrichment Committee  
June 10, 2014

company to offer training on *the Creative Curriculum* and *Coaching to Fidelity* model aligned with the California Early Learning Foundations and federal Head Start mandates. It will also help the program's primary goal, which is to ensure that the program keeps up with increasing expectations around the quality of teacher interactions with children that will ultimately support children's readiness for school.

### **PUBLIC OUTREACH/INTEREST**

This item did not require any additional public outreach other than the required posting on the City's website.

### **COORDINATION**

Coordination has occurred between Human Services Department, the Budget Office, and the City Attorney's Office.

### **COST SUMMARY/IMPLICATIONS**

1. Amount of Recommendation/Cost of Project:
  - \$17,617.47 for fiscal year 2013-14 (August 2014)
  - \$15,816.14 for fiscal year 2014-15**Total project cost/agreement/contract - \$33,433.61**
  
2. Approval of the proposed resolution will authorize the City Administrator to execute a professional services agreement with the sole source, Teaching Strategies for specialized training and technical assistance for Head Start/Early Head Start program staff, in estimated amounts of \$17,617.47 for FY 2013-2014 and \$15,816.14 for FY 2014-2015, not to exceed \$33,433.61.
  
3. Fiscal Impact - For the fiscal year 2013-2014, the professional services agreement in the amount of \$17,617.47, will be fully funded through the 2013-2014 Head Start/Early Head Start program grants approved by City Council on May 21, 2013 (Resolution No. 84378 C.M.S.), and is available through the Head Start program grants, in the Human Services Department Fund (2128), Head Start Organization (78231), and Head Start Project numbers (G464810-860) to pay for Teaching Strategies services.
  
4. In fiscal year 2014-2015, the professional services agreement in the amount of \$15,916.14 is expected to be fully funded through the 2014-2015 Head Start/Early Head Start program grants upon approval by the City Council in May 2014 and will be available through the Head Start/Early Head Start program grants in the Human Services Department, fund (2128), Head Start Organization (78231), and Head Start Project (G464910-60) to pay for Teaching Strategies services.

Item: \_\_\_\_\_  
Life Enrichment Committee  
June 10, 2014

## **SUSTAINABLE OPPORTUNITIES**

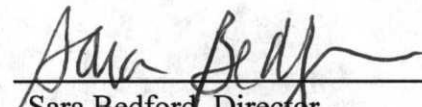
**Economic:** There are economic benefits to the City from these Professional Services Agreements. Teaching Strategies will receive compensation to provide mandated Head Start training and technical assistance to Head Start/Early Head Start program staff. Teaching Strategies offers a cost-effective approach to train and provide technical assistance to Oakland Head Start program staff, in order to effectively address the unique and emerging cognitive, social and emotional needs of Head Start/Early Head Start children, while still providing the comprehensive child development services elemental to Head Start and Early Head Start.

**Environmental:** It is expected that there will be no direct environmental benefits or impacts from the training and technical assistance services provided to Oakland Head Start/Early Head Start program staff by Teaching Strategies, to the City of Oakland. Consistent with the Oakland Head Start/Early Head Start program, the trainer will use recyclable paper and training materials.

**Social Equity:** Consistent with the Oakland Head Start program, the principal sustainable opportunity of the Teaching Strategies will be in the area of social equity. Teaching Strategies will deliver high-quality training and technical assistance services to program staff and children. These services are designed to promote and foster healthy cognitive, social, and emotional development in children. The Teaching Strategies training and technical assistance services will be responsive and appropriate to each child and family's developmental, ethnic, cultural, and linguistic heritage and experience. Scientific research has verified what early childhood educators have known for years - that how children are nurtured and educated in their youngest years has a significant impact on later growth and development.

For questions regarding this report, please contact Usana Hopkins, HSD Manager, Early Childhood & Family Services, 238-7186.

Respectfully submitted,

  
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Sara Bedford, Director  
Human Services Department

EARLY CHILDHOOD & FAMILY SERVICES DIVISION

Reviewed by: Usana Hopkins, Manager

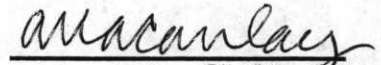
Prepared by: Tracey Black, Planner

Item: \_\_\_\_\_  
Life Enrichment Committee  
June 10, 2014

2014 MAY 29 AM 9:47

OAKLAND CITY COUNCIL

Approved as to Form and Legality

  
City Attorney

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**RESOLUTION 1) WAIVING THE COMPETITIVE REQUEST FOR PROPOSALS/QUALIFICATIONS PROCESS, AND 2) AUTHORIZING THE CITY ADMINISTRATOR, ON BEHALF OF THE CITY OF OAKLAND, TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH TEACHING STRATEGIES FOR SPECIALIZED TRAINING & TECHNICAL ASSISTANCE ON CREATIVE CURRICULUM AND A SPECIALIZED FORM OF PRACTICE-BASED COACHING FOR EARLY CHILDHOOD EDUCATION INSTRUCTORS CALLED COACHING TO FIDELITY, IN ESTIMATED AMOUNTS OF \$17,617.47 FOR FISCAL YEAR 2013-2014 AND \$15,816.14 FOR FISCAL YEAR 2014-2015, FOR A TOTAL AMOUNT NOT TO EXCEED \$33,433.61 CONTINGENT UPON RECEIPT OF GRANT FUNDING**

**WHEREAS**, the Human Services Department (HSD), Head Start/Early Head Start (HS/EHS) Program desires the City of Oakland to enter into a Professional Services Agreement with Teaching Strategies to provide specialized training & technical assistance on *Creative Curriculum* and a specialized form of practice-based mentor coaching called Coaching to Fidelity, in estimated amounts of \$17,617.47 for fiscal year 2013-2014 (in August 2014) and \$15,816.74 for fiscal year 2014-2015 for a total amount not to exceed \$33,433.61, contingent upon receipt of grant funding and on satisfactory evaluation of contractor after the first year; and

**WHEREAS**, Teaching Strategies provides specialized training and technical assistance on the *Creative Curriculum*, an evidence-based early learning curriculum for children up to five years of age, and *Coaching to Fidelity*, a specialized practice-based coaching aligned with Head Start Performance Standards, as well as California Department of Education (CDE), Early Learning and Development System to Head Start and Early Head Start program teaching staff; and

**WHEREAS**, the primary goal of the Head Start/Early Head Start program is school readiness, which is supported by the Office of Head Start with the provision of training and technical assistance funds to support programs in meeting their school readiness goals for children and professional development goals for teachers; and

**WHEREAS**, the Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities; and

**WHEREAS**, Oakland Head Start/Early Head Start has elected to participate in program-wide *Creative Curriculum* and *Coaching to Fidelity* training & technical assistance with Teaching Strategies in two phases in Program Year 2013-2014 and Program Year 2014-2015; and

**WHEREAS**, over the course of the proposed contract periods mentioned teachers will receive approximately five days of intensive training, on-site coaching, and supportive teaching tools, including curriculum materials; and

**WHEREAS**, Teaching Strategies is the only company that provides training on the Creative Curriculum and Coaching to Fidelity, to align with the state Early Learning Foundations and the Federal Head Start mandates; and

**WHEREAS**, the City of Oakland, Human Services Department, Head Start/Early Head Start program has found Teaching Strategies professional development training, to be a cost effective means of providing specialized, evidence-based training and technical assistance; and

**WHEREAS**, in fiscal year 2013-2014, the professional services agreement in the amount of \$17,617.47, will be fully funded through the 2013-2014 Head Start/Early Head Start program grants approved by City Council on May 21, 2013 (Resolution No. 84378 C.M.S.), and is available through the Head Start program grants, in the Human Services Department Fund (2128), Head Start Organization (78231), and Head Start Project numbers (G464810-860) (contingent on grant funding) to pay for Teaching Strategies services; and

**WHEREAS**, in fiscal year 2014-15, the Professional Services Agreement in the amount of \$15,816.14 is expected to be fully funded through the 2014-2015 Head Start/Early Head Start program grants upon approval by the City Council in May 2014 and will be available through the Head Start/Early Head Start program grants in the Human Services Department, fund (2128), Head Start Organization (78231), and Head Start Project (G464910-60) (contingent on grant funding) to pay for Teaching Strategies services; and

**WHEREAS**, Oakland Municipal Code (OMC) section 2.04.051.A requires the City administrator to conduct a request for proposals/qualifications (RFP/Q) process for professional services agreements in excess of \$25,000 and OMC section 2.04.051.B permits the Council to waive the RFP/Q process upon a finding that it is in the best interest of the City to do so; and

**WHEREAS**, staff recommends that it is in the best interest of the City to waive the RFP/Q process because Teaching Strategies is the only company to offer training on *the Creative Curriculum* and *Coaching to Fidelity* model consistent with the California Early Learning Foundations and federal Head Start mandates; and

**WHEREAS**, the City Administrator has determined that this contract is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

**RESOLVED:** That pursuant to Oakland Municipal Code section 2.04.051.B and the findings set forth above and in the City Administrator's report accompanying this item, the City Council finds and determines that is in the best interests of the City to waive the competitive RFP/Q process for the agreement with Teaching Strategies and so waives the requirement; and be it

**FURTHER RESOLVED:** That based on information provided by the City Administrator, the Council finds that this contract is of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; and be it

**FURTHER RESOLVED:** That the City Council hereby authorize the City Administrator or his designee, on behalf of the City of Oakland, to execute a Professional Services Agreement with Teaching Strategies for specialized training & technical assistance on Creative Curriculum and a specialized form of practice-based coaching for early childhood education instructors called Coaching to Fidelity, in estimated amounts of \$17,617.47 for fiscal year 2013-2014 and \$15,816.14 for fiscal year 2014-2015, for a total amount not to exceed \$33,433.61, contingent upon receipt of grant funding; and be it

**FURTHER RESOLVED:** That if additional funding becomes available for the same purpose within the existing terms, the City Administrator or his designee, is hereby authorized to approve any subsequent amendments, modifications, or extensions of this Professional Services Agreement with Teaching Strategies without returning to Council within the duration of FY 2013-2014 and FY 2014-2015; and be it

**FURTHER RESOLVED:** That agreement shall be approved as to form and legality by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and  
PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California