



COUNTY OF HUMBOLDT

AGENDA ITEM NO.

C-14

For the meeting of: July 22, 2014

Date: June 17, 2014

To: Board of Supervisors

From: Victor Zazueta, Director of Library Services
Subject: Grant Agreement with First 5 Humboldt 2014-17

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve and execute the Grant Agreement between First 5 Humboldt and Humboldt County. (See Attachment 1)
2. Authorize the Chairperson to sign three (3) copies of the attached Grant Agreement.
3. Direct the Clerk of the Board to return the three (3) signed copies of the Grant Agreement to the Humboldt County Library.

SOURCE OF FUNDING:

First 5 Humboldt Grant restricted Funds

DISCUSSION:

The Humboldt County Library (HCL) has had a collaborative partnership with First 5 Humboldt since January 2004, when the Board first authorized a multi-year partnership between First 5 Humboldt (previously called the Humboldt County Children and Families Commission) and HCL to provide enhanced services to families with children from the prenatal stage to 5 years of age. The initial grant agreement authorizing the partnership expired in December, 2005, but has since been continued on a yearly basis.

Prepared by W. Love

CAO Approval

Chief Dillingham

REVIEW:

Auditor _____ County Counsel *aw* Personnel _____ Risk Manager *OK* Other _____

TYPE OF ITEM:

☒ Consent
☐ Departmental
☐ Public Hearing
☐ Other _____

PREVIOUS ACTION/REFERRAL:

Board Order No. C-18 and D-30 _____

Meeting of: 10/16/2007; 8/26/2008; 7/13/10 respectively _____

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT

Upon motion of Supervisor *Bass* Seconded by Supervisor *Sundberg*

Ayes *Sundberg, Loveless, Bohn, Fennell, Bass*
Nays
Abstain
Absent

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: *July 22 2014*

By: *Tracy Damico*

Kathy Hayes, Clerk of the Board

This current Grant Agreement is in the amount of \$225,000, and will cover a three-year period, beginning on July 1, 2014 through June 30, 2017. The grant funds will be used towards building a family-friendly environment at the HCL and on enhancing HCL's outreach programs by targeting library services to geographically isolated ethnic and at-risk families; bolstering the general library collections with multicultural, bilingual, and early literacy materials as well as enhancing the HCL's collection with new books and audiovisual resources about parenting and child-rearing skills and strategies. Additionally, the HCL will build and strengthen its network of community partnerships among similar organizations within the communities it serves. For example, "Leap Into Literacy: Books on the Go," is a primary component of the outreach program that First 5 Humboldt funds and that the HCL operates at twenty-two sites, including Head Starts, family resource centers and preschools from Orleans to Garberville. Each one of these twenty-two sites receives deposit collections of books purchased by the HCL, and each site receives regular story times by HCL staff. The partnership of HCL with First 5 Humboldt has proven beneficial to many residents of Humboldt County.

FINANCIAL IMPACT:

The award and acceptance of this grant has been anticipated and is included in the submitted budget for the 2014-15 fiscal year.

The recommendations before the Board supports the Board Strategic Framework, Core Roles by protecting vulnerable populations.

OTHER AGENCY INVOLVEMENT:

First 5 Humboldt

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board's Discretion

ATTACHMENTS:

Attachment 1: Grant Agreement between First 5 Humboldt and County of Humboldt (3 original copies).



Victor Zazueta, Director
Humboldt County Library
1313 Third Street
Eureka, CA 95501

6/10/2014

Dear Victor,

I am pleased to inform you that FIRST 5 HUMBOLDT has approved funding for Fiscal Year 2014/15 through Fiscal Year 2016/17 in the amount of \$225,000 to continue the partnership with the Library. This sum is calculated on an annual baseline amount of \$75,000 per year.

Find enclosed the Agreement between FIRST 5 HUMBOLDT and the County of Humboldt. Also attached to the Agreement find the Scope of Work , Evaluation Plan, FIRST 5's Evaluation Policy, and the Budget.

Please thoroughly read the Agreement. Secure a signature from the Board of Supervisors and return all three original Agreements to FIRST 5 HUMBOLDT as soon as possible. An original Agreement will be returned to you when the Agreement is fully executed.

Call me if you have any questions.

Sincerely,

Wendy Rowan
Executive Director

**GRANT AGREEMENT BETWEEN FIRST 5 HUMBOLDT
AND COUNTY OF HUMBOLDT**

This Agreement is made and entered into this 22nd day of July 2014, by and between FIRST 5 HUMBOLDT (hereinafter "FIRST 5") and County of Humboldt (hereinafter "GRANTEE").

RECITALS

WHEREAS, FIRST 5 has adopted a strategic goal to optimize early childhood development for children from the prenatal stage to five (5) years of age by providing support to parents that will strengthen parenting capacity and literacy skills, and to further quality child care and education for young children, and

WHEREAS, FIRST 5 has determined, in carrying out its Strategic Plan goals and objectives, to make monetary grants to deserving organizations that can further First 5's strategic goals, and

WHEREAS, GRANTEE requested grant funds, and

WHEREAS FIRST 5 has approved the request for grant funds, and

WHEREAS, the parties hereto desire to enter into this AGREEMENT in order for FIRST 5 to disburse grant funds to GRANTEE,

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. PROJECT DESCRIPTION

GRANTEE shall utilize the grant funds for the purpose of supporting the strengthening, planning and training capacities of the GRANTEE in order to serve diverse Humboldt County populations of children ages birth to five and their families (the "Project"), specifically those activities/tasks described in the Scope of Work, as set forth in Exhibit A, attached hereto and incorporated herein.

2. TERM

The term (the "Term") of this Agreement is July 1, 2014 to June 30, 2017, unless extended by the written agreement of the parties.

3. GRANT FUNDS

A. FIRST 5 agrees to pay GRANTEE a sum not to exceed two hundred twenty five thousand dollars (\$225,000) to cover GRANTEE'S costs in carrying out the Project. This sum is calculated on an annual baseline amount of seventy five thousand dollars (\$75,000) per year. Costs for labor and materials for each year shall be as set forth in the Project Budget attached hereto as Exhibit D and incorporated by reference. Deviations exceeding 10% of any single category proposed in the line item budget must receive written approval of the Executive Director of FIRST 5.

B. GRANTEE shall submit an itemized invoice, no less frequently than quarterly, to FIRST 5 itemizing all work completed and costs incurred as of the invoice date. Payment for work performed will be made within thirty days after receipt of the invoice. Although payment will customarily be made in arrears, GRANTEE may request prospective payment. Prospective payments must be approved in writing by the Executive Director of FIRST 5, and shall be supported by written justification.

C. No later than 45 days after expenditure of all grant funds, or completion of the project, whichever is sooner, GRANTEE shall submit adequate written documentation in a final invoice of all costs incurred in connection with performance of services under this Agreement. Any unspent funds shall be returned to FIRST 5. GRANTEE shall bear the responsibility for any Project costs in excess of \$225,000.

4. PROHIBITION AGAINST SUPPLANTING STATE OR LOCAL FUNDS

GRANTEE shall comply with the requirements of Revenue and Taxation Code Section 30131.4, which provides that Proposition 10 funds shall only be used to supplement existing levels of service and not to fund existing levels of service. GRANTEE agrees that the grant funds received pursuant to this Agreement shall be used to enhance the quality or quantity of its services, and not to supplant existing funding, including state or local General Fund money.

5. REPORTING REQUIREMENTS

GRANTEE shall submit an Interim Progress Report, describing the work accomplished in each six month period, to FIRST 5 no later than the 30th day of the month following each six (6) month period of the Agreement. GRANTEE shall submit a Final Progress Report, describing the work accomplished during the entire period of the Agreement, to FIRST 5 no later than the 30th day of the month following the Agreement's termination date. FIRST 5 shall provide Interim and Final Progress Report guidelines to GRANTEE no later than 45 days prior to the Report due dates. In addition to Interim and Final Reports, GRANTEE shall comply with all other reporting and evaluation requirements as set forth in GRANTEE's Project Scope of Work (Exhibit A), Evaluation Plan (Exhibit B), and the terms of the *FIRST 5 HUMBOLDT Evaluation Policy for Continuation of Existing Programs* (Exhibit C).

6. BOOKS OF RECORD AND AUDIT PROVISIONS

A. GRANTEE shall timely prepare and maintain accurate and complete financial and performance records during the Term of the Project and shall keep such records for a minimum of four (4) years from the date of final payment under this Agreement or until all pending County, State, and Federal audits are completed, whichever is later. The books and records

shall be original entry books with a general ledger itemizing all debits and credits for the work. In addition GRANTEE shall maintain detailed payroll records. GRANTEE agrees to maintain such records locally and make them available for inspection by County, State and Federal representatives, during normal business hours, upon five (5) working days notice.

B. GRANTEE shall permit FIRST 5, the County, State and/or Federal Government to audit all books, account or records relating to this Agreement for the purpose of compliance with applicable audit requirements relative to this Agreement. GRANTEE shall provide FIRST 5, County, State or Federal Governments with any requested information that is relevant to GRANTEE's performance under this Agreement and shall permit access to its premises during normal business hours upon five (5) days notice.

C. In the event of an audit exception or exceptions, the party responsible for not meeting the program requirement or requirements shall be responsible for the deficiency and for the cost of the audit. If GRANTEE is the party responsible for the deficiency, the cost of the audit and the deficiency shall be paid by GRANTEE within thirty (30) days of notice.

D. GRANTEE shall maintain appropriate internal financial controls over grant funds received and disbursed, including procedures for authorizing disbursements, tracking grant expenditures, and reporting grant revenue and expenditures.

E. FIRST 5's and GRANTEE's rights and obligations under this provision shall continue after termination of the Agreement.

7. RESTRICTIONS, LIMITATIONS OR CONDITIONS

This Agreement is subject to any additional restrictions, limitations, or conditions enacted by the Federal and/or State and Local Governments that may affect the provision,

terms or funding of this Agreement.

8. COMPLIANCE WITH FIRST 5 REQUIREMENTS.

A. GRANTEE shall comply with all rules, regulations, requirements, and directives of FIRST 5 as set forth in FIRST 5's Strategic Plan, *FIRST 5 HUMBOLDT Evaluation Policy for Continuation of Existing Programs*, *FIRST 5 HUMBOLDT Social Media Policy (Exhibit E)*, and other FIRST 5 policies, all of which are posted on the FIRST 5 website at www.humkids.org.

B. These rules, regulations, requirements, and directives include (but are not limited to) the following:

All Program leaders must be fingerprinted and undergo a background check to obtain a criminal clearance;

Tobacco use is prohibited at all times at all places where Project activities occur;

Grantees who wish to utilize social media during the Project must abide by the posting guidelines described in *Sections 5.1 and 5.2 of the FIRST 5 HUMBOLDT Social Media Policy*.

9. INSURANCE

A. THIS AGREEMENT SHALL NOT BE EXECUTED BY FIRST 5 and the GRANTEE is not entitled to any rights hereunder, unless certificates of insurance (or other sufficient proof that the following provisions have been complied with) are filed with FIRST 5.

B. Without limiting GRANTEE's indemnification provided herein, GRANTEE shall require any of its subcontractors to take out and maintain, throughout the period of performance of GRANTEE's Project under this Agreement, the following policies of insurance placed with insurers with a current A.M. Bests rating of no less than A:VII or its equivalent

against injury/death to persons or damage to property which may arise from or in connection with the activities hereunder of GRANTEE, its agents, employees, volunteers or subcontractors:

1. Comprehensive or Commercial General Liability Insurance at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of \$1,000,000 per occurrence. If work involves explosive, underground or collapse risks, XCU must be included. If a general aggregate limit is used, either the general aggregate limit shall apply separately to this project or the general aggregate shall be twice the required occurrence limit. Said policy shall contain, or be endorsed with, the following provisions:

(a) FIRST 5, its commissioners, officers, employees, volunteers, and agents, are covered as additional insured for liability arising out of the operations performed by or on behalf of GRANTEE. The coverage shall contain no special limitations on the scope of protection afforded to FIRST 5, its officers, agents, and employees.

(b) The policy shall not be canceled or materially reduced in coverage without thirty (30) days prior written notice (10 days for non-payment of the premium) to FIRST 5 by certified mail.

(c) The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverage afforded shall apply as though separate policies had been issued to each insured, but the inclusion of more than one insured shall not operate to increase the limits of the insurer's liability.

(d) For claims related to this Project, and for which GRANTEE is liable, the GRANTEE's insurance is primary coverage to FIRST 5, and any insurance or self-insurance programs

maintained by FIRST 5 are excess to GRANTEE's insurance and will not be called upon to contribute with it.

(e) Any failure to comply with reporting or other obligations of the parties, including breach of warranties, shall not affect coverage provided to FIRST 5, its commissioners, officers, employees, volunteers, and agents.

2. Automobile liability insurance with coverage at least as broad as Insurance Services Office form CA 0001 06092, Code 1 (any auto), for vehicles used in the performance of this Agreement with minimum coverage of not less than \$1,000,000 per accident combined single limit (CSL). Such policy shall contain or be endorsed with the provision that coverage shall not be canceled or materially reduced in coverage without thirty (30) days prior written notice (10 days for non-payment of premium) to FIRST 5 by certified mail.

3. Workers' Compensation and Employer's Liability insurance meeting statutory limits of the California Labor Code which policy shall contain or be endorsed to contain a waiver of subrogation against FIRST 5, its officers, agents, and employees and provide for thirty (30) days prior written notice in the event of cancellation.

4. Professional liability insurance/errors and omission coverage in an amount no less than \$1,000,000 combined single limit (CSL). If insurance is written on claims made basis, GRANTEE agrees to maintain such insurance in effect for at least three (3) years following completion of performance under this Agreement.

C. GRANTEE shall furnish FIRST 5 with certificates and original endorsements effecting the required coverage prior to execution of this Agreement by FIRST 5. The endorsements shall be on forms as approved by the Humboldt County's Risk Manager or County Counsel. Any

deductible or self-insured retention over \$100,000.00 shall be disclosed to and approved by FIRST 5. If GRANTEE does not keep all required policies in full force and effect, FIRST 5 may, in addition to other remedies under this Agreement, take out the necessary insurance, and GRANTEE agrees to pay the cost of said insurance. All coverages shall be with insurance carriers licensed and admitted to do business in California. All coverages shall be with insurance carriers acceptable to FIRST 5.

10. HOLD HARMLESS AND INDEMNIFICATION

A. GRANTEE shall hold harmless, defend and indemnify FIRST 5 and its commissioners, officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of GRANTEE's performance under the terms of the Project, caused in whole or in part by any willful misconduct, negligent act or omission of GRANTEE, and/or GRANTEE's subcontractors, including anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence, or willful misconduct of FIRST 5 B.

B. Acceptance of insurance required by this Agreement does not relieve GRANTEE from liability under this indemnification clause. This indemnification clause shall apply to all damages or claims for damages arising from GRANTEE's performance under the terms of the Project, regardless if any insurance is applicable or not.

11. RELATIONSHIP OF PARTIES

GRANTEE shall perform all work and services as described herein as an independent contractor. No person performing any of the work or services described herein shall be considered an officer, agent, servant or employee of FIRST 5 nor shall any such person be

entitled to any benefits available or granted to employees of FIRST 5. GRANTEE shall be solely responsible for the acts or omissions of its officers, agents, employees, volunteers, and subcontractors. Nothing herein shall be construed as creating a partnership or joint venture between FIRST 5 and GRANTEE.

12. ASSIGNMENT

Neither Party shall assign its obligations under this Agreement without the prior written consent of the other. Any assignment by GRANTEE in violation of this provision shall be void, and shall be cause for immediate termination of the Agreement.

13. SUBCONTRACTING

GRANTEE shall not subcontract any portion of the work required by the Agreement without prior written approval of FIRST 5.

14. LICENSING

If GRANTEE is required to be licensed by the State of California, GRANTEE shall maintain the appropriate licenses throughout the life of this Agreement.

15. TITLE TO INFORMATION AND DOCUMENTS

Any and all documents, photographs, audio and video recordings, reports and other information prepared for FIRST 5 under the terms of this Agreement by and/or submitted by GRANTEE shall become the property of FIRST 5, which shall own all rights, title, and interest in such materials, including the copyrights. GRANTEE may retain copies for its own records. In the event of termination of this Agreement prior to the expiration of the Term in accordance with section 19, for any reason whatsoever, GRANTEE shall promptly turn over all such materials developed up to the date of termination to FIRST 5 without exception or reservation.

16. NONDISCRIMINATORY EMPLOYMENT

A. In connection with the execution of this Agreement, GRANTEE shall not discriminate against any employee or applicant for employment because of race, religion or religious creed, color, age (over 40), sex (including gender identity and expression, pregnancy, childbirth and related medical conditions), sexual orientation (including heterosexuality, homosexuality and bisexuality), national origin, ancestry, marital status, medical condition (including cancer and genetic characteristics) mental or physical disability (including HIV status and AIDS), military service, or any other classifications protected by federal, state, or local laws or ordinances. This policy does not require the employment of unqualified persons.

B. GRANTEE shall abide by the provisions of Title VI and Title VII of the Civil Rights Act of 1974, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, and other applicable federal and state laws to ensure that employment practices and the delivery of services are non-discriminatory. Under this requirement, GRANTEE shall not discriminate on the basis of race, color, national origin, political affiliation, religion, marital status, sex, age or disability.

17. ENTIRETY OF CONTRACT

This Agreement shall constitute the entire Agreement between the parties relating to the subject matter of this Agreement, and shall supersede any previous agreements, promises, representation, understanding and negotiation, whether oral or written, concerning the same subject matter. Any and all acts which may have already been consummated pursuant to the terms which are embodied in this Agreement are hereby ratified.

18. AMENDMENT

No addition to, or alteration of, the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto.

19. TERMINATION

A. This Agreement may be terminated prior to the expiration of the Term only as follows, and any such termination shall not affect any rights or obligations of the parties arising prior to the effective date of termination:

1. Termination for Convenience. At any time and for any reason, upon thirty (30) days written notice either party may terminate this Agreement. FIRST 5 shall pay only for those services rendered as of the date when termination is effective.
2. Termination for Cause. If, in the opinion of FIRST 5, GRANTEE fails to perform the services required under this Agreement within the time limits specified herein, or fails to meet the requirements of the *FIRST 5 HUMBOLDT Evaluation Policy for Continuation of Existing Programs*, or otherwise fails to comply with the terms of this Agreement as determined at the sole discretion of FIRST 5, or violates any ordinance, regulation, or other law which applies to its performance herein, FIRST 5 may terminate this Agreement immediately, effective on the date of notice. In such event, FIRST 5 may exercise any of its rights under this Agreement or available to it under the law.
3. Termination for Lack of Funding. Should FIRST 5 experience any loss of its Proposition 10 funding, First 5 California funding, or any other loss of funding that renders FIRST 5 unable to continue to support the activities and services provided by

GRANTEE as described in this Agreement, FIRST 5 may terminate this Agreement immediately, effective on the date of notice.

20. NOTICES

Notices shall be given to FIRST 5 at the following address:

Wendy Rowan, Executive Director

FIRST 5 HUMBOLDT

1012 Second St.

Eureka CA 95501

Notices shall be given to GRANTEE at the following address:

Victor Zazueta, Director of Library Services

County of Humboldt – Humboldt County Library

1313 Third Street

Eureka, CA 95501

Notice shall be in writing and may be given by delivering a copy of said notice to FIRST 5 or GRANTEE personally, or by mailing a copy of said notice to FIRST 5 or GRANTEE. If mailed, notices shall be deemed received two (2) days after their deposit in the United States mail, postage prepaid and addressed as set forth above.

21. COMPLIANCE WITH APPLICABLE LAWS

GRANTEE shall comply with any and all applicable federal, state and local laws.

22. JURISDICTION AND VENUE

This Agreement shall be construed in accordance with the laws of the State of California. Any dispute arising hereunder or relating to this Agreement shall be litigated in the State of California and venue shall lie in the County of Humboldt.

23. SEVERABILITY

If any provision of this Agreement, or any portion thereof, is found by any court of competent jurisdiction to be unenforceable or invalid for any reason, such provision shall be severable and shall not in any way impair the enforceability of any other provision of this Agreement.

24. NO WAIVER

The waiver by either party of any breach or violation of any requirement of this Agreement shall not be deemed to be a waiver of any such breach in the future, or of the breach of any other provision of this Agreement.

25. CONFIDENTIAL INFORMATION

In the performance of this Agreement, GRANTEE may receive information which is confidential information under state or federal law. GRANTEE agrees to comply with all laws regarding confidentiality and shall advise and require all subcontractors to comply with the laws of confidentiality.

26. MEDIA RELEASE

All press releases and informational material related to this Agreement shall receive approval from FIRST 5 prior to being released to the media (television, radio, newspapers, Internet). In addition, GRANTEE shall inform FIRST 5 of requests for interviews by media related

to this Agreement prior to such interviews taking place. FIRST 5 reserves the right to have a representative present at such interviews.

27. NUCLEAR FREE ZONE COMPLIANCE

FIRST 5 certifies by its signature below that FIRST 5 is not a Nuclear Weapons Contractor, in that FIRST 5 is not knowingly or intentionally engaged in the research, development, production, or testing of nuclear warheads, nuclear weapons systems, or nuclear weapons components as defined by the Nuclear Free Humboldt County Ordinance. FIRST 5 agrees to notify GRANTEE immediately if it becomes a nuclear weapons contractor, as defined above. GRANTEE may immediately terminate this agreement if it determines that the foregoing certification is false or if FIRST 5 becomes a nuclear weapons contractor.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date
and year first herein above written.

ATTESTS:

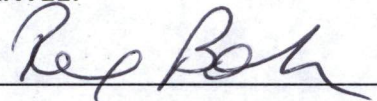
Secretary to FIRST 5

By _____

FIRST 5 HUMBOLDT:

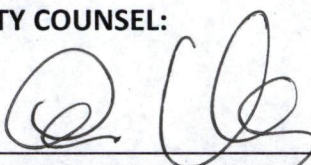
By _____
Executive Director

GRANTEE:

By 

Title: Chair, Board of Supervisors

COUNTY COUNSEL:

By 
Counsel for Humboldt County Library

By 
Counsel for FIRST 5 HUMBOLDT

RISK MANAGEMENT:

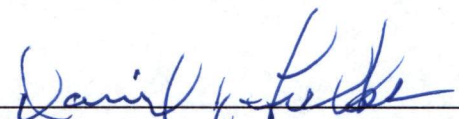
By 
Title HR Director

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
The library will strengthen its existing systems and build its capacity for serving isolated rural residents, families living in poverty, Latino and Native American populations. 1. <i>Incorporating appropriate Family Place concepts; promote Humboldt County Library as a Family Friendly Place and continue to make the 'Family Spaces' in all county library facilities more appealing and welcoming to at-risk, multilingual and ethnic families</i>	1 a). Arrange to put both Spanish and English version of Library PSA into rotation	July 2014-June 2017	Children's Librarian Outreach Coordinator	Copy of PSA
	1 b). Continue to identify websites of partner agencies for possible linkages to library website or to provide them content about library programs for children and parents.	July 2014-June 2017	Library Director Children's Librarian	List of websites
	1 c). Continue to make collection materials more accessible through library displays and booklists.	July 2014-June 2017	Children's Librarian Outreach Coordinator	Copies of booklists
	1 d). Continue to contact agencies serving families and children for brochures and newsletters to be made available in Parenting Corner.	July 2014-June 2017	Outreach Coordinator	List of organizations contacted
	1 e). Continue to promote Parenting Corners in the Main Library, Blue Lake and Arcata. Work with other Branch Libraries interested in creating small	July 2014-June 2017	Children's Librarian Branch Library Staff	Photographs of any Parenting Corners that are established

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
2. Expand and enhance the collections of family support resources, multi-lingual materials, audiovisual, and other core collections for the young child	Parenting Corners. 1 f). Continue to identify specific items for Main Library and Branches that will make the 'Family Spaces' more appealing and accessible to the target audience, based on the Focus Group reports, patron input and Family Place concepts.	July 2014-June 2017	Outreach Coordinator, Children's Librarian, Library Director, Extensions Manager Branch Staff	Photographs of children's/family spaces in all library facilities
	1 g). Purchase the educational toys, puzzles, rugs, furniture, and other items to meet this objective.	July 2014-June 2017	Outreach Coordinator, Children's Librarian, Library Director, Extensions Manager	Invoices of purchased items
	2 a). Evaluate existing collection, noting replacement needs and soliciting input from Branch Library staff.	July 2014-June 2017	Children's Librarian Branch Staff	Analysis of feedback
	2 b). Review, select and purchase 600 new items for the children's collection and 40 items for the Parenting Corner.	July 2014-June 2017	Children's Librarian Office Assistant	Invoices of purchased materials
	2 c). Catalog and process materials for circulation.	July 2014-June 2017	Cataloging Librarian Office Assistant	Computer catalog listing of items and their locations

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
3. Continue and expand programming for families and conduct quarterly workshops for parents and childcare providers	2 d). Distribute to Branch Library locations.	July 2014-June 2017	Acquisitions and Technical Services Staff Shipping Department	
	2 e). Publicize availability of collections.	July 2014-June 2017	Children's Librarian Outreach Coordinator Branch Staff	Copies of newspaper articles and press releases
	3 a). Continue Share a Story programs (in partnership with KEET TV) in Hoopa	July 2014-June 2017	Outreach coordinator Branch Staff	Attendance statistics Copies of publicity
	3 b). Recruit and train volunteers throughout the Library System to present Children's Programs.	July 2014-June 2017	Children's Librarian Outreach Coordinator	List of volunteers
	3 c). Continue Family Literacy Night in Eureka in partnership with Humboldt Literacy Project.	July 2014-June 2017	Outreach Coordinator Children's Librarian	Attendance statistics Invoices for performers
	3 d). Partner with KEET TV, Americorps, Hospice, Kris Kelly Health Information Center and other groups to provide quarterly workshops for parents and childcare providers.	July 2014-June 2017	Children's Librarian	Attendance statistics Copies of publicity
	3e). Continue programming for families with young children, inc. Baby Read & Grow Time and Baby Sign Workshops.	July 2014-June 2017	Children's Librarian working with volunteers and workshop providers	Attendance statistics Invoices for workshops Flyers and publicity

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
	3 f). Purchase Storytelling Aids (puppets, flannel board and other items) that make books come alive for very young children.	July 2014-June 2017	Children's Librarian, Outreach Coordinator	Invoices for purchased items
	3 g). Work with partner agencies to develop shared list of performers, community helpers and organizations willing to present programs.	July 2014-June 2017	Children's Librarian Outreach Coordinator	Copy of list
	3h). Continue outreach to First 5 PFS Programs; conduct targeted outreach with MAC, Manila FRC, McKinleyville Playgroup, FUN Playcenter; MOPS, Paso a Paso, Rio Dell Play Group. Consider strategies to disseminate information about library activities such as articles in HumKids newsletter and through social media (e.g. First 5 Humboldt's Facebook page) if/when possible	July 2014-June 2017	Children's Librarian Outreach Coordinator	List of activities
4. Support Kindergarten Transition Program	4 a). Continue to offer "Kindergarten, Here I Come" programs.	August - September of each year	Children's Librarian Outreach Coordinator Branch Staff	Copies of publicity; Attendance Statistics
	4 b). Continue to identify and purchase materials about	July 2014-June 2017	Children's Librarian Acquisitions and	Invoices of purchased collection materials;

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
5. Continue outreach to Latino Community	entering kindergarten.	July 2014-June 2017	Technical Services Staff	computer catalog listings
	4 c). Offer annual workshop on Decoding the English Language that has proved successful with children entering school, especially from ESL families.	July 2014-June 2017	Children's Librarian	Copies of publicity; Attendance statistics
	5 a). Put Spanish version of Library PSA on local Spanish TV channel (see 1 a)	July 2014-June 2017	Children's Librarian	Copy of PSA
	5b). Create PSA's in Spanish for newspapers and radio, promoting bilingual programming and the Spanish collections.	July 2014-June 2017	Children's Librarian working with our bilingual Librarian	Copy of PSA's
	5 c). Continue to promote availability of Library card applications and policy information in Spanish.	July 2014-June 2017	Outreach Coordinator Children's Librarian Librarian II	Copies of publicity
	5 d). Continue to attend Latino Net, Latino Childcare Providers and other Latino meetings to promote the Library and to key into community concerns.	July 2014-June 2017	Outreach Coordinator	Outreach Coordinator Monthly reports
	5 e). Maintain attendance at McKinleyville and other Spanish Share a Story times through promotion and outreach.	July 2014 - June 2017	Children's Librarian Outreach Coordinator	Attendance Statistics Copies of Publicity

Exhibit A

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
6. Continue to work with Native American population to improve services	5 f). Purchase additional Spanish and Bilingual materials for the Leap into Literacy program.	July 2014-June 2017	Children's Librarian Acquisitions and Technical Services Staff	Invoices of purchased collection materials
	5 f). Purchase additional Spanish and Bilingual materials for the Main Library and the Branches; catalog and process for circulation (see 2 b).	July 2014-June 2017	Children's Librarian Office Assistant Cataloging Librarian	Invoices of purchased collection materials; computer catalog listing of items and their location
	6 a). Continue to offer annual Literacy Day at the Willow Creek Library and participate in Chalk It Up to Books in Hoopa.	May of each year	Children's Librarian Outreach Coordinator Branch Staff	Attendance statistics Copies of publicity Invoice for performer
	6 b). Continue Share a Story program at Hoopa Library (see 3 a).	July 2014-June 2017	Outreach Coordinator Branch Staff	Attendance statistics Copies of publicity
	6 c). Work with Northcoast Storytellers to provide programming with Native American Storytellers.	July 2014-June 2017	Children's Librarian	Attendance statistics; invoices for performers
	6 d). Continue to offer annual "Kindergarten, Here I come!" program at the Hoopa and Willow Creek Libraries (see 4 a).	August - September of each year	Children's Librarian Outreach Coordinator Branch Staff	Copies of publicity; Attendance statistics
	6 e). Coordinate with other community agencies serving the Native American population, including current sites for Leap into Literacy in Hoopa, Orleans, Willow Creek and the Trinidad Rancheria to promote library	July 2014-June 2017	Outreach Coordinator Children's Librarian	Outreach Coordinator Monthly Report

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
	services and build on our working relationship with Coastal Indian groups. 6 f). Continue to purchase Native American books and AV produced for use with young children (see 2 b).	July 2014-June 2017	Children's Librarian Office Assistant	Invoices of purchased collection materials; computer catalog listing of items and their location
7. Maintain Leap into Literacy Program with deliveries of deposit collections and theme-based kits to select preschools and agencies serving the target audience	7 a). Continue to lease delivery van to facilitate increased volume of materials taken to sites in outlying areas. 7 b). Purchase additional materials for deposit collections and theme-based kits to replace lost or damaged items and to keep the collections fresh.	July 2014-June 2017	Library Director	Invoice for vehicle lease
	7 c). Continue to collect evaluation forms and to be responsive to suggestions for improving the service.	July 2014-June 2017	Outreach Coordinator	Evaluation Forms
	7 f). Offer Storytimes when delivering books at each site and at other times on request.	July 2014-June 2017	Outreach Coordinator Children's Librarian	Outreach Coordinator Monthly Report
8. Cultivate a network of partner agencies and organizations serving the	8 a). Write and distribute regular communications, informational and promotional	July 2014-June 2017	Outreach Coordinator Children's Librarian	Outreach Coordinator Monthly Report

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
<i>target audience</i>	items to partner networks; attend meetings when appropriate. 8 b). Actively seek out new partnerships in the community and work with other agencies to fulfill our mutual goals. 8c). Focus special attention on Family Resource Centers and Play Groups. Continue to work with Orleans Play Group and continue joint story programs with Blue Lake FRC. 8d). Explore partnerships with community groups and agencies to use storytelling to encourage healthy eating habits. 8 e). Continue to work with established print and electronic newsletters to publicize the Humboldt County Library and its services.	July 2014-June 2017 July 2014-June 2017 July 2014-June 2017 July 2014-June 2017 July 2014-June 2017	Children's Librarian Outreach Coordinator Children's Librarian Outreach Coordinator Children's Librarian Outreach Coordinator Library Director Children's Librarian Outreach Coordinator Children's Librarian	Outreach Coordinator Monthly Report Outreach Coordinator Monthly Report List of partners Publicity from events Attendance statistics Outreach Coordinator Monthly Report; copies of newsletter articles Handouts from workshops
9. Provide ongoing training for staff	9 a). Attend relevant workshops and training sessions offered locally.	July 2014-June 2017	Children's Librarian	Results from surveys
10. Focus on both long and short project	10 a). Develop and distribute patron surveys to measure	Spring 2016	Children's Librarian First 5 Humboldt	

Exhibit A

EXHIBIT A **Humboldt County Library Partnership Scope Of Work** July 2014 - June 2017

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
<i>outcomes</i>	progress since last surveys were taken (June 2014). 10 b). Long-Term Outcomes: 1. Children and families are adequately supported in their communities and neighborhoods; 2. Children are developmentally ready to enter kindergarten; 3. Children and families have an improved quality of life; 4. Children and families are participants in lifelong learning opportunities; 10 c) Agreed-Upon Short Term Outcomes: 1. Participation in bi-lingual storytimes will increase by 10% from July 2014 - June 2017 2. The library will continue to establish formal linkages with at least 30 agencies serving the target population; 3. The library will add 50 new Spanish language materials to its collection annually; 4. The library will continue to look for new Hmong materials to	July 2014 - June 2017 July 2014-June 2017 July 2014 - June 2017 July 2014-June 2017 July 2014-June 2017	Evaluators Library Director Children's Librarian Outreach Coordinator Children's Librarian Outreach Coordinator Children's Librarian Outreach Coordinator Children's Librarian Office Assistant Children's Librarian Office Assistant	Attendance statistics List of agencies Invoices of purchased collection materials; computer catalog listings Invoices of purchased collection materials;

Exhibit A

EXHIBIT A
Humboldt County Library Partnership Scope Of Work
 July 2014 - June 2017

Exhibit A

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
	add to its collection annually;			computer catalog listings
	5. The library will add 25 new materials by/about American Indians annually;	July 2014-June 2017	Children's Librarian Office Assistant	Invoices of purchased collection materials; computer catalog listings
	6. At least 80% of child care provider in the Leap Into Literacy program will report increasing the frequency of reading to children in their care;	July 2014-June 2017	Outreach Coordinator	Evaluation Forms
	7. Increased use of library resources by target audience (e.g. family literacy collection, literacy kits);	July 2014-June 2017	Children's Librarian Outreach Coordinator	Circulation statistics
	8. Increased participation in children's literacy programs at the library and /or at the partner agency by the target audience (e.g. storytime, summer reading club, storytelling)	July 2014-June 2017	Children's Librarian Outreach Coordinator	Attendance statistics
	9. Increased perception of the library as "family friendly" (which could include comfort level in using the library, enjoyment of the benefits of library, comfort level in participating in library programs, etc.); work with F5 Humboldt to discuss ways to improve perceptions of safety by 0-5	July 2014-June 2017	Children's Librarian Outreach Coordinator Commission Consultants	Patron Surveys at library Participant surveys (from other funded programs) Informal patron comments

EXHIBIT A **Humboldt County Library Partnership Scope Of Work** July 2014 - June 2017

Measurable Objectives	Major Activities	Timeline	Responsible Person/Position	Documentation of Work Performed
	parents 10. Increased percentage of parents viewing the library as a resource for information about parenting 11. Participate in technical assistance/other activities provided by First 5 and/or First 5 designees that will encourage/support: * Ensure appropriate "Bottom Line Practices" are in place * Increasing skills to provide appropriate outreach and a welcoming environment to diverse families and caregivers including, but not limited to those who reflect diversity of race, ethnicity, gender, age, sexual orientation, income or ability * Ensure that outreach, inclusion and program activities are culturally proficient 12. Continue work on developing safety strategies to increase comfort level for parents visiting Humboldt County libraries with young children	July 2014-June 2017 July 2014-June 2017 July 2014-June 2017	Children's Librarian Outreach Coordinator Commission Consultants Children's Librarian Outreach Coordinator Children's Librarian Branch librarians Outreach Coordinator Library Director	Library Patron Surveys; Participant surveys; Circulation statistics on Parenting Corner materials List of activities in reports List of activities in reports

Exhibit A

**Exhibit B
Evaluation Plan
2014-2017**

Program: Humboldt County Library Partnership		Agency: County of Humboldt	
Information/data to be gathered	How data will be gathered	When	Who will do tasks or provide data
Parent satisfaction and perceptions of library as family friendly place	- Participant surveys (from other funded projects) - Library patron survey at all branches	Annually Spring 2016	Survey developed and analysis done by First 5 Humboldt Evaluators; Data collected by funded projects and library staff
Outreach efforts to target audiences	- Photographs of Parenting Corners in Eureka library and branches - Copy of English & Spanish PSAs, listing of # of airings of TV PSAs - List of linkage websites - Copies of booklists # brochures/newsletters in Parenting Corner	With reports	Library staff
Participant numbers collected for every service (First 5 funded or staff time First 5 funded) provided, including workshops, events, Family Literacy Nights, Share a Story, Kindergarten Here I Come, workshops etc.	Attendance statistics	Provide information with reports	Library staff
Number of new items for children's collection and for Parenting corner	Invoices	Provide information with reports	Library staff

Exhibit B

Number of new Spanish language, Hmong, Native American library acquisitions	Invoices	With reports	Library staff
Publicity about new collection materials	Copies of newspaper articles/press releases	With reports	Library staff
Number of Share a Story/Storytime events and locations	Listing of events and numbers attending	List with reports	Library staff
Number of workshops for parents and childcare providers	Listing of events, locations, numbers served	List with reports	Library staff
Number of Baby Red and Grow Time and Baby Sign Workshops	Listing of events and numbers served	With reports	Library staff
List of performers and others that present programs	Listing of events, locations, numbers attending	With reports	Library staff
Attendance at Spanish language storytimes	Listing of events, locations, numbers attending	With reports	Library staff
Number and location of "Kindergarten Here I Come" programs	Listing of activities, locations, numbers served	With reports	Library staff
Increase in number of trained Children's Programs volunteers	Listing of volunteer numbers and locations	With reports	Library staff
Maintenance/expansion of Leap Into Literacy Program, including interaction with the Latino Childcare Providers Network	Listing of activities and numbers served, Leap into Literacy evaluation forms (once/year)	With reports	Library staff
Annual Literacy Day at Willow Creek library, and Chalk It Up to Books in Hoopa held	Listing of activities and numbers served	With reports	Library staff

Maintenance/expansion of partnerships	Listing of contacts with Partners	With reports	Library staff
Provide programming with Native American Storytellers	Listing of activities and numbers served	With reports	Library staff
Develop ties with agencies serving Native American families	List of agencies and activities	With reports	Library staff
Continued staff training and development	Listing of trainings and workshops attended	With reports	Library staff
Participate in other evaluation activities in conjunction with First 5 Humboldt Evaluators, which may include staff interviews, parent interviews/focus groups, site visits, and other evaluation activities as requested	To be determined	As appropriate/to be determined	Library staff, First 5 Evaluators
Interim and final reports	Interim and final reports	January and July of each year	Library staff

FIRST 5 HUMBOLDT
Evaluation Policy for Continuation of Existing Programs

Effective Date: December 14, 2006

Amended Date: March 12, 2009

Second Amended Date: March 21, 2012

Background. FIRST 5 HUMBOLDT invests in young children and their families to promote human dignity, human relationships, and engaged communities. Its work is based on community building. Community building is a process that takes place over time. FIRST 5 HUMBOLDT recognizes the programs it funds will also take time to achieve desired results. To ensure that funded programs are making real progress towards achieving desired results, program evaluation will be an integral and necessary component of all funding.

Program evaluation is two pronged: 1) To gain direction for improvement as programs are implemented, and 2) To determine program effectiveness over time. In the Strategic Plan 2005-2008, the Commission's approach to evaluation termed *Pathways Actions* was outlined and described. *Pathways Actions* is a progressive system of measurement that examines results over time. It is based on the Pathways Mapping Initiative established in January 2000 as part of the Project on Effective Interventions at Harvard University and developed in partnership with the Technical Resource Center of the Annie E. Casey Foundation. This system of results-based accountability enables FIRST 5 HUMBOLDT to both allow funded programs the time needed to achieve desired results and ensure they are making adequate progress. In 2009, *Pathways Actions* was renamed The Evaluation Framework.

Policy. It is the policy of FIRST 5 HUMBOLDT to evaluate programs it funds in the goal areas relating to health; parent, family and community connection; and quality child care and education using a system of results-based accountability. FIRST 5 HUMBOLDT will determine progress towards achieving desired results through an analysis of the evaluation data submitted by programs. This data will include interim and final reports as well as input from: survey, focus group and interview results; service contacts; participant numbers; site visits; state or local data; and other data as determined by the individual program. Data to be submitted by each funded program is detailed in the evaluation plan and/or evaluation section of the legal agreement executed by the program and FIRST 5 HUMBOLDT.

Analysis will include a comparison of program data to the appropriate indicators of the Evaluation Framework.

The Review Process is:

1. In February of each year, FIRST 5 HUMBOLDT staff and evaluators will review all data from funded programs and prepare an analysis of progress achieved towards the indicators since the program began or since the prior program review.
2. In March of each year, the analysis will be presented to the FIRST 5 HUMBOLDT Program Evaluation Team and the Program Evaluation Team will prepare recommendations for the Commission. The Program Evaluation Team will include Commissioners, representatives from Commission Subcommittees including representation from the Evaluation Action Team and the Fiscal Subcommittee, and FIRST 5 HUMBOLDT staff. Recommendations from the Program Evaluation Team may include:
 - Recognition of success and results
 - Concerns about program effectiveness
 - Suggestions for program improvements
 - Requirements for continued funding
 - Conduct an in-depth review
 - Funding allocations
3. In April of each year, the Program Evaluation Team's recommendations will be presented to FIRST 5 HUMBOLDT at a regularly scheduled Commission meeting.
4. The Commission will use the recommendations to:
 - Acknowledge program leaders, partners, and communities for their achievements.
 - Provide guidance for improvements to existing programs.
 - Identify requirements for continued funding of existing programs as needed.
 - Determine funding allocations for existing programs within the budget decision-making process.
 - Determine funding decreases for existing programs, and the elimination of funding for existing programs.
5. No later than June 30th of each year, funding allocations including funding decreases/increases, and/or the elimination of funding for existing programs will be acted upon by the Commission at a regularly scheduled meeting. Guidance for program improvements and requirements for continued funding will be attached to each funding award as needed.
6. Annually, the Commission will recognize program results and successes by acknowledgement of program leaders, partners, and communities.

###

Exhibit D

Library Budget
July 2014 - July 2015

	July - Dec 2014	Jan - June 2015	Budgeted Amount
Supplies			
Family Programs	\$ 500.00	\$ 500.00	\$ 1,000.00
Family Spaces	\$ 600.00	\$ 600.00	\$ 1,200.00
Theme Bags	\$ 50.00	\$ 50.00	\$ 100.00
Supplies Total	\$ 1,150.00	\$ 1,150.00	\$ 2,300.00
Professional Services			
Special Events	\$ 1,850.00	\$ 1,850.00	\$ 3,700.00
Promotions	\$ 100.00		\$ 100.00
Professional Services Total	\$ 1,950.00	\$ 1,850.00	\$ 3,800.00
Mileage / Travel	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Books			
Children's Materials	\$ 4,304.00	\$ 4,304.00	\$ 8,608.00
Bin Books	\$ 300.00	\$ 300.00	\$ 600.00
Parenting Materials	\$ 300.00	\$ 300.00	\$ 600.00
Books Total	\$ 4,904.00	\$ 4,904.00	\$ 9,808.00
Personnel			
Office Assistant (10 hrs./wk)	\$ 3,796.00	\$ 3,796.00	\$ 7,592.00
Outreach Coordinator	\$ 23,750.00	\$ 23,750.00	\$ 47,500.00
Personnel Total	\$ 27,546.00	\$ 27,546.00	\$ 55,092.00
Grand Total	\$ 37,550.00	\$ 37,450.00	\$ 75,000.00

FIRST 5 HUMBOLDT
Humboldt County Children and Families Commission
Social Media Policy

Effective Date: January 16, 2014

1. PURPOSE

- 1.1. The Humboldt County Children and Families Commission believes that social media is a valuable resource with the potential to expand the Commission's ability to educate and connect with members of the Humboldt County community. Nevertheless, the technology brings an openness that is new to many organizations, and frequently invites a dramatic shift in communication style. The purpose of this policy is to provide a structure that will allow FIRST 5 HUMBOLDT representatives and third-party associates to participate safely and effectively in the fast-changing landscape of social media on the Internet.

2. SCOPE OF THE POLICY

- 2.1. The policy applies to all representatives of FIRST 5 HUMBOLDT when communicating on behalf of the Commission.
- 2.2. **Grantees fulfilling obligations through executed agreements with FIRST 5 HUMBOLDT must agree to abide by the posting guidelines described in Sections 5.1 and 5.2 of this Policy.**

3. DEFINITIONS

- 3.1. FIRST 5 HUMBOLDT Representatives are (but are not limited to) Commissioners, Commission staff, and contracted consultants for the Commissioners.
- 3.2. A social media account is any on-line (Internet) communication tool designed to:
- 3.1.1. Assist with FIRST 5 HUMBOLDT program implementation.
- 3.1.2. Assist with public education specific to children age 0-5 and their families.

4. MANAGEMENT AND OVERSIGHT

- 4.1. All social media accounts must be approved by the Executive Committee before they are created. Responsibility for management of FIRST 5 HUMBOLDT social media accounts will be assigned by the Executive Director.

5. POSTING RULES

5.1. Postings must not violate any federal, state, or municipal laws. For example, they must not:

- 5.1.1. Violate rights of trademark or copyright holders, including use of non-public text, images, etc.;**
- 5.1.2. Reveal information about ongoing investigations;**
- 5.1.3. Circumvent public record laws.**

5.2. Postings must maintain professionalism by:

- 5.2.1. Identifying FIRST 5 HUMBOLDT by name whenever posting on behalf of the commission.**
- 5.2.2. Using only appropriate language that is not foul, derogatory, disrespectful, inaccurate, or threatening.**
- 5.2.3. Using social media in a productive and informative manner.**
- 5.2.4. Being aware that what is written or posted by way of photographs or audio files will reflect on the Humboldt County Children and Families Commission; and use caution and care so that no use of social media results in damage to the organization or reputation of FIRST 5 HUMBOLT.**
- 5.2.5. Not providing, or publishing confidential material, or using such material as part of any posting.**
- 5.2.6. Not commenting on a community partner's practices.**
- 5.2.7. Not providing information relating to pending grant decisions, or other policy matters that could compromise negotiations between FIRST 5 HUMBOLDT and third party entities.**
- 5.2.8. Be aware that all content added to a social media site is subject to open records laws and discovery rules in legal cases.**
- 5.2.9. Be aware of the wide accessibility and the potential for long-term publicity of online posts.**
- 5.2.10. Do not direct online users to sites that are not viable, ethical, legal, and moral, or sites that would violate any administrative directives, such as those for political activity, fraud, waste, or abuse.**

5.3. Content Guidelines

- 5.3.1. Ensure that postings deliver a message that is consistent with FIRST 5 HUMBOLDT goals and directives, especially the four focus areas of Child Health, Family Strengthening, Early Childhood Care & Education, and Systems Integration.**
- 5.3.2. The Commission may approve endorsements of products or commercial enterprises (movie, books, activity) ONLY under exceptional circumstances (the content should be newsworthy, essential to one of our**

four focus areas, and not cost prohibitive). Representatives must apply directly to the Executive Director for permission to endorse a product or enterprise.

- 5.3.3. Whenever possible, use social media to direct traffic to our primary website—www.humkids.org
- 5.3.4. Promote FIRST 5 HUMBOLDT by finding and sharing information that is interesting and helpful to our followers. If possible, encourage them to share with their network and provide an example of how to do this.
- 5.3.5. As a FIRST 5 HUMBOLDT representative, be cognizant of the fact that you are part of the Commission's brand, therefore be sure that what you post is related to FIRST 5 HUMBOLDT's work and is not controversial. If there is uncertainty, discuss with the Executive Director.
- 5.3.6. FIRST 5 HUMBOLDT's audience is comprised of stakeholders, politicians, and grantees. Communication should be clear, accurate, and useful.
- 5.3.7. Maintain correct punctuation and grammatical usage and proofread postings to eliminate misspellings.
- 5.4. Managing Comments.
 - 5.4.1. Positive comments should be noted and archived.
 - 5.4.2. Misinformed comments should be politely corrected.
 - 5.4.3. Critical comments that don't merit correction should be ignored.
 - 5.4.4. Vulgar or extremely off-topic comments should be removed.
 - 5.4.5. Don't remove a post just because it is critical or misinformed. It's an opportunity to educate.
 - 5.4.6. Think before responding to hate-speech or negative comments. For FIRST 5 HUMBOLDT Representatives, discuss with the Executive Director before taking action.

6. SECURITY AND CONFIDENTIALITY

- 6.1. All social media sites are the property of the Humboldt County Children and Families Commission. All User IDs and passwords must be disclosed to the Executive Director.
- 6.2. FIRST 5 HUMBOLDT representatives may not neglect or abuse their social media accounts. Accounts must be monitored a minimum of once a week, and any breaches must be reported within 24 hours of discovery.
- 6.3. FIRST 5 HUMBOLDT representatives and grantees must be mindful to prevent fraud and unauthorized access to accounts, and preserve the confidentiality of access passwords.

References

- County of Humboldt, Social Media Policy, 2012.
- First 5 Fresno County, Internal Social Media Guidelines, 2012.
- First 5 Ventura County, Social Media Guidelines, 2011.