

1                                   **VIRGINIA TOBACCO INDEMNIFICATION**  
2                                   **AND COMMUNITY REVITALIZATION COMMISSION**

3                                   701 E. Franklin Street, Suite 501  
4                                   Richmond, VA 23219

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9                                   **Education Committee Meeting**

10                                  Tuesday, January 13, 2009

11                                  8:00 AM

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14                                  Richmond Marriott Hotel (Downtown)  
15                                  Richmond, Virginia

1    **APPEARANCES:**

2    The Honorable Frank M. Ruff, Chairman

3    The Honorable Phillip P. Puckett, Vice Chairman

4    Mr. Stephen S. Banner

5    Ms. Linda P. DiYario

6    Delegate Joseph P. Johnson

7    Delegate Daniel W. Marshall, III

8    Mr. Buddy Mayhew

9    Mr. Harrison A. Moody

10   Mr. Kenneth O. Reynolds

11

12   COMMISSION STAFF:

13   Mr. Neal Noyes, Executive Director

14   Mr. Ned Stephenson, Deputy Director

15   Mr. Timothy J. Pfohl, Grants Program Administration Manager

16   Ms. Britt Nelson, Manager of Program Assessments

17   Ms. Sara Williams, Grants Coordinator, Southwest Virginia

18   Ms. Sarah Capps, Grants Coordinator, Southside Virginia

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20   OFFICE OF THE ATTORNEY GENERAL:

21   Mr. Francis N. Ferguson, Deputy Attorney General, Counsel for the

22       Commission

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1 SENATOR RUFF: All right, I'll call the  
2 meeting to order. Please call the roll.

3 MR. NOYES: Mr. Banner?

4 MR. BANNER: Here.

5 MR. NOYES: Mr. Day?

6 MR. DAY: (No response.)

7 MR. NOYES: Ms. DiYario?

8 MS. DiYARIO: Here.

9 MR. NOYES: Delegate Johnson?

10 DELEGATE JOHNSON: Here.

11 MR. NOYES: Mr. Fields?

12 MR. FIELDS: (No response.)

13 MR. NOYES: Delegate Marshall?

14 DELEGATE MARSHALL: Here.

15 MR. NOYES: Mr. Mayhew?

16 MR. MAYHEW: Here.

17 MR. NOYES: Mr. Moody?

18 MR. MOODY: Here.

19 MR. NOYES: Mr. Reynolds?

20 MR. REYNOLDS: Here.

21 MR. NOYES: Mr. Stith?

22 MR. STITH: (No response.)

23 MR. NOYES: Delegate Wright?

24 DELEGATE WRIGHT: (No response.)

25 MR. NOYES: Senator Puckett?

1 SENATOR PUCKETT: Here.

2 MR. NOYES: Senator Ruff?

3 SENATOR RUFF: Here.

4 MR. NOYES: You have a quorum, Mr.  
5 Chairman.

6 SENATOR RUFF: The first order of business  
7 is to approve the minutes of October 16<sup>th</sup>. There is a motion and a  
8 second. All those in favor say, "Aye?" (Ayes.) Opposed? (No  
9 response.)

10 If there is no objection, I'd like to have another meeting  
11 around the next Full Quarterly Meeting at the end of April. Those  
12 colleges that wish to amend their proposals in any way, we would hear  
13 those at that time and not hear them today. Is there any objection from  
14 the Committee? Hearing none, then that's what we will do. If you want  
15 to stay, you're welcomed to stay, and if not, you're welcomed to leave.  
16 That brings us to Issue 1697 that has to do with the Early Childhood  
17 Foundation, the early childhood initiative proposal. Are you going to  
18 make a presentation?

19 SCOTT HIPPERT: I'm Scott Hippert and I'm  
20 President of the Virginia Early Childhood Foundation, and I want to tell  
21 you what the Foundation is trying to do. We are a public, private  
22 partnership, and it was the outgrowth of the Early Childhood Council  
23 about five years ago. We use a combination of money from the  
24 Foundation and money from the General Assembly and private dollars  
25 and money that we raise to support what we call Smart Beginnings'

1 initiative which are community-based and a community center effort to  
2 build an early childhood delivery infrastructure in Virginia. The analogy  
3 I use, and I know you folks, I know you don't support K through 12 like  
4 the School Board does, and hopefully raise accountability and direction  
5 to education efforts. What we're trying to do is create a system in  
6 Virginia that fosters accountability and brings together all those delivery  
7 services related to early childhood education. We don't have that in  
8 Virginia right now. We need this infrastructure in every community in  
9 the state to deliver for early childhood. I don't need to repeat all of the  
10 statistics to you that we talked about earlier about the value of getting  
11 kids early. Statistics support that the first five years involves stimulation  
12 and sets the stage for long-term educational growth and sets the stage for  
13 long-term work and productivity. The Federal Reserve Bank has cited  
14 all of those statistics, and I think you've gotten information on that.  
15 What we're trying to do is build an early childhood delivery  
16 infrastructure throughout the entire Southside and Southwest part of  
17 Virginia. We've done this successfully in other parts of the state. The  
18 way we are mandated to operate, you have to raise other dollars other  
19 than General Assembly dollars. For instance, Capital One and  
20 Dominion kicks money in to help along with the General Assembly.  
21 When we get into other parts of the state, Southwest and Southside, there  
22 aren't a lot of resources so we need to build a partnership with you, we  
23 hope, to jointly support these activities in Southwest and Southside.  
24 This is the critical time to do this, largely because there are federal  
25 dollars that are coming down which we believe will be part of the

1 stimulus recovery package to invest in the programmatic elements for  
2 early childhood education, particularly related to low income families  
3 and children. In the New York Times a couple weeks ago, they talked  
4 about \$10 billion that the transition team is talking about to be part of the  
5 stimulus package, and that will be focused on early childhood education.  
6 We hope to build a partnership so we can be successful for all  
7 Virginians. We're working in trying to put up something like 40 million  
8 in the recovery package. Later on, that will come down to communities  
9 and regions to support programmatic early childhood education,  
10 particularly related to low income families and children. They said those  
11 dollars will come to those states, those communities, and those regions  
12 that have their feet on the ground, ready to deliver. We have to have this  
13 delivery infrastructure ready to go in Virginia and that's what we're  
14 trying to do throughout the entire area. Are there any questions?

15 DELEGATE MARSHALL: Tell us how you  
16 interface with Head Start?

17 MR. HIPPERT: Head Start is federally  
18 funded. None of these dollars would go to Head Start. When we built  
19 an infrastructure, Smart Beginnings initiative in your region, Head Start  
20 needs to be part of that. They're not going to get the funding for the  
21 program element. Head Start, Childcare, Pay for Service Childcare,  
22 Family Childcare, Faith-based Centers, Home Visiting Services, they are  
23 sponsored by non-profit with state funding. All of those activities need  
24 to come together and work together to look at what the gaps are and  
25 develop a plan if we're going to address those needs.

1 DELEGATE MARSHALL: Head Start will be  
2 where?

3 MR. HIPPERT: It's bringing together all of  
4 these systems that will be functioning and that's what we don't have in  
5 Virginia.

6 MR. MAYHEW: Give us some examples of  
7 how this 900,000 would be used.

8 MR. HIPPERT: At this stage, we've already  
9 issued some grants within your footprint. Some cities for example,  
10 Martinsville and Danville, have already started working in some of those  
11 communities. We started out with an 18-month planning period in most  
12 communities whereby we bring all these folks together who are focused  
13 on early childhood education. They look at the gaps and they bring a  
14 leadership council together that acts like a School Board concerning  
15 early childhood education. They identify the gap and identify the  
16 solutions, put a plan in place, and then bring it back to us in about 18  
17 months down the road with that plan, and at that point in time, we'll  
18 fund them to a larger dollar amount and implement some of these  
19 activities.

20 MR. MAYHEW: So this is personnel,  
21 materials, and meetings and expenses?

22 MR. HIPPERT: During the planning stage,  
23 yes, that's where that will go. Then, the next phase, we're beginning  
24 some of the services. It may go to bringing people together to operate  
25 more as a unit. It's basically bringing together all the different folks and

1 working together and focusing on this. We try to expand these  
2 programs, like mentoring. If a family has a newborn child, they are  
3 assigned a mentor who will work with the family and give them  
4 parenting advice on how to work with children and help them learn in  
5 the early stage. Childcare is in there with the family's picture. The  
6 mentor may work with that family from birth all the way up to age five  
7 when the child goes to kindergarten. It may be working with childcare  
8 providers to provide them with professional development so that the  
9 childcare centers are in place, wherever they might be. The childcare  
10 centers are the highest quality possible and meet the standards the state  
11 has set. It's increasing the quality and increasing the access and making  
12 sure that all these early childhood environments become a learning  
13 system, not just warehousing or babysitting, it's actually helping these  
14 young children in trying to stimulate their brain so that they are actually  
15 ready to start school on the very first day. You can tell when these  
16 children get to school what children have been prepared properly and  
17 what children have not. Some of them shouldn't even be there. Those  
18 that shouldn't be there are holding the rest of them back. It's very  
19 evident.

20 MR. MAYHEW: Are there any volunteers  
21 involved in this or is everybody participating receiving a paycheck?

22 MR. HIPPERT: No, it has to be voluntary.  
23 The amount of dollars going into each one of these planning districts,  
24 you just can't pay everybody. We have many, many volunteers who are  
25 working through churches and schools and the employers. It all involves

1 local leadership. We work with the communities to develop that  
2 leadership to provide them training and, ultimately, it's in their hands.  
3 The long-term plan is that each one of these initiatives at some point,  
4 like self-esteem and confidence, will be evident. A big part of the  
5 infrastructure is to make use of the dollars that work their way down  
6 from the federal government. As an example of what has happened  
7 already where we have an initiative has been dollars that have come  
8 down so that when a visitor goes into a home or into a childcare center,  
9 it helps to improve their services from infants to toddlers. Where we  
10 have used these federal dollars and started an initiative, it's very evident.  
11 If we can use these federal dollars effectively because the infrastructure  
12 is very important out there, this is more than paying for itself.

13 MS. DiYARIO: Who is appointing this  
14 council, how does that come about?

15 MR. HIPPERT: What we do, in each region  
16 we find an effective fiscal agent who fully understands what this is all  
17 about and that fiscal agent will begin trying to put together local  
18 leadership. In our region, those representatives, and that's some of the  
19 folks that serve on the Planning District Commissions and education, all  
20 the way from pre-school up to college. We find in every community  
21 whether it's college, university, or junior college, we try to get folks that  
22 are interested in taking a leadership role and the more people involved  
23 like that, the better chance this program has a chance of succeeding. We  
24 involve employers and the business community and parents. We try to  
25 put together a coalition that is representing the community. Every

1 community is different though, but it has to be a broad coalition that  
2 represents all sectors of the community.

3 MS. DiYARIO: If I ran a daycare center as an  
4 educational component, why would I want to be a part of this? What  
5 would be the advantage to me to participate in this process?

6 MR. HIPPERT: From the perspective of the  
7 individual daycare center, daycare centers aren't going to get any dollars  
8 out of this. Daycare centers may benefit, they may get somebody to  
9 provide professional development. That may help them become eligible  
10 for licensing. They may find that there will be dollars coming down  
11 where they might be able to increase their facility at some point if they  
12 participate but gives them some access. I believe a quality rating system  
13 will be in place which is designed to improve the quality of all centers.  
14 It's a voluntary thing, and the centers can take part in the quality rating  
15 system. Those that do will have a mentor assigned to it to help improve  
16 their quality, and they will be listed on a website for parents who are  
17 looking for a quality center to find them. The participation for the center  
18 is that they might get more business, and they get more business because  
19 they've improved the quality of their service.

20 SENATOR RUFF: Several years ago in  
21 Clarkesville, the Home Care people got together and talked about it.  
22 One of them explained she was getting USDA money for lunches so  
23 they were trying to build on that. Any further questions?

24 MR. BANNER: The pre-school programs that  
25 are operating, how would this network or how would the two programs

1 work together?

2 MR. HIPPERT: Well, the Tobacco  
3 Commission dollars down the road really goes into the pre-school  
4 initiative and that's a separate initiative that works through the public  
5 school system. Certainly, those folks will be at the table and represented  
6 on the leadership council because these folks need to work together so  
7 we can have a good system. None of these dollars go into that.

8 DELEGATE JOHNSON: Sir, reading from  
9 the application, funds are requested to stabilize the non-profit, and I  
10 could read it all, but isn't this just adding another layer of red tape for  
11 the local people to deal with? I'm curious to know, what kind of salaries  
12 are included in this program?

13 MR. HIPPERT: We hope to eliminate red  
14 tape. Right now, individual early childhood services have a hard time  
15 carrying out and how to access other services collaborating with them,  
16 so we try to bring all that together under the leadership council within a  
17 community. They all work together and they all know the opportunities  
18 out there and all are getting the same technical assistance and that they  
19 are all operating on the same page. From a salary standpoint, very little  
20 of those dollars goes into actual salaries. There may be a Director or one  
21 other staff person. I think the largest would be in Hampton Roads where  
22 they have a three-person office. They are bringing all of these initiatives  
23 together through an umbrella in trying to cut through the red tape and  
24 putting money into increasing access and services and improving the  
25 quality of the services. Parents know how to access them in expanding

1 the member and mentor services.

2 DELEGATE JOHNSON: Sir, are you trying  
3 to tell me that, I don't know where this organization is, but those people  
4 know more about Washington County than the people in Washington  
5 County?

6 MR. HIPPERT: Absolutely not because the  
7 folks in Washington County and the Council, the leadership council, will  
8 be lead by people from Washington County and they determine what  
9 their needs are.

10 DELEGATE JOHNSON: But the Washington  
11 County leaders know what they need, and we don't need to pay someone  
12 else to tell us what we already know.

13 MR. HIPPERT: You may not need to pay  
14 them; they'll determine that for themselves. What we want to give them  
15 is to make them part of the statewide initiative to have access to the  
16 dollars coming in through the state and access to the training and  
17 technical assistance that we can provide. We need this entire state to be  
18 on the same page because there are programs and service and dollars  
19 coming down from the federal government into the state. Our local  
20 communities may need to or want to take advantage of that. The  
21 Foundation acts as a bridge between them and makes sure every local  
22 community has access to every last dollar and service that is available.

23 DELEGATE JOHNSON: That's another layer  
24 of red tape for the local people to deal with. Thank you, sir.

25 MR. HIPPERT: I disagree with that.

1 DELEGATE MARSHALL: In public  
2 education, we have these SOLs to measure things, just like we do in  
3 business. Do we measure this as they come into the program to see how  
4 successful they are, or how is that done?

5 MR. HIPPERT: At the state level it is, but it's  
6 also working to bring all these services related to early childhood  
7 education together. What's happening at the state level is they're trying  
8 to work hard to bring all of their data together so we can track the  
9 success of these kids. It's a real problem in Virginia in that our system  
10 for tracking these kids is far behind other states. So at the state level,  
11 that's trying to take place. They are putting those data systems in place  
12 that will help attract the kids that are moving through these communities.  
13 The real way to test the third grade reading skill, and we've noticed that  
14 the third grade reading levels have been drastically up since they have  
15 this program in place. North Carolina had this movement for some time,  
16 and it's really been successful.

17 MR. MAYHEW: You mentioned North  
18 Carolina. What other states have been successful and have somewhat of  
19 a track record on this?

20 MR. HIPPERT: North Carolina is probably  
21 the leader, and they've been doing this for a long time. Oklahoma has  
22 been doing this, Hawaii, Pennsylvania, Minnesota, Iowa. These  
23 initiatives are taking off all over the country right now. I would expect it  
24 will dramatically increase in the next few years. The partnership has run  
25 information and statistics and businesses affected by children under the

1 age of 5 and it determined 5 and 7% of the GEP. That's the reason that  
2 the business community in Virginia has led this initiative from the very  
3 beginning. We want to do the right thing by our kids, and we know it's  
4 going to increase their proficiency and it will help the community down  
5 the road. Right now, we know that we, in fact in this sector, this is going  
6 to help put people to work and help the parents because they'll be more  
7 effective and it's an opportunity for children to learn. There is an early  
8 childhood workforce out there, and it's going to make a stronger  
9 workforce in years to come.

10 MR. MAYHEW: What period of time will this  
11 grant cover?

12 MR. HIPPERT: The matrix we put together  
13 for the Tobacco Commission takes us up to about 2016 before  
14 implementation. If we're starting out small, and each one of the regions,  
15 we're going to try to find out where the gaps are and figure out the  
16 solutions in the local communities. It starts out in most cases with a  
17 planning grant. This is basically implementation, and this starts out with  
18 900,000 and it goes for about two years.

19 SENATOR PUCKETT: The grant request  
20 says, the current request primarily seeks funds to provide grants to local  
21 leadership councils to implement Smart Beginnings initiatives. It  
22 mentions personnel and operating expenses to staff to serve. Is any of  
23 this in the Southwest currently? Any groups that are involved?

24 MR. HIPPERT: We've been working with  
25 Martinsville moving with this implementation and they've created a

1 center called Starting Place. It's located in the mall in Martinsville.  
2 Parents come from all over the region to learn about the parent skills and  
3 providing resources to parents on childcare, etc. We just began a  
4 planning process in Danville, and in Lynchburg, we've moved into  
5 facilities there, also, down in the Roanoke area.

6 MS. SMITH: I'm Caroline Smith. I'm trying  
7 to figure out how to phrase this. We have reviewed the proposal and the  
8 Staff recommendation to our Board, and that will be to award a planning  
9 grant to the coalition in Lee, Scott and Wise Counties. One in Buchanan  
10 and Dickinson Counties in the Southwest and we've had a very good  
11 proposal from Essex, Emporia, and Greenville down in that area. This is  
12 an effort really, and when our Foundation and our Board looked at the  
13 location, our previous grantees, and saw the situation in Southside and  
14 Southwest and it was said, "Why don't we have grantees out there?"  
15 This is really our first effort. I've spent the last year traveling around  
16 trying to form the coalition; that's what we have so far. Plus what Scott  
17 said, "Danville, Pittsylvania, Henry County, and the City of  
18 Martinsville." In Fluvanna County, it also has a very strong proposal.  
19 The Staff is recommending to our Board on the 29<sup>th</sup> to approve the grant.  
20 I feel those grants will be approved.

21 MR. REYNOLDS: It appears we still have  
22 some gaps. This is a major undertaking. I'm not sure we can cover all  
23 of the gaps successfully. That's mainly my concern.

24 SENATOR RUFF: You called Martinsville  
25 Southwest Virginia. I think you've talked about the year 2016 and what

1 kind of request you're going to have in future years.

2 MR. HIPPERT: The way that was put to you,  
3 this year we've started beginning the planning process. As we get on  
4 with the implementation and we get these local initiatives, the whole  
5 project we anticipate will be a \$4 million project through that course of  
6 time from the Tobacco Commission and from the Early Childhood  
7 Foundation, a dollar for dollar match. Whatever dollars you are able to  
8 put in, we'll match those additional dollars. I would anticipate the  
9 existence of this particular request between now and 2016, probably  
10 another \$3 million.

11 SENATOR RUFF: In the conversations we  
12 had yesterday and last night, we talked about matching money and local  
13 money, and I warned you I was going to ask you this question. We've  
14 got about 30 jurisdictions in all. Three of the communities you talked  
15 about like Martinsville, Danville, and Emporia all have Foundations,  
16 along with the local hospital, so they have some kind of money. A lot of  
17 areas, such as Buckingham County, has no Foundation, has no retail  
18 business to amount to anything. How are you going to deal with those  
19 when you talk about matching money?

20 MR. HIPPERT: We know that could be an  
21 issue in some areas during this planning period. Where there is an issue  
22 for a local community to come up with a match, we will offer a one-time  
23 match waiver, and that's in the planning process. Currently, our Board  
24 for a partnership grant, they will need to come up with a match. During  
25 this phase, we're going to work as much as we can to identify potential

1 local funders. Last night at the reception, we were talking to some folks  
2 that were saying, “We have a lot of wealthy retired people sitting  
3 somewhere that would love to contribute to this.” Our development staff  
4 is going to help identify potential funders. Our Board is willing to deal  
5 with that, and we know that can be a problem. If the matches don’t  
6 come forth, we’re going to go out and we’re going to find local funders  
7 who can put money together to help support local matches. In the long  
8 run, if we build this system up, and it’s not going to take a lot of local  
9 money once this is built up because we want to have an effective system  
10 that taps into federal dollars and state dollars as they come down. We  
11 realize matching requirements make it tough and we’re willing to work  
12 with them to make sure that we can get this up and running. We have to  
13 work on our ability to raise money.

14 DELEGATE JOHNSON: Sir, out in Hatters  
15 Gap where I’m from, we call this buying a pig in a poke. Would it hurt  
16 anything if this was put off until the April meeting so some of these  
17 questions could be answered?

18 MR. HIPPERT: We’re ready, willing, and  
19 able to start implementation of the project whenever you folks feel that  
20 you have the ability to do it and enter into a partnership with us. Right  
21 now, we’re working with some communities and we’re going to  
22 continue to do that. You can only do so much. The emergency is time  
23 right now because the dollars that should be coming down from the  
24 Federal Stimulus Recovery Act, and we need to have a system ready to  
25 go to take advantage of those dollars. The state of Virginia needs to take

1 advantage of every last federal dollar that can come down, just like we  
2 do. Some of the funds that we distributed a couple of years ago, those  
3 dollars prior to this initiative went back to the federal government. So,  
4 we want to be able to take advantage of whatever dollars we can.

5 SENATOR RUFF: The proposal you all  
6 reviewed, is there anything we haven't discussed this morning that you  
7 feel like we need to or should be brought up?

8 MR. PFOHL: No, I think we've covered it all,  
9 either in writing or in conversation for the last couple of days. We  
10 haven't spoken in much detail about outcomes, but certainly, this is an  
11 investment, a horse of a different color so to speak. This is an  
12 investment where in the next decade or so we'll begin to see the  
13 readiness indicators. In terms of actually affecting the workforce, we're  
14 probably looking at two decades for a payback period before you see the  
15 return on the investment for some of these children that are infants now  
16 before they enter the workforce, like 20 years from now. As we point  
17 out in the Staff report, it is potentially something that could benefit folks  
18 for a half century from the Tobacco region and beyond.

19 MR. NOYES: My understanding and correct  
20 me if I'm wrong, you are required to report to the General Assembly and  
21 that's one of your funders. I would anticipate that, as a minimum, the  
22 Commission should expect a copy of this available for all members.

23 MR. HIPPERT: We report to the General  
24 Assembly because the General Assembly provided us recourses and  
25 we'll report to every Foundation who puts money into the initiative.

1 We'll do the same with you all.

2 SENATOR RUFF: Tim, Scott referred to the  
3 success of the North Carolina program. Did you all review anything,  
4 any statistics from North Carolina?

5 MR. PFOHL: We have seen some reports on  
6 the program and nationally on some of the websites. I can't say we've  
7 looked at an independent assessment. I can't cite any factors from that,  
8 but it's certainly something we can look into in the future.

9 SENATOR RUFF: Scott talked about the third  
10 grade reading level and, certainly, we don't know what the 20-year track  
11 record would be. What I'm saying is, where is the proof that this  
12 investment is actually working. All of us have had the stories that the  
13 Good Start is great in the first couple of years; at some point by the third  
14 or fourth grade, it will all average back out. Can you tell us a little more  
15 clearly what statistics North Carolina or any state has?

16 MR. HIPPERT: I might ask Caroline to speak  
17 to that. She worked on the early childhood bills in getting that  
18 information out.

19 MS. SMITH: The third grade testing was  
20 mentioned, and this is what we want the superintendents in the school  
21 districts to be aware of. There needs to be a coalition because they can  
22 tell us better whether the children are ready for school and that would be  
23 through our superintendents and school districts. They do have the  
24 measurements like third grade reading levels and they give children tests  
25 in kindergarten. There is a pre-K test that can be used on the younger



1 MS. SMITH: The Foundation has what the  
2 state of Virginia has to work with. The measures that the state of  
3 Virginia uses to measure school readiness is the PAL score. It's very  
4 intensive for us to implement a new measurement and measure every  
5 child in the state of Virginia, so we try to work with the system that we  
6 have. The state of Virginia measures school readiness by the PAL  
7 scores. Some of our coalitions say that's not enough. I think the  
8 Lynchburg community which includes one of your counties, I believe,  
9 Amelia County, Appomattox, and Charlotte County. They say the PAL  
10 test was not good enough, and they're doing another test that also  
11 measures the children. I can't say that statewide but I can say that the  
12 coalition has put in place a measurement where they test the children.  
13 Statewide, other than the PAL scores, I think that's all we have.

14 SENATOR PUCKETT: I heard earlier that  
15 you probably in a couple of years would be back asking for more money.  
16 If you came back in two years to ask for another million dollars, do you  
17 think there would be sufficient evidence? Is that too quick in what  
18 you've done with this 900,000? Would we have any better result than  
19 we have today?

20 MS. SMITH: That is an issue because if a  
21 child is 2 years old and we're working with them, it takes them two  
22 years to get to kindergarten to get measured. You're right, we wouldn't  
23 have all the results in these two years. I think there is data we can bring  
24 about the families and health and some of those other things. As an  
25 aggravate, it won't be very impressive. You're right, the children have

1 to age into kindergarten before we can do that final testing. The school  
2 districts say the children are ready and then relate that to the programs  
3 that they were in that the coalition had. It would take two years if you  
4 work hard.

5 DELEGATE JOHNSON: I think there are too  
6 many unanswered questions, and I would move that we table this until  
7 the April meeting.

8 DELEGATE MARSHALL: I second.

9 SENATOR RUFF: We have a motion to table  
10 this for the April meeting.

11 MR. MAYHEW: I don't think a lot is going to  
12 change between now and April unless we miss some federal dollars  
13 coming down. I think we've had a lot of our questions answered here  
14 this morning. If the group feels it wants to table this, then fine, but I'd  
15 like to see this voted up or down today. I'd like to pass judgment on  
16 today and that's my feeling.

17 DELEGATE JOHNSON: I'd like to see  
18 federal dollars come, and I'd like to know that I have enough  
19 information and knowledge to vote on those federal dollars and not just  
20 spend them. For that reason, I think we need to check and make sure  
21 that our dollars are wisely spent. That's the reason why I make the  
22 motion.

23 SENATOR RUFF: Anyone else have anything  
24 to say before we vote? Hearing none, all in favor of the motion to table  
25 this until the April meeting please say, "Aye?" (Ayes.) All those

1 opposed say, “No?” (Nos.) Neal, would you give us a roll call?

2 MR. NOYES: The motion is to table the  
3 application until the April meeting. Mr. Banner?

4 MR. BANNER: No.

5 MR. NOYES: Ms. DiYario?

6 MS. DiYARIO: Yes.

7 MR. NOYES: Delegate Johnson?

8 DELEGATE JOHNSON: Yes.

9 MR. NOYES: Delegate Marshall?

10 DELEGATE MARSHALL: Yes.

11 MR. NOYES: Mr. Mayhew?

12 MR. MAYHEW: No.

13 MR. NOYES: Mr. Moody?

14 MR. MOODY: No.

15 MR. NOYES: Mr. Reynolds?

16 MR. REYNOLDS: Yes.

17 MR. NOYES: Delegate Wright is not here.

18 Senator Puckett?

19 SENATOR PUCKETT: No.

20 MR. NOYES: Senator Ruff?

21 SENATOR RUFF: No. One of the greatest  
22 concerns I have is that no one was willing to give me any statistics that  
23 we have done anything. North Carolina lays great claim. I’m fascinated  
24 that there are no hard numbers to measure, and I think that’s fantastic,  
25 but I will vote, “No.”

1 MR. NOYES: The motion to table failed.

2 SENATOR RUFF: Any more discussion?

3 MR. MAYHEW: I'd just like to say from my  
4 perspective having taught school for 31 years, I've seen a gradual  
5 decline in the preparedness, if you will, in students that came to me, high  
6 school students. Progressively, it seemed to me we're less prepared to  
7 have the skills you need to be successful, to be able to read their  
8 homework assignments and to do simple math. Those of you who are  
9 not in education have no idea what dire straight some of our schools are  
10 in. People graduate and go on to college and so forth and go into the  
11 workforce, but there are a lot of dropouts and a lot of high school  
12 graduates that are almost illiterate but they still graduate. From the  
13 perspective I've seen, we can do a little bit to help develop the  
14 intelligence of children. As many scientific studies have proved, a lot of  
15 this mental development occurs before the age of five. If we can play a  
16 small role in that to prevent some of the dropouts and some of the  
17 students that go through school that don't have parents or living with the  
18 grandparents and all the things that contribute to the fact that nobody  
19 cares in the early years, but to help give them a start and make sure they  
20 do their homework, all the things that go into making a student  
21 successful, I think we need to do. Given the background of a lot of  
22 students coming through today, and I think it's getting worse, but the  
23 schools can't do it all by themselves. I know there are teachers that do a  
24 good job and some don't. What we were talking about here this  
25 morning, I think we've had a lot of our questions answered. Nine

1 hundred thousand is a lot of money, but I think that from my perspective,  
2 that's worth a try. Even though we're spending the money, two years  
3 from now if we don't feel like this has done a good job, then I think  
4 we'll know by then where we are. We'll hear some reports one way or  
5 another, maybe not test scores but we'll have a better idea. So if by that  
6 time we don't feel good about it, we don't have to continue with it. If  
7 you look at the other side of the coin and if we can leverage more money  
8 in immediately and hope that it will do some good here, I think it's  
9 worth the risk and that's my two cents.

10 SENATOR PUCKETT: I would just echo  
11 what Buddy has already said. I think it's worth a chance. We've bought  
12 a few pigs in the poke here in this Commission down the road. Some of  
13 its been good and some of its not. If we're going to step out here and  
14 take a chance on helping these children who are the best resources we've  
15 got, then I do think it's worth the chance. Secondly, I must confess that  
16 I looked at this very carefully when I got this package and I look at what  
17 recommendations our Staff has made and I try to place some credibility  
18 to the Staff recommendation. They have reviewed this and tried to use  
19 due diligence in making their determinations. I'd remind you to go back  
20 and look at their request. It's the only request that they recommended to  
21 be funded so I place some weight on that. I'd say, "Thank you to the  
22 Staff for looking at it," and I do think it's worth the chance; I think we  
23 ought to support it. I intend to vote for it. I move we support the  
24 900,000.

25 SENATOR RUFF: It's been moved and

1 seconded, but let me ask you this question. Tim, would this money go  
2 out in one lump or would it go out as the others operate?

3 MR. PFOHL: They have to understand that  
4 this would be treated like any grant that we reimburse based on eligible  
5 project costs.

6 SENATOR RUFF: I'd ask the motion maker  
7 and the person that seconded it if they would be willing to add to that  
8 motion that Caroline will give us a quarterly report on which counties  
9 they are working with and how long they've worked with each of the  
10 counties.

11 SENATOR PUCKETT: I'll certainly agree to  
12 that.

13 MR. MAYHEW: Yes.

14 SENATOR RUFF: Any further discussion?  
15 All those in favor say, "Aye?" (Ayes.) Opposed?

16 DELEGATE JOHNSON: No

17 SENATOR RUFF: All right, 1750 Lonesome  
18 Pine.

19 MR. PFOHL: The proposal is one that's been  
20 in front of the Commission before. On more than one occasion in the  
21 past couple of years it has been passed by before. This is an early  
22 childhood readiness program to cover the cost of expanding the Dolly  
23 Parton's Imagination Library program. The child receives a book a  
24 month from birth to grade five. Right now, there is about 57%, nearly  
25 11,000 children, eligible in the participating localities enrolled in this

1 program. The project projects to increase that to 80% of the eligible  
2 children.

3 MS. COLLINS: My name is Linda Collins  
4 and Tim covered about everything. This grant would include those  
5 localities and those counties of Buchanan, Dickinson, Lee, Scott and  
6 Washington, and Wise as well as the cities of Norton and Bristol and  
7 eight localities in Southwest Virginia. This is Dolly Parton's  
8 Imagination Library. We've mailed the free textbooks to any child  
9 under the age of 5 every month. This is not an income eligible program.  
10 If you're age appropriate and you live in these localities, you get a free  
11 book. I think we established yesterday how important it is for children  
12 to have an early childhood education. Having a book in the home is a  
13 big part of this. Having a book that parents can read to the children is a  
14 wonderful way to help jumpstart this early education. Teachers know  
15 right away if a child has had access to books in the home. I presented to  
16 a group of retired teachers the other day, and one lady said, "I'll tell you  
17 young lady. I taught for 45 years and I knew after three days who had  
18 been read to and who had not." We know it is important for children to  
19 have books in their home, and this program provides those books. The  
20 cost across the board for any child that the parents or grandparents signs  
21 up for. I'll let you know real quick you're not purchasing this book, but  
22 you're helping us being able to distribute these books to the children  
23 who need them. It costs about \$30 a year to mail a book, 2.25 per book  
24 per month per child. This book is worth a lot more than 2.25. We have  
25 a lot of communities and people involved in this. It's all voluntary. This

1 involves churches and parents and libraries, local colleges and mental  
2 health, early intervention. Everybody in our community is involved in  
3 this. It's all voluntary. People volunteer their time and libraries and go  
4 out and try to find the children and get that process going. I know in  
5 Wise County, this has been operating for 4 years now. We will have  
6 some data to test the children that are coming in and give proof that we  
7 are doing a good job. We feel this program does make a big difference.  
8 Dolly Parton started this program in 1996. Those children that first  
9 started the program have now graduated. Tennessee does have data to  
10 tell us that the graduation has greatly improved as a result of the  
11 program. The program is offered in 43 states and in 1,000 communities.  
12 The program is operating statewide in Tennessee and in Michigan. We  
13 hope it will be statewide in Virginia.

14 SENATOR RUFF: Currently, how much are  
15 you spending on the program a year?

16 MS. COLLINS: It's costs about 3,500 per  
17 month for the books.

18 SENATOR RUFF: This project is how much?

19 MS. COLLINS: Two hundred sixty-two for  
20 the eight counties.

21 SENATOR RUFF: In the year 2008, how  
22 much did you all spend on this project?

23 MS. COLLINS: I would have to estimate,  
24 probably over 50,000 this year. Keep in mind all of the children are not  
25 signed up at this point. We have 10,900 and some children eligible and

1 only about 57% of those are signed up at this point.

2 SENATOR RUFF: If we funded this, you  
3 would expand it out?

4 MS. COLLINS: We don't go out and beat the  
5 bushes.

6 SENATOR RUFF: What would you do in the  
7 year 2010?

8 MS. COLLINS: We are writing grants every  
9 couple of months. We're out at School Board meetings, anyone to help  
10 us with funding. We're meeting with civic groups to help us and to get  
11 private donations from various individuals. We're constantly seeking  
12 funding. It's not our intention to come to the Tobacco Commission  
13 every year for funding.

14 SENATOR RUFF: Any motion? The Staff  
15 recommends we not take action. Hearing no motion, I'm sorry. So, any  
16 further comments?

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1 CERTIFICATE OF THE COURT REPORTER

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I, Medford W. Howard, Registered Professional Reporter and Notary Public for the State of Virginia at Large, do hereby certify that I was the court reporter who took down and transcribed the proceedings of the Education Committee Meeting when held on Tuesday, January 13, 2009, at 8:00 AM at the Richmond Marriott Hotel (Downtown), Richmond, Virginia.

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I further certify this is a true and accurate transcript to the best of my ability to hear and understand the proceedings.

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Given under my hand this \_\_\_\_\_ day of February, 2009.

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Medford W. Howard  
Registered Professional Reporter  
Notary Public for the State of Virginia at Large

My Commission Expires: October 31, 2010.

Court Reporter #224566