



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved EARLY CHILDHOOD CARE AND EDUCATION COMMITTEE

Thursday, November 14, 2013

8:00 AM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 7 - Linda E. Benzschawel; Scott Peters; Jennifer Templin; Patricia A. Lasky;
Diane B. Adams; Karalyn A. Kratowicz and Muriel Simms

Absent: 1 - Denise DeMarb

Staff Present: Monica Host

Peters called the meeting to order at 8 am.

APPROVAL OF MINUTES

MOTION by Simms, seconded by Dittrich-Templin to approve the September 12, 2013 minutes. Adams asked for clarification on the accreditation update. No changes were made to the minutes. Motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [32119](#) 2015-16 Funding Process and Goals and Priorities

Attachments: [ECCEC Goals Objectives](#)
[ECCEC Objectives Letter](#)

Host reported about preliminary discussions within CDD. The 2014 budget includes a study of the funding process. The preliminary study in 2013 in being completed by the Joiner Group. Next year, a RFP will go out for the full study. Staff is concerned about having a full 2 year funding process with a study in progress.

3 considerations being discussed for the funding process are:

1. Full funding process with possible goal and objective changes. This will be a 2 year process with no new money.
2. Extend current contracts at least 1 more year to allow time to review the funding process, Emerging Opportunities Program funding and other funding options.
3. Hybrid option would extend most contracts and have a targets program area engage in the full funding process. This option would include a full process for agencies with HUD funding (to comply with federal requirements) and target one area for proposals i.e. employment

The ECCEC could review the goals and priorities that will go to Council, then the public for feedback. However the process may change in the future. The ECCEC needs to decide whether to review or change goals and priorities now when the funding process is being reevaluated. Host explained there have not been many changes to these goals over the past 10 years. Some things have been tweaked and the Families category was added.

Peters asked about the timeline for the Neighborhood Study. Host explained it should hopefully be done by the end of the year. Peters asked about the reason for the hybrid option. Host answered that until the funding study is complete or more funding becomes available there needs to be a plan to figure it all out. Goals usually are published in February, go to Council in March/April and the application will be available in May. There is not enough time to completely redo the process at this point.

Simms added that the study results will affect how we do things. We should not go too far in advance until we know more. We need to proceed cautiously.

Host stated the study may address how to assist new programs in being funded when currently there is a lack of funding and successful, well established agencies receive funding now.

Peters clarified that the study of the funding process is in the RFP phase this year. It will be a 1 year study and contracts could be extended until final results are available. Lasky asked if the timeline could follow the neighborhood center studies where it takes much longer than anticipated. Peters added that it should not. Large structural changes are coming. We should focus on short term plans.

Simms inquired about any down sides to leaving things as they are until study results are established? Host stated that current initiatives will not change. EOP funding could be used for new agencies. It would not necessarily be responsive to the community needs.

Host specified that the Mayor requested a study be conducted on the funding process. There is not enough funding and not enough agencies are taking advantage of available funds. He is looking at options to coordinate funding efforts, building capacity of current agencies and the length of the process. An outside agency conducting the study will free up staff time and cost approximately \$120,000.

Peters stated that they do not need to review the goals and priorities today. We can wait until we have a more specific plan in place. Host added that the first step will come from the Mayor and Council on funding cycle. If needed we can do a slight revision of goals at future meeting. This can be discussed again at the December meeting.

The group discussed the current goals and the history of the inclusion of “homeless” in the goals.

MOTION by Adams, seconded by Lasky to table further discussion of goals and priorities until further information is available. Motion passed by voice vote.

2. [31994](#)

Directing Community Development Division staff to work with representatives from Dane County, the Madison Metropolitan School District, United Way and other community organizations as appropriate to develop collaborative strategies that take advantage of available resources to better prepare children for entry into our educational systems.

Attachments: [By Title Only 31994.pdf](#)

Host discussed the background of the resolution. Denise DeMarb wanted to focus on the importance of preparing children for education while collaborating current efforts. The Early Childhood Initiatives and JFF currently assist children and families, but DeMarb would like to expand the efforts. When the idea was created it was too late to be incorporated to the City budget process. This resolution would allow for discussion on collaboration to prepare for possible future budget inclusion.

Simms agreed that they should look at overlapping services and areas to combine efforts to save money and accomplish more with available funding. Host added that ECI looks at everything and helps families as a whole. This holistic approach has been successful.

A motion by Lasky, seconded by Kratowicz to recommend to Council to adopt. Motion passed by voice vote.

3. [32120](#)

Race to Equity Report

Attachments: [Race To Equity Report](#)

Host discussed the report and encourages committee members to read it. YWCA and Wisconsin Council on Families and Children presented a good conference in the beginning of October. The writers of the report will present information at the Water Utility on November 20th before the CSC meeting.

Host discussed the disparity between white and African American is greater in Madison than anywhere else in the country, not just Wisconsin. This is a resource rich geographic area and a redesign of the system can help to diminish the disparities. Host also discussed the National Black Child Development Institute report “Being Black Is Not A Risk Factor”. She will make copies for the committee and forward the link. An email reminder for the

November 20th WCCF Presentation on Race to Equity Report will be sent to the committee.

4. [32121](#) County Creek Letter

Attachments: [Country Creek Letter](#)
[Estimated Cost for Accreditation Services](#)

Peters discussed Country Creek as a center not technically located in the City, but were grandfathered in years ago. Some centers are in the City and serve people from outside the City. Some centers located outside the City would like to pay more money to receive City of Madison Accreditation. The estimated cost for City accreditation is \$15,000 with NAEYCE accreditation at \$7,000.

Dittrich-Templin asked how many Madison families Country Creek serves. Host could get that information.

Deforest is an affluent community. The current director of Country Creek worked at Sunburst before she went off to start her own center. Currently they have 1 child care assistant client and 10% WI Shares clients. Lots of Madison children attend and it's a great center.

The focus of the accreditation program is to support low-income children in the City of Madison. High quality standards and 4 year certified teachers go along with that and it is not inexpensive for centers. Often times it is difficult for families to cover the co-pay even when receiving tuition assistance or WI Shares. The accreditation process involves a lot of work for the child care specialists. Resources should go to other centers. For example La Petite Monona is located just outside the City limits and serves 70% WI Shares families.

Peters asked if accreditation existed for the sole purpose of serving low-income families. Host explained it was originally created for tuition assistance and child care quality. Peters raised the idea of policy changes in the future for centers that serve Madison residents and low-income families. Host stated that now the policy is that a center should be within the City to receive tax payer money.

Peters suggested that the cost estimate be included in the response to Country Creek.

Dittrich-Templin asked if there were enough City staff to cover Country Creek or are there other centers located in the City that want to be accredited. Host answered that yes there are centers that want to be accredited.

The group agreed to deny the request to continue accreditation for Country Creek. Host will draft a response to the center and forward to Peters before sending out.

5. [32122](#) Accreditation Update

Accreditation

Host stated that the Child care unit is looking for ways to support Madison centers with high numbers of low-income families. The Unit is looking at the possibility of working with centers in the pre-accreditation process to assist in the improvement of the center before starting accreditation. Some accredited centers who do not serve WI Shares or tuition assistance families could assist new centers and provide mentoring for staff.

Child Care Assistance

The program is considering a tier based co-pay. Currently when parents earn more money the co-pay increase is dollar for dollar. Perhaps a thirty cent/dollar plan would work. Staff is reviewing resources and looking to focus on better assisting low-income families.

Adams suggested that corporate funds or other funders could assist.

Peters asked about the breakdown of centers and what percent of WI Shares or tuition assistance families attend. Host will gather that information.

Confidentiality

As a result of a complaint (not related to confidentiality) from a parent whose child attends a Satellite Family Child Care center confidentiality policies are being reviewed. State determined that observations must have release of confidentiality signed by parent. Satellite will be the initial focus. Center will fill out or have City add it to contracts. Letters will go out to set the policy in place for January 1, 2014.

Adams stated that accredited centers talk with the staff and City staff. Who else is being brought into the conversation? Licensing allows sharing of information with Youngstar and 4K.

Host will work with the City Attorney to figure out the best way to proceed. Adams asked about PRIDE program. She suggested adding "contracted services" language to the contracts regarding release of information.

Fingerprinting

DCF will begin requiring finger printing for centers that receive WI Shares funding. This will begin with the CEO and Board Chair and move to teachers and staff in 2015. It will cost \$34 per person. Information will be sent to the DOJ and FBI, but they will not keep records.

Adams stated that current criminal background checks done related to barred offenses. Simms asked why the fingerprinting is being required. Host explained it is a way to prevent fraud with WI Shares and increase children's safety. Kratowicz added this allows them to look for out of state offenses, which is why the FBI is involved.

WI Shares Debit Card

Families that receive WI Shares funding will soon receive the funding on a debit card that can only be used at the approved child care center. Child care centers will need to get screeners and swipers to implement this initiative.

Lasky discussed that Alan Sweet retired from the CSC and has been a supporter of the cause for years. Meadowood Neighborhood Center and the Library will be expanding to improve services. Emerging Opportunities Program funding will continue next year. There is a 1.5% COLA increase going to currently funded agencies. Race To Equity report will have a presentation on November 20th before the next CSC meeting.

7. [31496](#) ECCEC Subcommittee

The December 12, 2013 subcommittee will consist of Kratowicz, Lasky, Peters and Dittrich-Templin.

ADJOURNMENT

MOTION by Kratowicz, seconded by Lasky to adjourn the meeting at 10:02 am. Motion passed by voice vote.