

**CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PLAY AND LEARN**

First clarification: CSSW Play and Learn = United Way (UWDC) Play and Learn

Second clarification: CSSW/United Way and MMSD have been collaborating partners of Mobile Play and Learn since it's inception in Dane County. Family Enhancement is now also a collaborating partner.

Does this coincide with MMSD Play and Learn sites?

Has agency conducted a needs assessment with regard to an early childhood program for this population?

Has a needs assessment been conducted to determine if an additional Play and Learn site is necessary?

Are there MMSD funded Play and Learn sites that families can access?

Do participants receive Play and Learn services at other sites?

Does programming described in this proposal duplicate programming already available?

- The closest Play and Learn program in the area is CSSW's group on Rimrock Road (approximately 5 miles by car, no current pedestrian access to Badger Road area residents).
- CSSW has been operating Play and Learn on Rimrock Road since April, 2010. Since then, and in a new location, we have served 33 unduplicated adults and 64 unduplicated children attend. Our Play and Learn at the Family Resource Center has served 105 unduplicated adults (318 duplicated) and 127 unduplicated kids (385 duplicated).
- Before offering services at Rimrock Road, CSSW offered a Play and Learn program on Deer Valley Road and later at the Girl Scout building on Ski Lane. Both of these programs had excellent attendance. We moved to the Rimrock Road site when the Girl Scout building changed management and downsized, resulting in a lack of space available for Play and Learn.
- The Play and Learn collaboration has identified the "NW of Park/Beltline" area as high priority and determined that MMSD would be responsible for providing the group. However, due to funding constraints and lack of an available location, the school district has yet to offer Play and Learn in the area. With Villager Mall being finished, the school district considered offering a group there, however, on June 25th, Sheila Briggs of MMSD e-mailed Lynn Riley, CSSW, the following: "We have no capacity to expand to Park Street right now, but... we anticipated the possibility of being forced to expand there to serve the Lincoln neighborhood (one of our SIFI schools). But I can consider it 'covered' if you are serving that neighborhood." This email demonstrates the close collaboration CSSW/United Way has with MMSD, the need for services in the neighborhood (Lincoln School), and the purposeful lack of duplication among collaborating partners.
- At the beginning of the Play and Learn collaboration, MMSD, United Way, CSSW and Dane County staff sat down and did a needs assessment for the entire County based on neighborhoods, # of children in poverty under the age of 5 and possible locations for the program. At that time, the CSSW FRC was not located on Badger Rd, however, the neighborhood was prioritized as number 6. Location and funding have been the only barriers to providing substantial Play and Learns in the area. With City funding and the FRC, these barriers are eliminated.

Why is CSSW applying to the City for this money and not UWDC or MMSD?

Are program standards the same as MMSD and United Way initiated Play and Learn Programs?

How are all available funding sources being accessed?

- The school district Play and Learn is funded with DPI Title I dollars. There are no further dollars available and when/if there are, the school district will expand to the next identified neighborhood in need. The United Way is raising money to continue funding of the CSSW Play and Learn program, but the funding structure of Play and Learn is complicated and challenging for United Way. United Way is committed through its Born Learning Delegation to continue funding Play and Learn the best that it can.
- United Way fully supports this application to diversify and expand Play and Learn funding, specifically through our Family Resource Center.

What amount of time are parent and child in separate programming for each session?

Are parents/caregivers always with the children?

Is there separate break-out sessions/training for adults?

- Caregivers must accompany and remain with the child(ren) during all program hours. Caregivers are encouraged to take on a teaching role, to join the children in their learning activities, talk to them, explain what may be happening, and praise their efforts. Caregivers are coached and supported in this role by staff members who model this process.
 - Through their involvement in the group, caregivers increase their knowledge, skills and abilities around positive parenting practices, child development, and activities that will support school readiness. Caregivers develop stronger relationships with their children through shared experiences and feel supported to resolve problems related to their role as caregivers. They also become more aware of and are offered access to community programs and services. Participating in Play and Learn also decreases social isolation that may be experienced by these caregivers.

What is the source of 2010 funding for \$7218?

Please clarify a nearly 4x price increase of weekly group cost from 2010.

- The amount of \$7218 listed from 2010 was from the Children's Trust Fund and with that funding the FRC provided one 2 hour group each week for the majority of the year. The 2011 City request is to fund two 2.5 hour Play and Learn groups each week for 48 weeks.
- The amount requested is 2.65x more, and is relative to the increase in programming. The request for funding is very similar from 2010 to 2011 if you compare the 2 hours a week for \$7218 to 5 hours a week for \$19,151.

Any request for contributions or fees from families with higher income? (>80% county median)?

In what is a "no fee" from families based?

- Nearly 90% of our Play and Learn participants are low income by definition of poverty levels; that percentage is even higher for FRC program participants. We have not considered asking for contributions or fees from participants as we target the low income neighborhoods.