

## **Answers to Questions Related to Program Area VI Proposals:**

### **4-C Community Coordinated Child Care- George Hagenauer and Brianne Heidke**

#### **Overview Questions: George Hagenauer**

There were a number of questions related to activities (SIDS SBS, Director's Caucus) currently funded by the City but which are not contained in any of our proposals – this seems to indicate a need to address how the proposals were developed and what they address. 4-C was involved extensively in the discussions related to the new Program Area Goals during the past year. Our interest was in establishing some mechanism by which it could be insured that some activity would be funded under each Priority. Those suggestions by ourselves and others were rejected. As such looking at the priorities and the addition of requirements that proposals have a volunteer component, we weighed our chances in terms of what might be funded under a numerically coded review process. The maximum budget for Program Area VI had been reduced from last year by about \$75,000 and 15% of the lower allocation would be decided by a committee other than Early Childhood. We guessed (and were right) that there would be a lot of applications and there were - 34 projects were proposed for I think about \$914,000 worth of funding when you will decide in this process on only \$488,508. It made little sense to submit a bottom priority proposal only to not have it funded. Each of these proposals take many hours to create and involve multiple staff. We only proposed activities that fit high and intermediate priorities. We do not know if the professional development activities currently funded under the city grant will continue or not. That will depend on whether we can raise private sector funds to cover training costs or what is allowed under some new state funding (that being targeted at the Quality ratings process will probably have some restrictions). Given the recession, we expect some trainings to disappear in 2011-12 and for some technical assistance activities to become more limited. 4-C continues to be in a weird situation financially. We have a budget of about \$4 million dollars – much of which goes out to the community in food program payments. Almost all of that is still government contracts with minimal flexibility. While the building has been rebuilt there is still a mortgage and the cash reserves are limited so we can not dip into them except in an emergency. We are stable but not with much flexibility in terms of what we can offer in programming. As such, changes in funding like the priority for general training money from the city cannot be fixed quickly or easily. On the other hand with limited staff resources (and a far more involved two level review process at the city), we felt we had to focus on proposals that have a chance of getting funded and that lower priority proposals had little chance of getting funded this year so we did not submit for some of our existing activities

#### **Latino Project Questions: Brianne Heidke**

*Question- Is this an A1 priority? :*

The A1 priority states: Provide for the availability of affordable, stable, quality child care ..... for low income children with an emphasis on full time programming. At this point in time (and most likely for the next year or so) there is an excess in unused funds in the state's Wisconsin Shares subsidy system. At the same point there is still a gap in the availability of care for Spanish Speaking families as outlined in the "Need for Program" section of our proposal. When we began the Latino Project years ago there

were almost no Latinos in the Wisconsin Shares subsidy system in Dane County. As supply and thus access by low income Latino families increased, the number of children on Shares increased. In March of this year there were 45 Latino Child Care providers in Dane County serving children receiving Wisconsin Shares subsidies. For the majority of these providers, Shares children accounted for 66% or more of their total capacity. The mix still is more providers and need within the city of Madison than outside. The Latino Project model for increasing access for low income parents to quality child care seems to be working and at a relatively low cost per child receiving care. It has always been an early childhood development project, recruiting strong providers through community outreach by both 4-C staff and a wide network of volunteers within the Latino community combined with intensive training of new providers to improve quality of the new homes that are created. As such it seemed to us that it was an A1 activity since new providers (beginners and people within their first year of care) and their family members constitute the majority of people most active in the project each year. As providers get established the more advanced providers often move on to Satellite. For an initial investment of about \$1500 per slot we are accessing tens of thousands of dollars more in food program and Wisconsin Shares subsidy dollars for child care for low income Latino children. Without the child care there is no access. Cost wise it seems like a reasonable approach as it uses city dollars to leverage existing federal and state funds as opposed to paying thousands of dollars off property taxes to provide care for each child.

*How many hours are spent with current providers and how many hours are spent with new providers?*

We don't have good hourly logs in terms of provider services. We usually work with 150-200 people a year with the project- most of these are either potential providers or new providers (and their family members/assistants) in the process of becoming regulated or newly regulated. Looking at that data, figuring the amount of extra support new providers need and looking at enrollments in training, we would estimate 65%- 75% of the people we work with are either in the process of getting regulated or regulated for less than a year. Most of these people require far more time than do established providers. You also need to realize that a third of the existing providers are part of Satellite and have access to services there at a far lower provider staff ratio than at 4-C.

*Objective states 85% will obtain new parenting skills, why not 100%?*

First of all a clarification, it states that 85% of participants will increase their knowledge and skills as child care providers (not parenting skills). We feel 100% is not a realistic goal for many reasons: not all participants fill out the evaluations, some participants who may have been interested in the topic realize at the end of the class that it is not something they are interested in implementing, etc.

*What are special costs is 2011?*

The city portion of the special costs are standard overhead costs. The \$169,840 in other government "special cost" in 2011 is actually the DPI Food Program payments estimated to be paid to regulated Latino Child Care Providers and based on past use by Latino providers of this program. This is not money that goes towards funding the Latino Child Care Project, but instead is money that is flowing into the community as a result of the child care providers being regulated. We did the budget to reflect the total cost and benefit to Latino providers that occurs because of the City investment in the program.

*What is certificate cost by DCHS in 2011?*

The estimated cost to certify Latino providers is the amount listed above in Dane Co Human Svcs (\$48,882). Again, this is not money that goes directly to the Latino Child Care Project, but is the money that is used to do the actual certification process. That process is enhanced by additional recruitment and training as a result of the Latino Child Care Project (NOTE I AM WORKING ON SOME OTHER RESULTS IF I CAN GET THEM)

*How many providers participating in the Latino Project are members of or accredited by Satellite?*

We have provided technical assistance to most of Satellite's 20 Latino providers. Because they are established and in Satellite, they use 4-C less than the beginning providers. Only 6 satellite providers attended Latino Project workshops last year, though more benefited from 4-C staff work at translating during LILM. That is less than 1% of the providers attending training in Spanish at 4-C last year.

*How does the goal of 6 new providers relate to the number of new Spanish Speaking providers participating in the certification program annually?*

The goal of 6 new Spanish Speaking providers is referencing specifically providers in the City of Madison. The United Way of Dane County helps to fund additional providers in Dane County, but outside of the City of Madison. We have exceeded our goals in recent years but do not think it is possible to increase our target numbers to starting 12 new family child care homes a year in Madison as part of this continuation of the project. Past years have had targets of 6 providers in Madison. We would be open to increasing it to 8 or 9 providers for each year of the next biennia. Every new Latino Provider certified in Dane county comes through the Latino Project. When possible we also provide translation assistance to state licensing for providers interested in becoming licensed.

*Is Dane Co Human Services funding additional for this project or part of the County Certification contract?*

No, Dane County does not specifically fund the Latino Child Care Project – they only fund the certification process for the Latino child care providers (as they do any other certified provider in Dane County). The Dane County cost we listed is the estimated cost of certifying the current Latino Child Care Providers. The reason we have Latino Child Care Providers at the level they are is due to the extra resources, support, and training we can offer them because we are funded by City of Madison.

*How has the location of the trainings now located at the 4-C training center affected accessibility?*

We don't feel the trainings at 4-C have affected accessibility since we are near a major bus transfer point and off Odana Rd. and the Beltline. Of the 60 providers in Madison zips a third are in zip code 53713 but the rest are spread across the city. Having the orientations, trainings and resource room in one consistent spot allows for providers to become use to the location and the building where often they also have to deliver food program and certification forms. Our office also has a training room designed for 50+ with a number of multi-media options. We have in the past and can in the future - offer trainings in various community locations

## Increasing Infant Toddler Questions: George Hagenauer or Penny Chase

### *Question on Using Research to Find Potential Providers:*

4-C will be doing two kinds of research as part of this project to address the infant toddler crisis. The first will be correlating new birth data we have received with the availability of infant toddler care in the city's neighborhoods along with the numbers of low income families living or working in each area. Using NACCRAWARE data, we will also review where low income families of infants using Wisconsin Shares subsidies requested care in 2010. This will help us identify what areas in the city may need care. A more complex question we would like to explore is how to identify who might be a good candidate for running a quality child care home. We scan the existing research for leads on this but also may review the files we have on existing providers to identify which seem to be succeeding especially with infant toddlers and which are not.

### *Question on how this differs from other 4-C efforts:*

Certification and pre-licensing technical assistance are both reactive systems. In these programs, 4-C responds to requests from individuals who have decided to provide care or establish early childhood education programs. This means often potential providers are not coming from the areas of greatest need nor often have the skills or motivation needed to become quality child care providers. There are serious problems with this strategy especially with the provisional care strategy allowed by the state. Both of the deaths of young children in recent years were in unregulated homes that were once provisional. We have found with the Latino Project that investing time in recruitment activities especially utilizing local volunteer contacts in the target communities combined with more intense technical assistance and training the first year helps increase the success rate and quality of the family child care homes created. This is an attempt to use the Latino Project model on a child care scarcity problem outside the Latino community. Currently the Latino Project is limited to Spanish Speaking providers, the need for infant toddler exists everywhere including within blocks of this building as the downtown zip has a severe scarcity of care while adding large numbers of new jobs each year. So this project proposes to use a similar model of recruitment, technical assistance and training – only on infant toddler issues and targeted at the English speaking families of the city. We do not know of any similar community agency efforts to increase infant toddler care on an ongoing basis. Given the size of the need for such care we are not worried about duplication- there is enough work to go around to keep numerous projects busy. Spanish speaking providers interested in infant toddler care will be referred to the Latino Project.

### *Where do the target demographics come from on page C-8?:*

Basically we looked at the births over the past few years and the age demographics on the providers we work with, and who was receiving Wisconsin Shares subsidies. From that we estimated what the providers we recruit might look like.

*Is there an effort to move past certification in terms of quality?:*

In both the Latino Project and the certification program we promote accreditation and licensing as a goal providers should work towards. We will do the same with this program- in fact the program description outlines that we will review city accreditation standards and integrate them wherever possible into the training and technical assistance to better prepare providers for higher quality. Our experience has been with the Latino Project, a number of the Latino Providers have become licensed over the years depending on their access to space big enough to be licensed. With the pre-licensing technical assistance now within 4-C, that has become easier to do as we just refer the provider internally. Pre-licensing (new this year at 4-C) however is also capped as to how many programs it can work with each year. A third of the Latino Providers currently are accredited partially due to the emphasis placed on quality during their initial training and technical assistance.

*Is there an effort to re-educate current FCC providers who have openings? :*

We currently have no resources to do this and figured it would be counted as a C1 project and thus not funded so did not include that approach in this project. We also have often seen better results through targeted recruitment efforts.

*Clarification of budget- will these funds be used to pay for training the agency is currently providing through other funding sources?*

No- 4-C does not receive funds to offer Entry Level Courses nor the extra technical assistance visits to strengthen infant toddler providers. We have found that recruiting and training providers as groups helps with developing a sense of community as providers experience entering the field as a group as opposed to isolated individuals.

The spread sheet again did not carry over and there was a 0 instead of \$18,965 in county funds for certifying these providers. In year 2, the city funds increase the effectiveness of about \$50,000 in other funds we already have from other sources 60% of which go directly to the provider in the form of food program payments.

*What is the relationship between this work, Satellite and MATC?*

The new providers in this project would not yet be ready for Satellite but we would give them the information as a next step on their path to high quality care. Although MATC offers one of the same courses, we hope to create a cohort group that can experience all of the classes together and to provide a more customized course for them based on their needs.

*How does the projection of 25 providers compare to the number of new providers that utilize 4-C services annually?* Last year there were 64 new family child care homes in Dane County so this would be a significant increase for less than a \$1000 expenditure per provider.

*Will the agency continue to provide regularly scheduled basic training (SIDS & SBS)?* See overview section

### Launching Into Literacy and Math Questions: George Hagenauer or Penny Chase

*What will happen to LILM if City funding is not provided?*

This is a particularly tricky question because of the timing of LILM. LILM occurs during the first quarter of the year. As such the work is split between two contract years with the organizing and bulk of the registration work occurring in 2010 (and funded in the current contracts) but the actual trainings which also require staffing will be in the 2011 contract year. This also does not allow for much private sector fund raising between the end of your funding review in November and the first LILM workshop in January. See the following for an exploration of the issue of raising the fees.

*What consideration was given to increasing user fees?*

It is always a consideration as we prepare for each new Institute. We strive to keep the cost as low as possible- preregistration is required so each individual who attends all 3 sessions pays \$75.00 and a group child care facility who pays for 10 staff submits a check for \$750.00 or more depending on the number of staff members they employ. Though this may not seem like a large amount to you, child care centers/providers are struggling in this economy and still often under capacity due to the recession. The goal of LILM from the beginning has been to increased preschool teacher skills related to preparing children for later literacy and math instruction. In the Shares program alone the state spends \$25 million a year on children in Dane County (and estimated \$5 million in accredited programs) – LILM works to maximize that investment by insuring these children receive proper preparation for critical skills they need to succeed in school and life

*Does MMSD provide any funding?*

Not to 4-C, however their funds help to cover costs of presenters, presenter travel and photocopies.

*Apply in professional development category?*

LILM is heavily used as an in service by accredited programs. 45% of the people attending LILM are from city accredited programs- we expect that percentage to increase as 4K is implemented. As such it seemed that this training qualified as a targeted training for accredited programs. The city's share of the cost is actually less than the accredited programs portion of attendance.

*Justify administrative cost of \$25,000.00. Clarification of budget/personnel expenditure is needed.*

This is not an administrative charge but personnel costs related to organizing and running the training. There are four 4-C staff members involved in LILM preparations each year. (The \$1754 in special costs is the actual administrative charge for overall bookkeeping, audit etc.) At an average hourly rate of \$20 (including all fringe), \$25,000 provides for 1,250 hours of staff time working on LILM, or an average of about 300 hours each.

4-C staff members devote a considerable amount of time to LILM work. There are year-round committee meetings: 4-C is one of four members of the Steering Committee, 4-C staff are on many of

the sub-committees, and there are regular monthly meetings and three Saturday Institute days. 4-C staff processed over 450 individual registration forms and payments for the 2010 Institute, in addition to changes and updates from participants. 4-C bilingual staff assist ESL participants with the registration/scholarship process and attend the three Institute days to provide translation services. These activities provide full time work for several weeks of the year, as well as ongoing activity throughout the year

*What will be the impact on 4-C and/or LILM if funding request is not granted?*

An increase in the user fee is likely. 4-C will need to determine the level of staff participation in LILM events- we currently have 4 staff members involved in this important work and may need to reduce that number. A lot will depend on the other partners in LILM and what other resources can be brought in to cover the work. If the city resources can not be replaced, there may need to be modifications in the length of the training or what will be done especially in 2012.

*What is the status of the basic training (SIDS & SBS) 4-C has provided in the past? See introductory overview section.*

#### **Supporting Child Care Directors Questions: George Hagenauer or Penny Chase**

*Has 4-C considered reviving the Director's Caucus? :*

This is an attempt to revive Director's Caucus. Director's Caucus has had difficulty getting large numbers of Directors to attend during the past year. During the same period, George Hagenauer, in his role as data manager was attending monthly meetings of MAAECA where there was a strong attendance by accredited Directors. As MAAECA talked about how they would like to do several trainings a year and would like to involve non-accredited programs , the partnership developed with 4-C. 4-C had an equipped training space, had 501c3 status and had a relationship as well as a mechanism for communicating with non-accredited group centers. MAAECA had a volunteer based process for identifying key issues they wanted to be trained or educated on. This guaranteed a good turnout for each workshop. So this is an attempt to revive Director's Caucus by providing some staffing support to MAAECA in the area of training and building on the training they need.

*Are trainings available for Spanish Speaking providers?:*

This is targeted for Directors of licensed group centers and as of this time there are no Directors who speak only Spanish. If the need arises 4-C has staff who can translate.

*Are there other partners who can support this venture?*

This developed during the last few days before the proposal was due and we have not had time to explore it. We do not see Dane county or the United Way at this time supporting it.

*What other efforts has MAAECA undertaken to support Directors? Does MAAECA support Directors through membership fees?*

MAAECA has done a lot of advocacy work related to various issues which 4-C has assisted on occasion with data work and other supports. They have also hosted periodic issues forums related to Youngstar, 4K etc.. Overall they do not have a large amount of resources. This will fund efforts to do additional group training. Their membership fees in the past have mainly gone towards the rather critical advocacy efforts. They have also found that to some programs the amount charged for membership is a barrier to their becoming involved with MAAECA and thus they are working at keeping membership fees low. These workshops while defined by input by MAAECA are also targeted to involve other non-accredited programs who will not be paying MAAECA dues. MAAECA sees this as an internal support process but also a means to help non-accredited programs increase their quality.

*Why charge space to this new program?* Basically 4-C charges space to every project in proportion to the size of the program. We have to in order to cover the costs of maintaining and paying for the building.

*What is the status of the basic training (SIDS & SBS) 4-C has provided in the past?* See introductory overview section.