Children and Families B1: Specialized Train/Consult

Agency	Program Name	2010 Funding	2011 Request	$ change	% change	2012 Request
Community Coordinated Child Care (4-Cs)	A. Launching Into Literacy & Math	$ -	$ 14,374	$ 14,374	n/a	$ 14,374
Community Coordinated Child Care (4-Cs)	E. Supporting Child Care Directors for Quality Care	$ -	$ 3,000	$ 3,000	n/a	$ 3,000
Rainbow Project	C. PRIDE Project	$ 21,910	$ 16,910	$ (5,000)	-22.82%	$ 17,420
	TOTALS	$ 21,910	$ 34,284	$ 12,374	56.48%	$ 34,794

ORGANIZATION:	Community Coordinated Child Care, Inc. (4-C)
PROGRAM/LETTER:	A Launching Into Literacy & Math

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,374	10,031	1,773	816	1,754
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	24,330	15,710	780	3,040	4,800
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	3,670	0	0	3,670	0
OTHER	0	0	0	0	0
TOTAL REVENUE	42,374	25,741	2,553	7,526	6,554

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,374	10,031	1,773	816	1,754
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	24,330	15,710	780	3,040	4,800
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	3,670	0	0	3,670	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	42,374	25,741	2,553	7,526	6,554

*OTHER GOVT 2011

Source	Amount	Terms
	0	User fees are used to pay part of the cost of space rental for training
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

This program w as combined w ith other training activities. The 2010 city budget is an estimate of the portion of that year's budget spent on LILM prorated based on the number of accredited providers.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

No increase betw een 2011 and 2012.

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	**BUDGET TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,374	10,031	1,773	816	1,754
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	24,330	15,710	780	3,040	4,800
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	3,670	0	0	3,670	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	42,374	25,741	2,553	7,526	6,554

*OTHER GOVT 2012

Source	**Amount**	**Terms**
	0	User fees are used to pay part of the cost of space rental for training
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**
PRIORITY STATEMENT:	**OCS: Children and Families B1: Specialized Train/Consult (ECCEC)**

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Third grade reading proficiency has been hovering around 70-72% in recent years w ith a close correlation betw een low proficency readers and poverty. 47% of the Madison school population is low income and 16% is LEP. Learning to read, w rite and think mathematically is a continual developmental process that begins at birth w hen infants begin to communicate w ith adults. High quality early childhood experiences build the foundation for successful learning in school and throughout life. Young children acquire literacy and mathematical thinking skills through frequent, meaningful, hands-on experiences in w hich they interact w ith nurturing adults in pleasurable and supportive w ays. The Launching Into Literacy and Math Training Institutes provide essential training in these methods, resources and netw orking opportunities for the Early Care and Education professionals w ho teach our youngest citizens. This proposal is for 4,500 units of LILM training, 2,000 for accredited programs.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

4-C, w ith a collaborative committee that includes the City of Madison, Madison Schools, Madison Public Library, DCPC and others, annually creates three six-hour training institutes on strategies that prepare children birth to age five, especially those at risk, for success in reading and math. For the past ten years, the LILM events have changed the daily practices of hundreds of early childhood teachers in Madison. Bringing the latest research-based practices and national speakers to continually re-energize and inform professionals is key. Last year 45% of the teachers enrolled in LILM programs w ere from City Accredited programs. The city covers about 38% of the cost, about equal to the percent of City Accredited staff. 4-C provides much of the administrative staffing for LILM. The impact of LILM is impressive; in 2010 a total of 525 professionals attended one or more of the LILM sessions. 3,000 children enrolled in accredited programs benefit from their teacher attending LILM and changing the w ay they w ork w ith children in their care.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The program begins the preceding June w ith planning for the next year. Programs and speakers are determined by the committee. October begins actual registration w ith brochures and outreach done to 900 providers. Registration occurs through January w ith 400+ registrations for LILM and over 900 registrations for individual sessions. During this time scholarships are also processed. The actual sessions occur January through March. Evaluations are done afterw ard.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

4-C office hours are 8:00 am-4:30 pm Monday-Friday. Planning, registration, committee meetings and evaluation activities occur throughout the year. LILM Institutes are held on three Saturdays from 7:30 am to 3:30 pm. (2011 dates: 1/22/11, 2/19/11, 3/26/11)

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The majority of attendees are older (age 30+) female child care staff or family child care providers. Ethnically they are 5% Asian, 5% African-American and 14% Hispanic w ith the balance being Caucasian. 76% are from the City of Madison. 45% are from City Accredited programs. (United Way funds part of the cost of the program allow ing providers outside the City of Madison to attend.) The proposed city budget is slightly less than the cost for the accredited providers. Half of the teachers earn less than $13.89/hr. Median net family child care income for a licensed provider is $24,000/year.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Planning meetings are held at 4-C, United Way or at the Madison Metropolitan School District Office. The Institute sessions are held at the Bishop O'Connor Center in Madison.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

The LILM registration brochure is mailed to all regulated centers and family child care providers. Registration information can be dow nloaded from the LILM w ebsite. Committee members reach out to centers serving large populations of low income children/families and offer partial scholarships for their staff to attend the Institute. We have also connected w ith family child care support groups to inform them about LILM. The brochure is translated into Spanish and mailed out to over 50 Latino family child care providers w ho can attend at a reduced fee and can listen to their sessions in Spanish. Hmong family providers are personally contacted, can receive help to complete the registration form, can attend for free and can listen in Hmong at the sessions.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Launching Into Literacy & Math (LILM) is a collaborative committee that includes staff from 4-C, the City of Madison, Madison Schools, United Way, Madison Public Library, Head Start/DCPC (including Early Head Start), UW Child Care, DCAEYC, Children's Service Society, Satellite Family Child Care and several child care center directors (from Animal Crackers, St Mary's, & Meriter Children's Center). Our group highly values collaboration, and w e feel this has contributed to ten successful years of high quality training. LILM announces the dates w ell in advance through community new sletters and the City of Madison's Early Childhood Memo. LILM staff choose dates that do not conflict w ith other major early childhood conferences.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are utilized on the collaborative committee and at each of the three institute sessions. They play an essential role w ith our Hmong and Latino participants. LILM also encourages participants to use parent volunteers in classrooms to read to children. "Guest Readers" show children how important reading is.

15. Number of volunteers utilized in 2010?	27
Number of volunteer hours utilized in this program in 2010?	600

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing,i.e, cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

2010 marked the ten year anniversary for this project. Although it took time, the project overcame many barriers. We now offer institute sessions in English, Spanish and Hmong so participants can receive training in their native language. We have worked to secure a limited amount of scholarship funds to enable low income participants to attend. There is a small committee supporting our work with the Hmong population to determine if the current format meets the group's cultural needs. We are currently conducting a phone survey of Spanish-speaking participants to discover how the translation of a presentation in English is meeting their needs and if our interpreters can make any changes to improve their experience. Cost is a major barrier for many child care staff and underwriting funds from the City of Madison and the United Way keep LILM affordable.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

4-C has been a member of the collaborative group since its inception. Penny Chase of 4-C has been on staff for the past 12 years and is the only remaining member to be with the group since inception. 4-C has played a key role in the Steering Committee (along with City of Madison and MMSD staff) to coordinate activities and especially provide administrative and clerical support. 4-C staff process all registration forms/payments from participants who need to be registered into specific sessions. Launching Into Literacy and Math has grown from 138 participants attending one or more sessions in 2000-2001 to 525 in 2009-2010. Early care and education professionals attend this training in part due to the proven track record. They have enjoyed the experience and have learned practical skills and ideas to incorporate into their work with children. Participants often say, "I can't wait to go to work on Monday and try this with the kids." LILM was written into the professional development plan for MMSD 4K staff and contracted programs.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

A total of 15 hours of continuing education meets the requirement for certification and licensing. Meets WI Model Early Learning Standards: Language Development/Communication & Mathematical Thinking.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City $	Qualifications
PD/T Manager	0.39	Yes	Bachelor’s degree & 1 year of experiencein Early Childhood Education
Administrative Assistant	0.1	Yes	Experience in a clerical field and computer skills.

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

This program is designed to train child care providers in early literacy and math practices based on current know ledge of the importance of quality early care in promoting school readiness. Tw o critical areas of research are addressed through this program: promoting school readiness and improving the training and education of early care providers. It is understood that children, particularly low -income and minority children w ho receive high-quality early care and education are better prepared for school (“Early Care and Education: Effects on Ethnic and Racial Gaps in School Readiness”, 2005). Language development has been show n to improve in environments that include shared reading, targeted phonological skills development, and a print-rich environment (“Promoting Language and Literacy in Early Childhood Care and Education Settings”, 2004). These early literacy components are taught through group trainings offered as part of a collaborative effort of early care and education organizations throughout Madison.

By training early care and education staff, as outlined by the Child Care & Early Education Research Connections policy brief “Impact of Training and Education for Caregivers of Infants and Toddlers” (2005), children w ill receive higher quality care w hich results in their positive early development. LILM also meets the best practice framew orks outlined by the Wisconsin Model Early Learning Standards, a research-based model supported by many collaborating partners throughout Wisconsin. By connecting the LILM trainings w ith 15 hours of continuing education credits, this program is meeting research standards that demonstrate improved quality w hen training is tied to professional credit.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program’s participants do you expect to be of low and/or moderate income? 65.0%

What framework do you use to determine or describe participant’s or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

This is collected from registration and evaluation forms submitted by participants. The number of low income children benefitting is determined by WI Shares data provided from the state, aggregated by program and melded w ith city subsidy counts and Head Start site enrollments.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

The fee to attend each of the institutes is $25.00. Scholarship funds are available and are w idely used w ith our Hmong and Spanish participants. Many child care group centers have built LILM into their annual budgets and pay for their staff to attend; thus most scholarships go to family child care providers.

ORGANIZATION:	Community Coordinated Child Care, Inc. (4-C)
PROGRAM/LETTER:	A Launching Into Literacy & Math

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%
TOTAL	493	100%
MALE	17	3%
FEMALE	476	97%
UNKNOWN/OTHER	0	0%

Note: Race and ethnic categories are stated as defined in HUD standards

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	60	12%
30 - 59	357	72%
60 - 74	76	15%
75 & UP	0	0%
TOTAL AGE	493	100%
RACE		
WHITE/CAUCASIAN	356	72%
BLACK/AFRICAN AMERICAN	24	5%
ASIAN	26	5%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	6	1%
Black/AA & White/Caucasian	6	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	81	16%
TOTAL RACE	493	100%
ETHNICITY		
HISPANIC OR LATINO	68	14%
NOT HISPANIC OR LATINO	425	86%
TOTAL ETHNICITY	493	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	375	76%
DANE COUNTY (NOT IN CITY)	114	23%
OUTSIDE DANE COUNTY	4	1%
TOTAL RESIDENCY	493	100%

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**A Launching Into Literacy & Math**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	493
Total to be served in 2011.	500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.
If applying to OCS, please refer to your research and/or posted resource documents if appropriate.
Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	To increase the early literacy and math knowledge/skills of more than 500 providers (250 from City Accredited) with a 90% positive evaluation.
Performance Indicator(s):	Evaluations provided by attendees at trainings indicating an increase in knowledge gained resulting in a change in daily practice.

Proposed for 2011:	Total to be considered in perf. measurement	500	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	450
Proposed for 2012:	Total to be considered in perf. measurement	500	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	450

Explain the measurement tools or methods:	Attendees fill out an evaluation form at the event rating the trainings from 1 to 5 related to specific content areas or perceived uses/outcomes that result from the training.

Outcome Objective # 2:	To improve the quality of preschool literacy and math preparation for 600 low income children of the 3,000 children served in City Accredited Programs.
Performance Indicator(s):	Number of low income children by program based on state and city data related to subsidy recipients and Head Start.

Proposed for 2011:	Total to be considered in perf. measurement	600	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	600
Proposed for 2012:	Total to be considered in perf. measurement	600	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	600

Explain the measurement tools or methods:	4-C will obtain data from the state and city related to the number of low income children attending each program where staff have attended LILM as well as the number of Head Start enrollees. This will be an underestimate but it is the easiest way to measure the impact given budget restraints.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** A. Launching Into Literacy and Math

2. **Agency Name: 4C**

3. **Requested Amounts:** **2011: $14,374**
   2012: $14,374 **Prior Year Level: $**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   To administer registration of Launching Into Literacy and Math for 400 participants.

7. **To what extent does the proposal meet the Objectives of the <u>Community Development</u> Division, Community Resources <u>Program Goals and Priorities</u> for 2011-2012?**

   Staff Comments: Applying as B1 but recommending consideration as C1 in providing professional development opportunities that improve the quality of child care in the City of Madison.

8. **To what extent does the proposal incorporate an innovative and/or research based <u>program design</u> that will have a positive impact on the need or problem identified?**

   Staff Comments: The research cited in the proposal addresses training of child care staff. The proposal is for the administrative function/registration of LILM. Research cited does not address model/framework for delivery of service.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

   Staff Comments: The outcome objectives address the impact of the LILM training and not the proposed administrative service/staff. Outcome objective#1 is realistic. Outcome objective #2 is flawed.

10. **To what extent do the agency, staff and/or Board <u>experience, qualifications</u>, <u>past performance</u> and <u>capacity</u> indicate probable success of the proposal?**

    Staff Comments: Agency (administration and stafff) has capacity to provide high quality services

11. **To what extent is the agency's proposed <u>budget reasonable and realistic</u>, able to <u>leverage additional resources</u>, and demonstrate <u>sound fiscal planning</u> and management?**

    Staff Comments: Proposed budget is unrealistic for administrative service for this collaborative program. Potential clarification needed from agency.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a <u>diverse array of support, including volunteers, in-kind support</u> and securing <u>partnerships</u> with agencies and community groups?**

Staff Comments: LILM is a very strong collaborative program.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of <u>low income individuals</u>, <u>culturally</u> <u>diverse</u> populations and/or populations with specific <u>language barriers</u> and/or <u>physical or mental disabilities?</u>**

Staff Comments: Program is fee based and sessions & materials are provided in English, Spanish and Hmong

Questions: Clarification of budget/personnel expediture is needed. What will be the impact on 4-C and/or LILM if funding request is not granted? What is the status of the basic training (SIDS & SBS) 4-C has provided in the past?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Launching Into Literacy and Math is an established successful collaborative effort. Collaborative including City of Madison, UW, Children's Museum, MMSD and several child care centers. Proposal is to pay for administrative costs for only one of the collaborating agency.

ORGANIZATION:	Community Coordinated Child Care, Inc. (4-C)
PROGRAM/LETTER:	E Supporting Child Care Directors for Quality Care

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	3,000	1,055	975	100	870
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	3,000	1,055	975	100	870

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E** **Supporting Child Care Directors for Quality Care**

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	**BUDGET TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	3,000	1,055	975	100	870
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	3,000	1,055	975	100	870

*OTHER GOVT 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E Supporting Child Care Directors for Quality Care**
PRIORITY STATEMENT:	**OCS: Children and Families B1: Specialized Train/Consult (ECCEC)**

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

While there are many training opportunities for child care teachers, center directors have very few trainings directed at the diverse set of responsibilities each director must face in the day to day operation of a group center. The entry level training available to directors is minimal: 2 non-credit classes. This project w ill address deeper issues around meeting accreditation standards and quality care for each stage of child development. In 2009, 56 accredited centers in Madison served 4,533 children under age 6 of w hich a third w ere low income. In 2003, 20 of these centers formed the Madison Area Accredited Early Childhood Assn (MAAECA) to advance accreditation in the community and provide additional support for their programs. During a 2010 planning retreat MAAECA identified specialized training for directors as a key need w ithin their programs and as a means to promote concepts of quality to programs currently not accredited.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

For seven years MAAECA has held regular meetings for Center Director members and others to w ork on public policy and other issues. As an unstaffed coalition they have functioned solely by the directors themselves volunteering. The directors w ant to expand to hosting forums and trainings on topics needed to address challenges faced by their programs especially as they struggle to deliver high quality care for at risk children. 4-C has offered to provide a space and staff support for these trainings as w ell as assistance for outreach to non-accredited programs interested in improving their quality. The proposal is to offer three training sessions each year for 45 unduplicated Center Directors mostly from accredited programs. At least 30 directors w ill attend each of the sessions. Funds w ill cover staffing costs for outreach and publicity, supplies and a small amount of funds w ill allow paid consultants to do the w orkshop w hen appropriate. The project w ill relieve the MAAECA directors from the responsibility of facilitating trainings w hile meeting the goal of advancing quality care w ithin the city for all children. This allow s directors to attend a meeting to benefit themselves w ithout also having to organize it. The Board or a subcommittee of MAAECA w ill select the topics for each w orkshop or forum. 4-C w ill then organize and promote the w orkshop.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

4-C w ill offer three training sessions annually targeted to accredited Center Directors. At least 30 directors w ill attend each of the sessions and improve their ability to direct their programs to serve at risk children. Annual unduplicated number of participants w ill be 45. Sessions w ill be 3-4 hours each. 4-C staff w ill coordinate meetings, complete mailings, registration, logistical support for each training, data collection and evaluation .

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

4-C is open from 8:00 am - 4:30 pm Monday - Friday. Three forum/training sessions w ill be held in the early afternoon (w hich is nap time for full day programs and after part day programs end for the day) or evenings. This project w ill run from January to November each year w ith the sessions occuring in spring, early summer and fall.

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E Supporting Child Care Directors for Quality Care**

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The majority of directors are experienced (age 30+) female child care directors from accredited programs within the City of Madison. While not highly paid for the level of responsibility they have, most are above Dane County's median income. As a group they are a key factor in the delivery of high quality early childhood education to almost 1,500 at risk low income children.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Meetings and workshops will be primarily held at 4-C; however, some activities could occur at partner center locations.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Events will be announced in the 4-C newsletter, on the agency website, training flyer and specialized mailings to centers. Email reminders will be sent to all centers in the 4-C database with email access. Events will be posted on The Registry website and Registry credit will be offered at each event. Licensing Specialists from the WI Dept of Children & Families will be informed about topics and can pass the information on to Center Directors they work with in Madison. Most of the minimal staff time will be spent organizing mailings and outreach. 4-C is uniquely capable of doing this as we maintain the core database of early childhood programs in the city and have a training facility that seats up to 75.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

4-C is partnering with the MAAECA (Madison Area Accredited Early Childhood Association) group. 4-C will announce trainings on the City of Madison's Early Childhood Memo and will share the information with Licensing Specialists from the WI Dept of Children & Families. 4-C will partner with DCPC (Dane Co Parent Council/Head Start) to use their equipment if there is a need to have an interpreter translate the information into Spanish.

14. VOLUNTEERS: How are volunteers utilized in this program?

Members of the MAAECA Board or a subcommittee of MAAECA will meet with 4-C staff to choose topics/speakers for the year.

15. Number of volunteers utilized in 2010?	N/A
Number of volunteer hours utilized in this program in 2010?	N/A

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E** **Supporting Child Care Directors for Quality Care**

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing,i.e, cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

4-C has access to necessary equipment if there is a need to translate the programming into another language. The 4-C building is accessible to participants with physical disabilities. Given the target group we expect little need for either. A barrier for directors is having the time to organize and develop a quality training with a significant enough turnout to support it. MAAECA has maintained a strong turnout at their volunteer board meetings and annual meetings. With their help in identifying topics and the proper scheduling, it is expected quality trainings can be organized that attract a minimum of 30 Directors per session using the City Accredited programs as the core target group.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

4-C has offered Director's Caucus trainings in the past. 4-C Training Specialists have a bachelor's degree preferably in Early Childhood Education and experience working with children ages birth to 5. The Professional Development/Training Manager has been working at 4-C for the past 12 years and in the early care community for an additional 15 years. MAAECA has existed with 20 or more accredited members since 2003 indicating a strong level of interest and support from the directors of these programs.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Accreditation, Licensing and WI Model Early Learning Standards will be addressed within the scope of our events.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City $	Qualifications
PD/T Manager	0.01	Yes	Bachelor’s degree & 1 year of experiencein Early Childhood Education
Administrative Assistant	0.01	Yes	Experience in a clerical field and computer skills.

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E Supporting Child Care Directors for Quality Care**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E Supporting Child Care Directors for Quality Care**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Supporting Child Care Directors for Quality Care, like all 4-C programs, aims to improve the quality of care in the child care setting. This program w ill establish a forum for quality improvement and netw orking among accredited child care center directors, a need w hich has been established through collaboration w ith established child care center director groups.

By training early care and education staff (including Center Directors), as outlined by the Child Care & Early Education Research Connections policy brief “Impact of Training and Education for Caregivers of Infants and Toddlers” (2005), children w ill receive higher quality care w hich results in their positive early development. Additionally, this program w ill use the best practice framew orks established by the City Accreditation standards to train child care Center Directors.

A policy brief by the Wisconsin Council on Children and Families states that, “effective, w ell-planned early care and education programs can positively supplement parents’ efforts, and have dramatic positive impacts on children’s school success.” (“Brain Development and Early Learning”, 2007). By delivering specialized training opportunities to child care Center Directors, this program is establishing more effective and higher quality programs needed to most positively impact the early development of young children.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program’s participants do you expect to be of low and/or moderate income?	20.0%

What framework do you use to determine or describe participant’s or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Through the 4-C w age and benefit survey. The uitimate beneficiaries of this proposal w ill be approximately 1,500 low income and at risk children w ho are dependent on these programs for high quality early childhood education. Data on how many children receive state child care or Head Start subsidies, other subsidies from the city or elsew here is collected yearly from funding sources.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There w ill be no cost to participants to attend the events for this project.

ORGANIZATION: **Community Coordinated Child Care, Inc. (4-C)**

PROGRAM/LETTER: **E Supporting Child Care Directors for Quality Care**

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%
TOTAL	45	100%
MALE	3	7%
FEMALE	42	93%
UNKNOWN/OTHER	0	0%

Note: Race and ethnic categories are stated as defined in HUD standards

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	45	100%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	45	100%
RACE		
WHITE/CAUCASIAN	40	89%
BLACK/AFRICAN AMERICAN	1	2%
ASIAN	1	2%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	0	0%
Black/AA & White/Caucasian	0	0%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	3	7%
TOTAL RACE	45	100%
ETHNICITY		
HISPANIC OR LATINO	0	0%
NOT HISPANIC OR LATINO	45	100%
TOTAL ETHNICITY	45	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	45	100%
DANE COUNTY (NOT IN CITY)	0	0%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	45	100%

ORGANIZATION:	**Community Coordinated Child Care, Inc. (4-C)**
PROGRAM/LETTER:	**E Supporting Child Care Directors for Quality Care**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	45
Total to be served in 2011.	45

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	To increase the skills of 45 unduplicated Center Directors of mainly acccredited child care programs through three trainings or forums each year with 30 attending per training
Performance Indicator(s):	90% of directors attending workshops will indicate that they have learned new skills and intend to use these skills in their daily practice.

Proposed for 2011:	Total to be considered in perf. measurement	45	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	40.5
Proposed for 2012:	Total to be considered in perf. measurement	45	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	40.5

Explain the measurement tools or methods:	Each event will be evaluated by participants utilizing an evaluation form measuring the quality of the presentation as well as the relevance of it to the director's daily work.

Outcome Objective # 2:	
Performance Indicator(s):	

Proposed for 2011:	Total to be considered in perf. measurement		Targeted % to meet perf. measures	0%
			Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in perf. measurement		Targeted % to meet perf. measures	0%
			Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** E. Support for Child Care Directors

2. **Agency Name: 4C**

3. **Requested Amounts:** **2011: $3000**
   2012: $3000 **Prior Year Level: $0**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority** **X VI Child(ren) &Family**
   ☐ **II. Access** ☐ **VII Seniors**
   ☐ **III Crisis**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Administration of 3 training sessions with 30 directors of Accredited centers (45 unduplicated individuals served).

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

   Staff Comments: Applying as B1 but recommending consideration as C1 in providing professional development opportunities that improve the quality of child care in the City of Madison.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

   Staff Comments: The research cited in the proposal addresses training and support of quality early childhood care. The proposal is for the administration of trainings and forums for the Madison Area Accredited Early Childhood Association. Research cited does not address model or framework for delivery of service.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

   Staff Comments: Objectives are clear and measurable.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

    Staff Comments: Agency (administration and staff) has capacity to provide high quality services

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

    Staff Comments: Budget is clear and realistic

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Proposal is responsive to MAAECA's long-range planning and outreach efforts.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

Staff Comments: Proposal states potential to translate services/materials as needed. No cost for participants.

Questions: How will directors from non-accredited centers located in the City of Madison benefit from this effort? Has the agency considered reviving the director's caucus?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Require professional development opportunities that are intentional, relevant vs. basic training or forums.

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	C PRIDE Project

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,910	16,353	3,200	2,357	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	26,092	19,475	3,810	2,807	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	48,002	35,828	7,010	5,164	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	16,910	12,620	2,470	1,820	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,990	11,980	2,330	1,680	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	32,900	24,600	4,800	3,500	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	C PRIDE Project

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Based upon lower rating of priority by funding source we are reducing services in order to increase funding for a new project, specialized parenting education for grandparents as primary caregivers.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

Refocus some funding from PRIDE program to increase funding in other programs A, B, D where increase in demand for services escalating and where services meet higher city priorities.

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	17,420	13,000	2,545	1,875	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	16,470	12,340	2,400	1,730	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	33,890	25,340	4,945	3,605	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

PROGRAM DESCRIPTION

ORGANIZATION:	**THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**
PROGRAM/LETTER:	**C PRIDE Project**
PRIORITY STATEMENT:	**OCS: Children and Families B1: Specialized Train/Consult (ECCEC)**

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Rainbow clinicians receive increasing #'s of requests for consultation/training/support services & resources to assist in meeting the special needs of children/families participating in early childhood centers and child care/education programs; economically challenging times have increased stress in children/families; exposure to family/community violence/trauma increasing for some young children/families; life transitions of divorce, grief/loss, chronic physical illness, serious accidents, natural disasters often result in children being discharged from centers due to behavior problems. Experienced early childhood/preschool teachers report unprecedented special needs. Success of 20 year project indicates cost-effective resources invested & directed early on to enrich early childhood environments, preventing suffering & increased future costs. This project w as presented as a model program this year at the UW Whitew ater Early Childhood Conference & think this should be a #1 priority.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Well developed, established and successfully utilized program services include: 1) Outreach and orientation for new Madison accredited centers that have not received PRIDE Project services in the past; 2) Reconnection w tih past PRIDE Preschool Project recipient centers/programs annually to accept requests for specialized training or consultation/observation services 3) Coordination w ith city childcare specialists on topics, issues, focus for each identified center receiving PRIDE services 4) Evaluation/feedback on project services. Topics include "Understanding Impact of Trauma on Young Children and Their Families"; Recognizing & Responding to Normal Challenging Behaviors of Young Children & When to Seek Outside Help"; Early Childhood Professionals: Roles, Challenges, Possibilities; Helping Young Children Manage Stress; Team-building for Professionals in Early Childhood and School Age Care/Education; "Making the Most of Parent-Teacher Conferences"; "Recognizing Child Abuse, Neglect Indicators in Children"; "Punishment VS Discipline: What Children Are Telling Us"; Social-Emotional Development; Infant Mental Health; "Developmental Stages of Cultural Identity and Self Concept" "Normal Stages of Sexual Development in Young Children"

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Increase capacity of early childhood/childcare program staff, children and parents accredited w ith city of Madison to serve children and families at risk for mental health, child abuse and other traumas, including social emotional development and behavior problems to occur in the future.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Available Monday through Friday during regular 8 a.m. - 6 pm w ork w eek but also flexible for early childhood and childcare staff schedules to provide training in the evenings and Saturdays, w hich has occurred in past years; observation/consultation onsite also provided during regular w ork w eek hours but parent conferences or staff consultations also flexible to meet center schedules.

ORGANIZATION:	**THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**
PROGRAM/LETTER:	**C PRIDE Project**

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Staff from City of Madison accredited early childhood edcuation/childcare centers and inhome family programs eligible to receive PRIDE Preschool services. At least 30-40 programs served over past 20 years indirectly and directly assisting children (infants through after school program ages) enrolled in these centers. In addition, center parents and Board members have also participated in PRIDE training presentations. Center populations of children/families fall within a broad range in age, income, literacy, disability, cultural/ethnic backgrounds.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Majority of services provided on site at specific childcare programs, some training presentations have occurred at the Rainbow Project Clinic.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Beginning of calendar year announcment of project services available to identified directors of city accredited centers and programs In collaboration with City Daycare Specialists Unit and Rainbow Referral and Community Programs Coordinator; throughout year, Referral Coordinator initiates regular contact with new and past project recipients, working with City Daycare Specialists Unit to provide outreach/awareness particularly to Spanish speaking providers and caregivers.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Include coordination with 20+ accredited centers in City of Madison as well as City Childcare Specialists, UW School of Medicine Dept. of Psychiatry Child & Adolescent Residents; UW Madison Graduate Interns School of Social Work, Counseling Psychology, Psychology; Instructors from Madison College Early Childhood courses (presenting to students from specific classes throughout the year) and UW Madison School of Education courses;

14. VOLUNTEERS: How are volunteers utilized in this program?

Includes interns (graduate, doctoral and M.D. level) who assist in completing onsite classroom observations and parent/staff consultations for specific, identified children as well as observation of general classroom structure, dynamics, program content

15. Number of volunteers utilized in 2010?	10
Number of volunteer hours utilized in this program in 2010?	1,040

ORGANIZATION: **THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**
PROGRAM/LETTER: **C PRIDE Project**

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing,i.e, cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

As a result of few er community early intervention services available for children and families, more serious behaviors and developmental concerns arising for an increasingly vulnerable population. Economic challenges add additonal stress to families w ith young children. These challenging economic times impact resources for early childhood programs/centers w ith few er dollars for training and less planning and resources for teachers. Another barrier is the fact that funding sources are not prioritizing these services. Directors, teachers, childcare providers and caregivers report seeing more serious presenting issues w ith children and families in centers and programs experiencing stress, trauma, life transitions in severity and quantity. This results in over-stressed staff and stretching resources. There are also few er Spanish speaking providers and parents served through this project.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

In addition to foundation of experience outlined for Programs A,B.D, Rainbow clinicians all have backgrounds in early childhood & school-age education and childcare, as teachers & program coordinators, as w ell as formal training in child development, mental health and trauma prevention/intervention. Original community needs precipitating the beginning of the Rainbow Project came from the early childhood care and education community. 4C survey identified 10-20% of children in childcare in City of Madison and Dane County as at risk and vulnerable requiring specialized support and early intervention/prevention in order to prevent problems from becoming more serious in the future. The Rainbow Project PRIDE model, established 20 years ago, shines as model project nationally and shared at the 2010 UW Whitew ater Early Childhood Conference.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Approval of continuing education credits in CORE Know ledge Areas; State of Wisconsin Dept. of Regulation & License as Outpatient Mental Health Health Clinic

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City $	Qualifications
Executive Director	0.05	Yes	Masters Degree, Licensed Professional Counselor
Child, Adult & Family Therapists	0.15	Yes	Masters level related fields of social work, psychology, early childhood devel
Financial Coordinator	0.07	Yes	Masters Degree in related field
Executive Assistant	0.07	Yes	Bachelors Degree and experience in non-profit
Referral/Community Prog Coord	0.15	Yes	Masters level related fields of social work, psychology, early childhood devel
			As well as administrative experience, data collection, interagency coordinatio

ORGANIZATION:	**THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**
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CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

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23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion

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COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

In addition to references listed for Program A,B,D also add: Highscope Longitudinal Study capturing strengths children gain in early childhood quality education that w ill stay w ith them as they grow into adults; Research paper "Child Delinquency: Early Intervention & Prevention", Office of Juv. Justice,U.S. Dept of Justice review s generations of criminology studies show ing children during preschool years, antisocial, disruptive behaviors are likely to become child delinquents in conjunction w ith other risks factors,such as substance abuse, poor parenting practices & history of family violence, peer rejection. These issues can be addressed early on w tih creative community partnerships such as the PRIDE Project.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 70.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch	X
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Data collected from directors of each early childhood/school-age education/childcare program particpating in PRIDE Project

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Centers and consumers eligible for PRIDE services required to be cleared w ith city of Madiosn Childcare Specialists

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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%
TOTAL	169	100%
MALE	42	25%
FEMALE	127	75%
UNKNOWN/OTHER	0	0%

Note: Race and ethnic categories are stated as defined in HUD standards

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	0	0%
30 - 59	152	90%
60 - 74	17	10%
75 & UP	0	0%
TOTAL AGE	169	100%
RACE		
WHITE/CAUCASIAN	135	80%
BLACK/AFRICAN AMERICAN	17	10%
ASIAN	4	2%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	13	8%
Black/AA & White/Caucasian	13	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	0	0%
TOTAL RACE	169	100%
ETHNICITY		
HISPANIC OR LATINO	34	20%
NOT HISPANIC OR LATINO	135	80%
TOTAL ETHNICITY	169	100%
PERSONS WITH DISABILITIES	5	3%
RESIDENCY		
CITY OF MADISON	135	80%
DANE COUNTY (NOT IN CITY)	34	20%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	169	100%

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	169
Total to be served in 2011.	150 staff

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Increased capacity of early childhood & school age education/childcare programs including inhome providers to effectively serve special needs high risk children and families work with vulnerable children/families
Performance Indicator(s):	Increased knowledge, resources, awareness, understanding of needs/responses in work with vulnerable children/families

Proposed for 2011:	Total to be considered in perf. measurement	150	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	135
Proposed for 2012:	Total to be considered in perf. measurement	170	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	153

Explain the measurement tools or methods:	Individual evaluatons/feedback from specific training presentations/consultations provided in each center; year-end annual evaluaton of overall project effectiveness completed by participating centers; results of pre/post observation/assessment of individual children involved in receiving project services.

Outcome Objective # 2:	Classsroom, onsite Observation/Consultation with caregivers and teachers of specific children 12-20 identified as presenting concerns in behavior/functioning/development
Performance Indicator(s):	Completed assessments/recommendations for above identified children providing increased knowledge, skill for teachers/caregivers in new ways to interact & improve child & family progress

Proposed for 2011:	Total to be considered in perf. measurement	20	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	17
Proposed for 2012:	Total to be considered in perf. measurement	30	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	25.5

Explain the measurement tools or methods:	Ages and Stages SE (Social Emotional Development) Questionnaire; Achenbach Child Behavior Checklist; Parenting Stress Index, PRIDE specific-activity evaluation and year-end evaluation/feedback questionnaire completed by both caregivers and teachers and offered in spanish

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** C. Pride

2. **Agency Name: Rainbow**

3. **Requested Amounts:** **2011: $16,910**
   2012: $17,420 **Prior Year Level: $21,910**

4. **Project Type:** **New** ☐ **Continuing** ☒

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   To increase capacity of early childhood caregivers/teachers (150) serving at risk children/families, including observation/consultation of 12-20 children. Number of service hours not indentified.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

   Staff Comments: Meets objectives and priorities for B1.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

   Staff Comments: Research supporting benefits of quality early education. Research supporting model/framework not provided.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

   Staff Comments: Objectives are reasonable and measurable.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

    Staff Comments: The Rainbow Project, Inc. has not consistently met service numbers, contract goals or requirements for this service. 2009 service reports have not been reconciled (2010 reports are complete and on file). Regular turnover of program coordinator for last two contract cycles. Consultation is deemed useful and important by City of Madison Accredited centers.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

    Staff Comments: Program budget is supported by City serving Madison Accredited programs and United Way serving non-accredited programs in Dane County. Number of PRIDE service hours for 2011 is not stated.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a <u>diverse array of support, including volunteers, in-kind support</u> and securing <u>partnerships</u> with agencies and community groups?**

Staff Comments: Volunteers include interns who assist in completing onsite classroom observations and conultations for specific/identified children.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of <u>low income individuals</u>, <u>culturally</u> <u>diverse</u> populations and/or populations with specific <u>language barriers</u> and/or <u>physical or mental disabilities?</u>**

Staff Comments: Service is specific to needs of City of Madison Accredited centers.

Questions: If consultations/observations are provided by volunteer interns how does this impact service cost?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Funding for 2011 contract contingent upon completion and correction of 2009 and 2010 service reports.