



City of Madison

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

Thursday, May 14, 2015

8:00 AM

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

CALL TO ORDER / ROLL CALL

Present: 7 - Denise DeMarb; LeAndrea M. Vernon; Jennifer Templin; Patricia A. Lasky;
Diane B. Adams; Karalyn A. Kratowicz and Muriel Simms

Absent: 2 - Linda E. Benzschawel and Scott Peters

Lasky called the meeting to order at 8:04 am.

APPROVAL OF MINUTES

MOTION BY ADAMS, SECONDED BY DEMARB TO APPROVE THE MARCH 12,
2015 MINUTES. Motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

None.

NEW BUSINESS

1. [38395](#) Introduce new ECCEC member LeAndrea Vernon

LeAndrea Vernon works for the Office of Admission and Recruitment for UW Madison. She has a 5 year old daughter attending afterschool programs. She is the parent rep for the committee. ECCEC members introduced themselves.

2. [37934](#) 2015 Funding Process Update

Attachments: [Crisis Support Services Goals and Objectives](#)
[Senior Adult Services Goals and Objectives](#)
[Expedited Contracts Goals and Objectives](#)
[2015 CDD Funding Process Timeline](#)

Host discussed the attachments that showing the Crisis Support and Senior Adult Services goals and objectives. The expedited contracts goals and objectives were also included. There is a timeline that outlines the proposed process.

On May 19th Jim O'Keefe, Laura Noel and FCI reps will present information

about the FCI Study and changes to the 2015 funding process to the Common Council Committee of the Whole.

On May 27th there will be a joint committee meeting with all Community Development Division committees to discuss the proposed changes to this year's funding process. A meeting time will be determined. It will be held at the Senior Center. Jennifer Stoiber will be sending out updates for the final date and time.

Host explained the proposed plan involves targeted RFPs for Senior Adult and Crisis Services with the rest of the agencies completing an Intent to Continue application to receive continued funding at the 2015 level for 2016. The application will look at programs through poverty and racial equity lenses. There will be a review of demographics (participants, staff, board) to see if the needs of the community are being met. The HUD racial categories will be used for consistency since many of our funded agencies also need to report to HUD.

The requests of Children and Family agencies wishing to continue funding will come before the ECCEC. If agencies request a change to programs it will go to staff for review before coming to the ECCEC. New and expanded requests will be placed on the B List for funding. Specifics about the 2015 summer funding process (dates, committee roles, activities etc.) will be finalized and shared with the committee as soon as decisions are made. The Council is set to vote on the proposed process mid-June.

Future funding processes may focus the role of stakeholders, residents and program participants, allowing people to identify what resources they need and having the City work with agencies to provide those resources.

FCI will be submitting their final funding study report with recommendations for moving forward. There was a brief discussion of concern over FCI doing the funding study and providing a building to One City for a child care center. It was explained that the two are not linked and the FCI recommendations are on how to do the funding process not who receives the funds.

3. [37933](#)

Accreditation Processes

Attachments: [Accreditation and Universal Child Care Standards Revision Draft and Process](#)

Host discussed changes in the accreditation process, including how applications are reviewed, providing training to centers about working with families in poverty, having centers share resources/mentor other centers and utilizing other available community resources (e.g. YoungStar) to improve quality.

The child care unit moved forward with the accreditation of Bright Horizons. The center was asked how it could help other centers and has offered to share its Creative Curriculum training. This will be very useful for centers that do not have access to that training.

Centers want to serve low income families, but do not have the money to do it. The city does not have extra funds that can go towards this goal. There is

\$850,000 allocated for the Child Care Assistance Program. This may be an opportunity to consider how that money is spent.

A long time family child care provider committed to serving racially and economically diverse families sent in a letter to the mayor regarding her loss of diverse families when she was no longer financially able to offer a sliding fee scale. She now has a group of middle class white families.

The committee discussed the WI Shares system recognizing that it has a lot of restrictions and can be difficult to navigate. With the new EBT (Electronic Benefit Transfer) card system the 25% differential will be added to the parent allocation instead of going directly to the center. Parents are asked for a lot of information at their interviews and they can find this intimidating, overwhelming and not worth it for a small amount of assistance they may receive. The ECCEC would like a presentation on the EBT card process & WI Shares may be added to a future ECCEC agenda.

A subcommittee of the ECCEC was formed to review how the city child care assistance funds are currently used and consider further possibilities. The group consists of Kratowicz, Vernon and Templin. (Note: Alder Demarb interested.)

Standards

Host distributed the new draft version of the standards for the committee's information. Current national standards, research and best practices were considered in this revision. There is new focus on inclusion, cultural diversity as well as health and safety. A focus group of center directors provided additional input. Standards will be completed by December. Family Child Care Standards will be revised next.

4. [38393](#)

Northside Achievement Zone Visit Report

Attachments: [Northside Achievement Zone](#)

Host discussed her recent visit Minneapolis to see the Northside Achievement Zone. The program begins with a family setting goals working with a "connector" who facilitates the meeting of goals. A "navigator" helps the family find the resources needed. Help can involve housing, family support, visits and help with young children. The goal is to help 1,000 families and to get children college ready. The children may choose not to attend college, but they would be ready if they so choose. There are some programs that offer scholarships for students to attend college.

The unique feature of this program is the database which tracks information from NAZ and providers regarding the status of families. Families give permission to entities to share information.

5. [38394](#)

EOP CBE Funding Process Allocations

Attachments: [2015 Spring EOP Allocations](#)

Host discussed the 2 Emerging Opportunity Program grant cycles this year. The spring cycle received 38 applications requesting \$750,000 in funds with only \$175,000 available. The Conference Committee met to make the allocation

decision. Funding is for 1 year; agencies can receive funding for 2 years.

The Community Building and Engagement also allocated funds. An allocation went to Center for Families to create a community board to advise the agency Board of Directors.

6. [33059](#) CSC Committee Report

No Report.

ADJOURNMENT

Upcoming meetings: If May 27th held, the June meeting will be cancelled.
**MOTION BY KRATOWICZ, SECONDED BY TEMPLIN TO ADJOURN THE MEETING
AT 9:52 AM. Motion passed by voice vote.**