



Early Learning Coalition of Southwest Florida

Executive Director's Report for Coalition Board Meeting— 5/24/06

TAB 2: Office of Early Learning Updates

- **Board Chair and Executive Director Meeting:** Barbara attended the 4th Early Learning Advisory Council and Executive Director meeting on May 18 and 19 in Orlando with Lt. Gov. Toni Jennings. Updates on VPK and SR services were given and input was heard from all Coalition Chairpersons. See ELAC and ED agenda on pp. 131A and B; and Update on Early Learning Policy Development on pp. 131C and D.
- **2006 Florida Legislative Update:** See Early Learning and VPK Program updates on the legislative update, pp. 132-134; and Final Summary of 2006 Conference Report on pp. 134 A-B.
- **AWI Submits Amendment to State Plan for CCDF Services**—The Child Care Bureau approved an amendment to the Florida State CCDF Plan (Child Care and Development Funds) regarding Health and Safety Requirements for Providers. See copy of CCDF Amendment on p. 135-142; Letter to providers regarding new responsibility on p. 143; and Health and Safety Monitoring Chart on pp. 144-150.
- **Florida Dept. of Education**—Releases their VPK Accountability: Supports and Consequences Report on pp. 151-153 ; Also released is a Memo on the 2006-2007 Florida Kindergarten Readiness Screener (FLKRS) and the Regional Training Meetings on pp. 155-156. DOE VPK updates are on pp. 159 A and B.
- **AWI Releases VPK Funding for Coalitions**—VPK Funding Allocations by Coalition and County, including District Cost Differential (DCD) are on p. 157-158; and Calculation of Base Student Allocation and 5% Administration Charge is on p. 159.
- **Early Learning Plan**—An Early Learning Planning Committee is working on developing the new Early Learning Plan. The new plan will address all School Readiness and Voluntary Prekindergarten services and will be submitted to AWI by Sept. 1st.
- **AWI Releases Legal Opinion on VPK Prepayment**—See legal opinion on the requirement for Providers to receive a VPK prepayment on pp. 160-161.

- **NACCRRRA Parent Poll on Quality Child Care**—NACCRRRA conducted a National Parent Poll in May 2006, to obtain a better understanding of what parents consider when they are looking for child care, what they expect and want from child care, and what barriers they face in obtaining quality child care. See poll results and executive summary on pp. 162-166.
- **Child Care Executive Partnership (CCEP) Application**—The Coalition, in partnership with Child Care of SW Florida, submitted an application for the FY2006-2007 Child Care Executive Partnership. See application and list of CCEP partners on pp. 167-179.
- **AWI-OEL Symposium “Legos To Legacies”**—Barbara, Melanie, and Jean represented the Coalition at the AWI symposium. Barbara attended the PERKS Professional Development Advisory Council Meeting while there and received an update on Year 2 of the PERKS professional development grant project. Barbara Mainster delivered the closing keynote focusing on advocacy, speaking out to legislators, and the immigration challenges facing our Migrant populations.

TAB 3: Coalition Updates

- **ELC of SWF Board Membership**—As directed by the board at the April Coalition meeting, Board Members who have not attended meetings were contacted to see if they are still interested in board membership. Dr. Jean Richardson, regrettably, had to resign due to other commitments. Sabra contacted non-attending members. New prospective members for board consideration are Greg Gardner, VP of United Way of Lee and Hendry/Glades counties; and Jody Dixon, President, Think Bigger Consultant Group.
- **Coalition Fiscal Monitoring Review**—Our Coalition was monitored for fiscal compliance on April 23-25. A final report will be forthcoming.
- **Naples Children’s Education Foundation**—The Coalition, in partnership with Collier early education partners, are working on a proposal to the Naples Children’s Education Foundation board to develop a Quality Rating System in Collier County with funding for TEACH scholarships; WAGE\$ incentives; accreditation support and contributions to the CCEP to reduce the Child Care Subsidy waiting list in Collier County. See copy of presentation on pp. 179 A-D.
- **US DOE Professional Development Grant**—The Coalition of SWFL, in partnership with AWI, Office of Early Learning, and 4 other Coalitions, submitted a proposal for the US DOE PD Grant. Conceptually, we are interested in analyzing the impact of professional development delivery models. We will be utilizing the Beyond Centers and Circle Time training module for teachers in 3 and 4 year old classrooms, (delivered in 45 hours increments in Year 1 and Year 2), and delivering it to early childhood teachers in four formats: onsite college coursework, distance learning college

coursework community-based training, and contextualized training (onsite training).

- **School Readiness Program Evaluator**—Shelley Robertson, from the Robertson Consulting Group, will give her report on classroom assessment results to obtain data, analyze and report on indicators as identified in the Coalition's early learning plan. (See Shelley's summary evaluation report on pp. 119A and B.)
- Shelley will also give an update on the Coalition 3rd quarter Report Card evaluating our VPK and School Readiness services. (See report on pp. 115-119).
- **School Readiness Utilization Report**—Peter will report on the Coalition's Utilization Report (Burn Rate) and projections for the rest of the fiscal year. (See Utilization summary on p. 114).
- **School Readiness Monthly Reports**—(See School Readiness Component Summary Reports on pp. 106-113).
- **CONGRATULATIONS to Child Care of Southwest Florida for CIRCLES OF CARE CONFERENCE**—Many thanks to CCSWFL for their excellent production of the 2006 Circles of Care Conference held at Ft. Myers High School on April 29th. Over 1,000 early childhood educators from 5 counties in SWFL attended the event!
- **VPK 2006!**—

Totals—We continue our efforts to advertise our VPK program, recruit new providers and enroll families. ***As of May 18, 2006, we have 4,630 four-year olds enrolled in the VPK programs in our Southwest Florida communities with 207 approved VPK providers! This is 70.1% of our projected enrollment total for the 05-06 year and we are still enrolling Summer children!*** Total Summer VPK children enrolled as of May 18, 2006 is:

Collier – 184

Glades – 9

Hendry – 83

Lee – 499

TOTAL: 775

VPK Outreach Grant—Our Coalition was awarded a \$35,000 grant from AWI to assist with VPK outreach efforts. In April and May we initiated the following projects.

1. Telemundo Cable TV: (WWDT). We developed two 30 second commercials in Spanish and in English, and signed a contract with Telemundo to run 160 spots from April 3rd to May 28th. The ads include excerpts from First Lady, Columba Bush, encouraging parents to enroll their children. We have had great results from these ads, according to parents who are signing up for Summer and Fall PreK.

2. New VPK brochures, parent guides to quality pre-k programs and posters were purchased, in English, and Spanish and were delivered to all the school districts and circulated in Libraries, post offices, and various businesses in all 4 counties, including Naples and Immokalee.
 3. All School Districts have received training or additional Coalition/CCSWFL personnel to enroll families in the VPK program directly on their campus. (So far, in the summer program, Lee currently has 501 children enrolled, Collier has 180, and Hendry and Glades has 70. The ELC of SWFL has the highest number of children enrolled in the State for Summer VPK (775)
 4. Radio ads (Coalition-sponsored weather reports) were purchased to air the first 2 weeks in April and we'll run them again the 2nd and 3rd week in May.
 5. Additional Radio ads were featured on Immokalee stations in April and will continue in May. They are: WAFZFM (Immokalee) and WCIW (Radio Conciencia).
 6. Saturday is the Dia de los Ninos, sponsored by RCMA. The Coalition sent 200 sets of VPK flyers, books for the children, and Creative Curriculum Parent Guides for this event.
 7. NBC-2 TV sponsored 3 VPK information segments including Eye on Education; The Coffee Mug Section; and a live personal interview during the month of April.
 8. VPK Spotlight news articles have been featured in the Immokalee Bulletin, Bonita Banner and Naples Daily News during the month of April and I just gave another interview today to a NPN reporter (Ann Marie) on VPK, featuring children who speak other languages. (I just came back from participating in the 2-day DOE Expert Panel presentation on English Language Learners and VPK so I had some new information from that meeting for her.)
 9. Tomorrow is Circles of Care and 1,000 providers are expected to attend. We have at least 6 presentations on VPK for parents and providers at this conference. Ads appear regularly in the SWF Parenting News and in the local edition of Children and Families.
 10. On May 21, 11,000 copies of a VPK tri-fold will be sent to all families with children who have an 01 or an 02 birthday. (See tri-fold on pp. 183B and C).
 11. New Coalition Brochure! (See prototype on pp. 183D and E.)
- **VPK Providers anticipate raise in reimbursement**—For the 2006-2007 school year, the base student allocation per FTE for VPK in the Governor's Budget will go from \$2,500 per child to \$2,560 per child, based on the County's DCD (District Cost Differential). See Rates per county and coalition including District Cost Differential (DCD) on pp. 157-158; and Calculation of Base Student Allocation and 5% Administration Charge is on p. 159.

There is no increase in administrative dollars to include an additional 5% for non-direct services. (See Letters from Sabra to Legislators on this issue on pp. 180-183).

SWFL Coalition Pilots Multi-Enrollment Locations—Our coalition has been selected to pilot a new VPK enrollment system in multiple locations throughout SWFL. AWI will meet with AWI staff on May 18th to discuss the procedures that will be in place for this pilot.

CELEBRATION of 1st Year of VPK!—On May 11th, the ELC of SWFL Coalition hosted an evening of celebration of the culmination of a successful 1st year of VPK! The event took place at the Three Oaks Conference Center in Estero, from 6:30pm to 8:30pm and all existing and potential VPK providers were invited to attend.

The event was nothing short of **spectacular** and everyone who came had a delightful time. Special thanks to the ELC Staff for planning a wonderful event. The food was out of this world!; the parent and teacher testimonies were incredible; and Jean's picture gallery presentation of our first VPK graduates was the icing on the cake! The gifts, prizes and room decorations were all very impressive! They made everyone feel special and let them all know how much we appreciated everyone's hard work in making this first year of VPK so special and successful. Special thanks to Terri for her wonderful co-hosting charm and to Sabra, her daughter Cecilia, (our first VPK graduate!), and all the Board Members who attended the event. The phone has been ringing all morning with thanks from the 250 VPK directors, teachers, and assistant teachers who attended. Wait until you read the tributes that each provider wrote about their first year in VPK! We are all very proud!

VPK Orientation Meetings—

- See the schedule on p.184 for the VPK Orientation Meeting for Directors and Child Care Center owners on May 10th in Labelle, May 15th in Ft. Myers, and May 23rd in Naples.
- **Early Learning Coalition of SWFL Website!**—Please check out the new updates on our Coalition's website! It is www.elcofswfl.org. We are adding new information every day. All meetings of the board and all committees, as well as special events are posted on the website and updated regularly. New sections include a picture gallery of Early Learning Services; a legislative contact page; and "Download Central" where you can access all of our Coalitions policies, Bylaws, Plans and Reports as well as AWI issued policies.
- **UPCOMING Professional Development EVENTS in SWF**

Positive Beginnings: Supporting Young Children with Challenging Behavior—June 26-29, Edison College, Ft. Myers Campus. Register at (239) 267-0324, ext. 21. See flyer on p. 201.

School-Age Services—Survive the Summer! May 6th and May 20th in Orlando and Miami. We will also have a training in Immokalee on May 13th from 9am to 3:30pm. Contact Melanie Holaway at (239) 267-4105 for reservations. See flyer on p. 199-200.

Growing Up With Books—There will be a GUWB program at the South County Regional Library on 21100 Three Oaks Parkway, from 11am to 1pm. Families are invited to come enjoy stories, create make and take projects; and receive a GUWB packet, which includes a book to keep.

- **School Readiness Contracted Early Learning Services Reports—**
Summary July through February (pp. 106-113)
Child Assessment Report (Creative Curriculum.Net Assessment Tool)
Child Developmental Screening Report (Ages and Stages Screening Tool)

Enrollment and Eligibility Report
Vision & Hearing Screening Report; Health Consult and Training Report
Inclusion Services Report
Infant & Toddler Services Report
Provider Recruitment & Support Report
Resource and Referral Report

- **Utilization Report**—p. 114.

- **Committee Reports**—

Quality Enhancement/VPK Committee
VPK Orientation Meetings (p. 184)
SR Orientation Meetings (p. 184A and B)
Positive Beginnings Training (p. 185-186)
Summer Camp Solutions (p. 199-200)

Health Services Advisory Committee (pp. 187-190)
Health Services Report (pp. 191-198)

Executive Committee (p. 198A)