



Childhood Care and Education Coordinating Council
Meeting Summary
Thursday February 8, 2007
1:00-4:45
Roth's Hospitality Center
1130 Wallace Road NW
Salem, OR 97304

Present: Mark Anderson, Terry Butler, Kim Cardona, Barbara Christiansen, Peggy Cooksey, Donalda Dodson, Pam Dunn, Pam Everitt, Merrily Haas, Cynthia Hurkes, Patsy Kohout, Dennis Johnson, Kitty Lake, Donna Lewelling, Heidi McGowan, Mary Nemmers, Dawn Norris, Tom Olsen, Diane Ponder, Lynn Reinoso, Dennis Reynolds, Kathy Seubert, Diana Stotz, Jeannie Suihkonen, Sonja Svenson, Beth Unverzagt, Rosetta Wangerin, Bobbie Weber, Barbara Young.

Introductions and Announcements

New attendees: Peggy Cooksey and Dennis Johnson, Oregon Student Assistance Commission.

Parent Voice Update

A conversation at the Child Care Research Partnership about turnover in child care and what experiences were with where people work and where people have their children. Barb who is on the board of the Salem Child Development Center which employs 66 staff and is a hub for half the latch key programs in Salem shared that many employees have been there 10 years or more because we keep competitive on salaries, for instance when the minimum wages raises, we automatically give everyone a 25 cent/hour raise. They also provide up to a four percent raise based on merit, provide family insurance plan and an opportunity to put money into a retirement plan, provide a Christmas bonus of \$300 after tax and after 10 years; receive a \$500 after tax bonus. They have also made a concerted effort in the past two years to get employee feedback on topics like drug testing policies and establish a relationship between managers to bring ideas to the board. Parents are very happy with the programming and like having the agenda for kids posted every day and input into curriculum development. A question of how we pay for it often comes up? The SCDC prepares an annual budget and evaluates the value of every level of care and really looks at competitors to not price ourselves out of the market, especially for infant care. The philosophy of a small increase every year rather than no increases for five years and then one big increase parents can't absorb. When asked if they us any other funding steams Barb replied they have in-kind on rent, donations from art fairs, one fundraising with the cookie dough sales (\$20,000) which buys extra class supplies and in 2006 they received a Fred Meyer grant to revamp playground equipment.

Donna – my experience has been that a benefit package means retention of staff. Private sector has large turnover due to low pay and no benefits. Most providers have their own children and need insurance. Turnover in classroom aides was higher than lead teachers – change in her son's demeanor when a change occurred and lost the continuity of care.

Work/Life Oregon Presentation – Cynthia Hurkes

In November of 2002 there was an emphasis on group presentations; employment department advisory groups; chamber groups; rotaries and civic groups. CCRP put together the Employer of Choice Campaign and Beth Glascock and Marcia Martin put together the materials. Employers wanted more than fluffy materials so she development a Return on Investment (ROI) tool that employers really liked. She now uses the ROI but has created a much larger story about work/life issues. Now people are paying attention and employers are talking about work ethics openly.

In 2004 she moved more to work directly with employers and approached Debbie Lincoln about the equity issue of employer supported child care and create a partnership between OCCRRN, CCD and work source Oregon for new marketing program Work/Life Oregon and developed brand new materials to use at trade shows and conferences.

2005 to present has really focused on working with employers on family child care networks and work/life issues. One of the reasons why employers are reluctant to offer child care benefits is that health insurance is for all employees and is very expensive and many businesses cannot afford to do both for employees.

In 2006 she secured a \$75,000 contract with Peace Health (formerly Sacred Heart) for a family child care network to support employees. Other contracts include a \$20,000 contract with an employee assistance vendor that contracts their services to businesses with 44,000 employees and is currently working on a backup care program to a bank in Eugene and car dealership in Roseburg. Zimmerman has put a child care center in a new building and another business has created a 13 employer consortium to purchase child care slots in the Portland area. She is working intensively with a select group of R&Rs rather than statewide to target specific needs and create networks. Jeannie asked to please define backup care and Cynthia responded that back care is for employees that have a sick child who have to take their child out of care or the provider is sick or the child care business is closed. Employers purchase slots at other child care facilities to provide the backup care.

Slide show presentation – what is work/life? The focus is on paying attention to people as assets. For new generation, the work to live, not live to work as in the older generation (65 and older). Young people have a lot to offer but don't offer it in a way that is 'traditional' or is understood by an older generation and we must allow them to work in a way that manages results and energy. *Slide show is attached.* There is a general trend that people see child care as an important issue but when faced with providing healthcare for employees and child care benefits employers are unable to afford both, and equity in providing child care as a benefit. There is more information on presenteeism – “lights are on but nobodies home.” As employees come to work when they are sick or their children are sick and there is little if any productivity. Work/Life Oregon website: www.worklifeoregon.org.

The future of Work/Life Oregon is to continue seeking private funds and the Network is committed to keeping this going and see this is an opportunity for partners to see what she is doing and generate support for her work. Will definitely keep CCECC informed about Cynthia's work. Heidi shared that at the Commission retreat, one of the priorities was the continued formation of public/private partnerships and offered to write any letters of support needed. Rosetta said she would like a copy of the tax credit document to share with the Commission.

Budget Note Update – Tom Olsen

JLAC rejected the report. The three agencies, with the Governor's office, are working on an alternate report. The Governor's office is taking the lead and will put together a meeting with Sen. Schrader who has expressed the most dissatisfaction with the report. Erinn Kelley-Siel, Tom Olsen, Mickey Lansing, Bruce Goldberg will meet with Sen. Schrader.

Logic Model – Revised for Planning Tool

Kim shared a conversation she had with Sonja on using the Logic Model as a tool for planning on the 2008-09 State CCDF plan – which could also be used as a planning tool for the local commission on children and families system.

Bobbie provided a brief background on the logic model sharing that OSU was asked by Tom to develop the logic model in 2005 to identify gaps in the child care system that are under the purview of the child care division and CCDF funding. Goal is to be sensitive to the issue of duplication, be accountable for funding, and identify gaps in the services provided to child care providers and other system partners. Kim, Bobbie, Rosetta, and Heidi met and updated the logic model. Dawn will send out an electronic version of the Logic Model to CCECC. When the electronic version goes out everyone needs to review the Logic Model and make sure all the programs who are listed are receiving CCDF funds and add any new programs which are receiving CCDF funds. Everything in RED is an update, do you disagree or agree with any of the updates can any of the gaps be taken off.

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There was discussion on how to monitor and show progress within the Logic Model Document. Tom stated the Logic Model ties to performance measures and as we are making progress we should see the progress and these performance measures are seen in the contracts but we need to show a simple and visual way of linking it to the performance measures to show progress, like a needle on a speedometer or gas gauge or a bar graph. A System Performance Committee will be created to look at a way to integrate the progress in an interesting and informative format to be used by several audiences including the Commission on Child Care and may become part of the CCC annual report to the Governor to show progress. The committee will meet quarterly and include Bobbie Weber, Mary Nemmers, Sonja Svenson, Kim Cardona, Rosetta Wangerin, Heidi McGowan and a representative from the center. The first task is to reprioritize and use the Logic Model as a tool for how quality dollars should be spent and the second is to figure out the format. Everyone is charged to read the document and provide input to Bobbie within a week so this can be used for planning.

2008-09 State CCDF Plan

Sonja passed out a timeline for completing the plan, draft budget, blank plan and part of the 5.1 from the current plan which shows where we are using Quality Dollars and want to use the Logic Model to look at how best to use the Quality dollars. When the agency request budgets there is an automatic 3% increase and our agency is being asked to reduce by 2%. That 2% has not been taken out of the partners budgets and will all be absorbed by the CCD. DHS gets about 41% of the Discretionary monies and the rest is divided by CCD and all other agencies. Partners need to look at the plan and think about what your agency has accomplished and the additional activities you would like to possibly add to address the gaps in the Child Care system with no money attached in the plan.

February 12 – 28	Requests to child care partners for submissions to plan
March 16	DRAFT plan to all child care partners – edits received
March 19	DRAFT plan available on CCD website – edits received
April 2	SECOND DRAFT plan available on CCD website for 30 day comment period – edits received
May 4	End of 30 day public comment period
May 29	Notice of Public Hearing
June 7	Final group discussion of State CCDF plan at CCECC – final edits
June 8	FINAL PLAN posted on CCD website
June 26	Public Hearing at location to be determined from 6 – 7 p.m.
June 28	FINAL PLAN submitted to the federal Department of Health and Human Services.

Dennis Reynolds asked to be on a list of possibilities for funding to support subsidies for students with families and shared that Brett Wrotten is the student representatives working on this. Peggy Cooksey shared they have program option package for students for \$900,000 to begin administering in October and look for advisory committee members from CCECC, Child Care and Student Associations to develop a point system for issuing child care subsidies.

Updates from Committees

- Training Quality Committee
 - Rosetta is taking over as key chair for Dell Ford. Call Rosetta at 982-9149 for any business related to TQC. Have worked on the Training Calendar and worked a lot on who manages the calendar and that work has gone back to the Training Gaps workgroup to develop a plan. The TOT Issue Brief has approved with a few minor changes. Would like to present on the Friends, Family and Neighbor work at the next meeting. Commission on Children and Families has given some money to purchase training kits for these informal providers. Health and Safety Training updates have been completed and is out for print.
- Inclusive Child Care
 - Donna shared the group did not meet because of weather but the Inventory Project has begun interviews and is moving forward with telephone interview, community meetings and face-to- interviews to look at what assets and barriers are in place for children with special needs. The goal is to develop a web-based database for providers and families.
- Child Care Research Partnership
 - Bobbie shared the county profiles will be out in the next week. Would like to know how many statewide profiles to print. Oregon population survey data was received and preliminary review has occurred and parents have been underreporting but it looks like how the question was reworded has fixed the underreporting. Affordability benchmark will be out by March. Working to develop definitions for all Child Care partners to use to collect comparable data across projects. An ad hoc group will meet to work through these definitions. E-mail Bobbie if you are interested in working on this group and will be including outside evaluators so please share any you think should be included in this group. APT Associates are looking at why parents are leaving the subsidy programs by working with DHS and calling parents who have left.
- Quality Indicators
 - Heidi-project is measuring quality of child care based on 7 indicators. Is piloted in Multnomah County and Bobbie will be looking at the data to complete some analysis at the state and national level. By June will have a years worth of data and is adding Coors and Curry Counties and Family Child Care Providers. The project is challenging because every player in the project is doing something new so is expected to be difficult for people.
- Child Care Contribution Tax Credit
 - Little over \$8000 short in contributions issued. CCC is working with LC to remove the sunset and eliminate the cap on the tax credit and Dawn is working with DOR around the issue of how the tax credit is figured and how that effects tax payers during a kicker year. The contract of the second pilot project is close to being signed. The project is called Child Care Community Fund and Neighborhood House and the RFP for evaluation is in process to be released.

Updates from Partners

- OregonASK
 - Beth reported a team of people went to the Mott's Foundation Conference provided an insight on what other states are doing in regards to exempt care for after school care. Currently working on applying for a \$50,000 grant to help fund moving after school care networks forward, the first day at the Capital is April 11 and a letter of interest to the Myer Memorial Trust is currently being reviewed and if invited will be applying. There are 25 partner organizations with the steering committee meeting Feb 16.
- CCR&R Network

- Mary shared there has been a Task Force to examine how the CCR&R do business and are there ways we could be doing business. Recommendations are coming out in 2 weeks and there will be a 2 month period of time for review and comment from all child care partners and comments will be looked at to develop final recommendations for approval from the Child Care Division. Will get out to the group and be discussed at the next meeting.
- Center for Career Development
 - First Connections (new First by Five) TOT training has occurred and will be in full use by July 1. It has 62 hours of training focused on infant and toddler care of which there are core session trainers may choose do first. The curriculum is cross referenced to different systems in Oregon. Joann Contini has resigned and the Center is actively searching for a new Director.
- OAEYC
 - Barbara reported they are excited about the Grand Articulation Summit on Feb 16.
- Oregon Commission for Child Care
 - Heidi reported the Commission is working on passing tax credit bills and are focused on encouraging people to embrace the Governors package. The Commission is stepping stronger into the role of ensuring that CCDF funds are spent according to federal guidelines. Rosetta shared they are working on a postcard to send to legislators to support the Governors budget and if you are interested in getting the word out. Dawn will look at the OregonAsk website on how to send an e-postcard to legislators.
- Agencies:
 - DHS – Ways and Means for DHS is next week, Feb 12-14. Self sufficiency programs – two policy option packages. TANF/JOBS will be first up and spill over to Tuesday. ERDC will come up in the afternoon on Tuesday – encouraged partners to watch to hear the questions asked. Will be difficult to go through the session holding onto everything in the two policy option packages. Most of the money is going into provider reimbursement. Question is the big jump in reimbursements, not incremental. Little understanding of the market rate percentile and how the access to child care is so narrow because of the low reimbursement rates. This is the heart of the increase and to fix a broken system. We aren't putting a good face on ERDC because parents simply do not have access to quality child care. This session is different because of Union support; but will still be a tough sell. Thursday is for public testimony – Tina Kotek and Margaret Carter are on the committee and know child care well. Public testimony is for all DHS programs not just child care – but a letter can be submitted if you cannot testify. Barbara and Donna requested a copy of the DHS presentation so they can formulate letters to the committee.

NEXT MEETING: Thursday, April 5, 2007 – WEST SALEM ROTH'S – 1 TO 4:30 P.M.

Planned agenda items

- 2008 – 2009 Child Care and Development Fund Plan – prioritize using Logic Model
- Friends, Family and Neighbor presentation
- Recommendations from the CCR&R Task Force

Please send agenda items to Dawn Norris at Dawn.A.Norris@state.or.us or call 503-947-1418.