

The Child Care Council of Cornell Cooperative Extension



-Annual Report-

October 2014 – September 2015



Staff, Board of Directors & Advisory Council



Child Care Council Staff

Lorraine Kinney-Kitchen, Director
Richelle Singer, Assistant Director

Tammy Ablang
Karin Brinkerhoff
Arlene Brouillette
Lori Bunce
Christine Dutcher
Terri Harrison
Courtney Jenne
Ellen Olson
Michael Perkett
Caitlyn Schuler
Amanda Vinci

Cornell Cooperative Extension Board of Directors

Debbie Finn, President
Paul Sears, Vice President
John Brouillette, Treasurer
Toni Noma, Secretary
Mike Laucello
Fritz Scherz
Susan Hrim
Natalie Zumpano
Regina Bonacci
Jacob Schieferstine
Roseann Loparco
*Danielle Hautaniemi, Cornell
Representative*
*George Joseph, Legislative
Representative*

Child Care Council Advisory Council Members

Geri Kazmerski
Alice Savino
Jessica Synenki
Kimberly Fragetta
Mary Kline
Inez DeGroat
Susan Calandra
Barb Pellegrino
Debbie George
Heather Arcuri
Tammy Chilluffo
Tricia Platt

Uniting Parents & Child Care

Finding child care to fit the needs of a family can be very difficult. At the Child Care Council, we empower families to make a decision on a quality child care option.

Families have access to our free child care education and assistance via phone, our website and the 'Child Care Finder' App. We provide equal opportunity access to resources to assist families in Herkimer, Madison and Oneida County in the process of choosing a child care program based on their individual needs. This includes education about New York States Child Care Regulations and New York State Office of Children & Family Services records of program compliance, guidance on conducting program visits, questions to ask when interviewing a potential program, information on financial assistance for child care and more.



Our specialists also provide child care program profiles that best meet the family's location and time requirements. These profiles provide parents with detailed information about each program. The Child Care Council does not recommend or endorse any particular child care program. Our goal is to provide the information and resources for a parent or caregiver to make an informed choice in selecting a program that best meets their child's needs.

We encourage families to contact us for additional information as needed to ensure that they have all of the necessary materials to make their decision. Each quarter, we conduct follow up surveys to 20% of our clients to assess the quality of our information and resources and whether our education resulted in increased knowledge.

During the 2014 - 2015 Grant Year (*Data below represents 220 follow up surveys*):

- The Child Care Council provided 923 referrals for 1,161 children in the community.
- 30% of the families were able to find child care from our services.
 - 19% of those who didn't find care no longer needed care.
 - 33% of those who didn't find care decided to use a family member or friend.
- 98% would recommend our services to others and use our services again (N=213).
- 97% of those who worked with our specialists found them to be knowledgeable (N=95).
- 96% of those who accessed our resources felt more knowledgeable on choosing child care (N=185).
- 10% indicated that programs did not have openings for their child(ren) to be enrolled.
- 6% indicated that the hours *or* location of care have prevented them from securing care.
- 5% indicated that the cost of care has prohibited them from securing care.
- 4% could not find a program to meet their child(ren)'s medical or health needs.
- 3% indicated that they had found child care through either Care.com or Craigslist.

Continuous Quality Improvement



Providing licensed or registered child care is so much more than babysitting. One of the commitments of being a regulated child care provider includes the Office of Children and Family Services requirement to obtain 30 hours of professional development in designated topic areas every two years. The Child Care Council supports the early childhood education community by providing frequent opportunities to meet these required hours as well as to improve the quality of care in the Mohawk Valley.

Workshops are offered during a variety of times in locations throughout the tri-county area to better suit the needs of child care programs. Child Care programs participate in our workshops, held throughout the year, as well as our semi-annual professional conferences. The Child Care Council Spring and Fall Conference offer a unique opportunity for participants to receive between 5 and 7 hours of education in one day.

During the 2014 - 2015 Grant Year:

- 230 ½ professional development hours were delivered at 46 educational sessions.
 - These sessions were attended by 459 unique participants that represented 129 unique child care programs, caring for approximately 4,132 children in Herkimer, Madison and Oneida County.
- 61% of participants indicated they were overall *Very Satisfied* with the Child Care Council Conferences.
- The Child Care Council would like to acknowledge and thank our community partners who helped us with our goal to improve program quality. *The National Center for Missing and Exploited Children, Madison / Oneida BOCES, The Oneida County Health Department, Master Gardener Volunteers, The Utica Public Library, The Literacy Coalition of Herkimer & Oneida County, Dolly Parton Imagination Library, Cornell IPM, The National Safety Council, Kohl's Autism & Related Disorders Program, Lakeshore Learning, Workforce Development Institute, The Early Childhood Direction Center, Syracuse University Parent Assistance Center, The YMCA of the Greater Tri-Valley, The Early Care and Learning Council, Trey Wilder, Dr. Joanne Joseph, Dr. Bryant Wysocki, Tanya Gadziala & Colleen Bennett of the KEYS Program.*

“Over the many years that I have been a licensed provider, the Child Care Council has provided me with invaluable training, support and assistance. The trainings and conferences I have attended over the years have inspired me to try new things and take different approaches to my program. In addition, whenever I have a question or concern about programming, regulations or about how to work with specific children in my care, they are the first program that I contact and I value the advice and support they have given me greatly. Without the support of the incredible staff at the Child Care Council, I know that I would have closed my doors many years ago”

-Michelle Stanley
Group Family Child Care Provider

Continuous Quality Improvement

In the 2014-2015 grant year, the Child Care Council focused on the improvement of quality programming through Technical Assistance Projects. These projects consist of 3 on-site visits by a Child Care Council Educator to provide quality improvement through education, modeling, mentoring and coaching. Pre and post assessments quantify the knowledge gained by the education provided.

The Child Care Council also provides 'Basic Technical Assistance' to child care programs in the area. This type of assistance is where Child Care Council staff provides education to a child care program without an on-site visit. Some examples of this would be information provided over the phone or resources sent in the mail.



During the 2014 - 2015 Grant Year:

- **244 On-site Quality Improvement Education** provided to 103 programs that affect approximately 4,112 children.
- **178 Basic Technical Assistance** provided to 141 programs that affect approximately 4,975 children.
- 93% of participants indicated they have implemented what they learned from Child Care Council technical assistance.

"I have... had many (visits) with several different staff. They are always informational and fun. The staff is always pleasant and helpful. They are great for new providers and offer plenty of ideas to do activities with kids. For experienced providers like myself who do many of the activities introduced, it is refreshing and helpful to see how others do it."

-Pam Muller
Group Family Child Care Provider

Impact of the Child Care Council's Quality Improvement

64% of the child care programs¹ in our area have used at least one of our quality improvement resources* in the past grant year. This affects approximately 6,544 children in the community.

45% of the child care programs who use our education services have only used one type of service, 39% have used two types and 16% have used all three.

¹For the purpose of this report, child care programs who have multiple site locations are counted once for each site location.

* Quality improvement resources for child care providers include Child Care Council sponsored trainings, on-site intensive technical assistance (including CLASS observations) and basic technical assistance (education and resource-sharing via telephone, email or mail).

Additional Support

“My experience the last year taking the CDA class has been overall a good one. I really enjoyed meeting new people from different child care centers and hearing their stories and lessons... The hands-on classes were fun and more engaging for myself. Ellen was and is a fantastic person with many references to help us continue with our teaching careers.”

-Diana Jackson
Teacher, Half Pint Academy



Child Development Associate Credential Prep

The Child Development Associate (CDA) Credential is the most widely recognized credential in early childhood education in New York and is a key stepping stone on the path of career advancement in the field. The CDA is based on a core set of competency standards, which guide early care professionals as they work toward becoming qualified teachers of young children.

As part of the commitment to improving the quality of child care in the Mohawk Valley, the Child Care Council hosts the CDA Preparatory Class. This series of classes provides the mandatory 120 hours of education in the required topics as well as technical assistance and support.

During the 2014 - 2015 Grant Year:

- The Child Care Council worked with 17 unique CDA participants who work for 10 different child care programs to help them toward gaining this credential.
- Participant evaluations indicate a 50% increase in knowledge gained among all participants.

Business Services

The Child Care Council recognizes the direct impact that child care has on the local economy. Without quality and affordable child care, parents cannot be confident members of the Mohawk Valley workforce. Through ongoing work with the newly-formed Business Leader Work Group, the Child Care Council supports local businesses by helping to ensure their employees have access to child care as well as cultivating quality environments for our future workforce to learn their necessary skills in.

During the 2014 - 2015 Grant Year:

- “Ensuring a Ready Workforce in the Mohawk Valley” event drew over 65 representatives of the local business climate.
 - The Business Leader Work Group formed as a result of this and has met 3 times
 - ‘How Child Care Affects Your Bottom Line’ presentation for businesses was developed and will be presented by Business Leader Work Group.



Staff Accomplishments

“The staff at the Child Care Council is wonderful!! Our program has utilized a number of services that they have to offer with complete satisfaction. I love that we have a reliable CCR&R that I can turn to for help with any of our staff development needs, health care consultant needs, and for help with family resources.”

-Jessica Cornue

Director, Celebration Children’s Center of Canastota

During the 2014 - 2015 Grant Year:

- Lorraine Kinney-Kitchen was one of 14 women from Central New York selected to receive the “Women Who Make America” award from WCNY.
- Richelle Singer received a ‘Striving for Success’ Award from The Genesis Group.
- The Child Care Council received the Outstanding Community Partner award for continuously collaborating with the Herkimer County BOCES program.
- Arlene Brouillette received her New York State Early Learning Trainer Credential.
- Cornell Cooperative Extension was selected as a finalist for the Greater Utica Chamber of Commerce Business of the Year.
- The Child Care Council successfully renewed their National Quality Assurance from Child Care Aware of America.
- Ellen Olson was awarded recertification as a certified reliable CLASS observer.
- Tammy Ablang facilitated a Health and Safety training to a group of refugee women in Syracuse. 3 of the participants successfully completed the program.
- Richelle Singer was accepted into the Leadership Mohawk Valley Class of 2015-2016.
- The Child Care Council hired Terri Harrison, Caitlyn Schuler and Karin Brinkerhoff.
- Lori North was hired as the Cornell Cooperative Extension Human Resources SBN Lead and Lori Bunce was hired as coordinator of the Legally Exempt department.
- Richelle Singer secured a grant from the Community Foundation of Herkimer and Oneida Counties to conduct Parent Education at Dolgeville and Rome Elementary Schools.

Events

The Child Care Council reaches out to the community through a variety of events throughout the year. **The 'Friends of Children' Recognition Awards Dinner** is an annual ceremony hosted by the Child Care Council to honor notable individuals that make a difference in the lives of children. This event draws a crowd of approximately 200 guests, and this year was made possible with support from Carbone Auto Group, Gary Spaven & Sons, JONA Enterprises, Price Chopper in New Hartford, Representative Richard L. Hanna, Tops in Rome and Water Safari.

The Creative Arts and Education Fair is a free expo for children and families, held in April at Mohawk Valley Community College. The Child Care Council invites community agencies to host booths at the fair where they provide a free activity for children. While children play, the agency can provide parents and caregivers information on their services. This year's fair drew approximately 300 guests. Support from Stewart's Shops provided milk for each child.

Well-attended events such as Townsquare Media's **'Kidabaloo'** Expo, The **Boilermaker Expo**, **YMCA Healthy Kids Day** and **Family-Community Resource Day** at the Utica Zoo. increased the public awareness of the Child Care Council. It also allowed us an opportunity to provide resources and make connections to local families.

Child Care Council of
Cornell Cooperative Extension

121 Second St
Oriskany, NY 13424
www.cceoneida.com/childcare