Goal 6: CCRC will improve internal and external communications

Objective 2: Improve internal communications.

Action Steps:
- Hold monthly CCRC staff meetings.
- Provide information about early care and learning issues at CSC staff meetings.
- Keep Outlook calendars up-to-date

Outcomes:
1. Trust among staff will be strengthened.
2. Knowledge of individuals’ strengths will be respected.
3. Knowledge of job descriptions will be increased.
Child Care Resource Center (CCRC)’s vision is quality care for every child. Positive early childhood development, supporting families, early care and learning, and school readiness have been a focus of the Community Service Council of Greater Tulsa (CSC) since 1942 when CSC sponsored its first major study which focused on child care needs of women working during World War II. Since then, CSC has demonstrated its commitment to early childhood through numerous studies, initiatives, programs and projects. Since 1987, Child Care Resource Center has supported children, families, child care providers and the community with their early care and learning needs. Overwhelming evidence confirms that early childhood experiences strongly influence a child’s future growth, health, development and learning. Science has demonstrated that brain development is greatest during the early years and for children to achieve their full potential they must have a strong start from birth through age eight. CCRC has led this trend of promoting a birth to eight focus on all aspects of child development including physical, social-emotional, language and cognitive.

An estimated number of just over 65,788 children under age five live in the Tulsa Metropolitan Service Area. About one in four children live below poverty. Just under half of all children live below 185% of poverty which is the maximum income level for federal public assistance programs of WIC, child care subsidy, Medicaid and school reduced lunch. These statistics are important because over 60% of parents with young children in Tulsa County currently use non-parental care so they can work or further their education. However, only 7.5% of children under five are in subsidized child care.

Currently the cost of child care is more than most families pay for their rent or mortgage and more than tuition, room, board, books and fees to attend a state university in Oklahoma. Families have access to financial assistance through grants, loans, scholarships and work study opportunities to fund higher education, but the same types of supports are not available for early care and learning opportunities for children 0-8. These facts demonstrate the number of children not receiving financial support create hardship for most families. The work of CCRC is to support families need for quality care while promoting a skilled workforce earning a living wage.

Goals:
Goal 1: CCRC will enhance essential foundations for lifelong health and wellness.
Goal 2: CCRC will enhance the knowledge and skills of families to nurture children’s development and learning.
Goal 3: CCRC will enhance children’s learning environments.
Goal 4: CCRC will promote a consistent, knowledgeable and effective workforce.
Goal 5: CCRC will support an overall plan for investment in quality “birth through eight” initiatives.
Goal 6: CCRC will improve internal and external communications

Goal 6: CCRC will improve internal and external communications

Objective 1: Inform the community on early care and learning issues.

Action Steps:
- Maintain website, Facebook, Twitter, Instagram and other social media outlets.
- Promote CCRC’s website for on-line child care referrals.
- Provide ongoing materials for social media that is engaging to parents.
- Publish monthly e-newsletter, quarterly newsletter and quarterly training calendar.
- Provide more online resource links via newsletters.
- Develop NAEYC/NAFCC closed group to provide comment/forum for programs in our respective groups.
- Provide templates for programs to use in staff and family meetings.
- Develop and implement a marketing plan.
- Publish and disseminate Annual Report.
- Update rack cards annually.
- Develop and disseminate Spanish versions of print materials.
- Develop and disseminate a publication to increase awareness of best practice for early care and learning.

Outcomes:
1. Community awareness of early care and learning issues will increase.
Goal 5: CCRC will support an overall plan for investment in quality “Birth through eight” initiatives.

Objective 3: Collect and analysis data to support planning and inform decision making.

Action Steps:
- Maintain all databases.
- Identify barriers to accessing child care.
- Develop a new database to integrate program data.
- Develop and implement child care Staff Retention Survey.
- Survey programs to ask what % of children are being raised by someone other than parent.
- Disseminate data through social marketing outlets.

Outcomes:
1. Improved data collection for reports.

Definitions:
- Accreditation Facilitation Project (AFP) - designed to provide intensive support and financial assistance to early care and education providers seeking NAEYC accreditation.
- CACFP - USDA's Child and Adult Care Food Program plays a vital role in improving the quality of child care and making it more affordable for many low-income families through reimbursement to programs serving nutritious meals and snacks to low-income children and adults.
- Caregiver - Anyone who cares for children. This includes parents, grandparents, relatives, teachers, child care providers, family child care home providers.
- Developmentally appropriate practice (DAP) - As NAEYC defines it, developmentally appropriate practice (DAP) is a framework of principles and guidelines for best practice in the care and education of young children, birth through age 8.
- Early Care and Learning - means any state licensed program or provider, regardless of setting or funding source that provides early care and education for children from birth to age eight. These include but not limited to, programs operated by child care centers, in family child care homes, preschool programs, state or local educational agencies, Early Head Start and Head Start programs; and any relative child care providers not otherwise regulated by the State and regularly cares for children.
- Early childhood - Early childhood is a stage in human development. It generally includes toddlerhood through aged 8.
- JumpStart Tulsa - Tulsa’s Smart Start Oklahoma’s community collaboration.
- Licensing standards - licensing requirements govern child care facilities in the State of Oklahoma. These rules are minimum requirements for the care and protection of children in care outside their own homes.
- National Association for Family Child Care (NAFCC) - A national organization for family child care dedicated to promoting quality child care by strengthening the profession of family child care.
- National Association for the Education of Young Children (NAEYC) - NAEYC is dedicated to improving the well-being of all young children, with particular focus on the quality of educational and developmental services for all children from birth through age 8.
- QEI - Quality Enhancement Initiative assists child care centers and family child care homes to achieve their 3-star and become nationally accredited.
- Resource and Referral - A community service which matches parents seeking child care with child care resources. Also provides training and technical assistance to child care program staff.
Goal 1: CCRC will enhance essential foundations for lifelong health and wellness.

Objective 1: Increase awareness of health, safety, and wellness.

Action Steps:
- Provide training and technical assistance on health and safety issues.
- Identify resources to increase health consultant services.
- Offer classes on health and physical fitness.
- Partner with other CSC initiatives working on health, safety and wellness.
- Partner with community initiatives focused on health, safety and wellness.
- Provide CPR/First Aid training.
- Support new early care and learning on basic health, safety, and licensing standards.

Outcomes:
1. Increase training for caregivers on health and wellness.
2. Increase number of child care programs with access to health consultant services.
3. Increase the number of families enrolled in health care.
4. Reduce the number of infections spread in child care.
5. Increase the number of child care programs with up-to-date immunization records.
6. Increase community awareness of infectious diseases.
7. Increase number of people trained in CPR and first aid.

Objective 2: Increase the number of children eating well balanced diet and engaged in daily physical activity.

Action Steps:
- Provide training and technical assistance on nutrition and physical fitness.
- Sponsor a Child and Adult Care Food Program (CACFP).
- Provide incentives to providers who complete paperwork timely, correctly, who do not have deficiencies at monitoring visits, and who utilized minute menu.
- Partner with other CSC initiatives focused on nutrition and physical fitness.
- Partner with community initiatives focused on nutrition and physical fitness.
- Coordinate Food Insecurities and Nutrition Incentive (FINI) project.

Outcomes:
1. Increase training for caregivers on nutrition and physical fitness.
2. Increase the number of providers on the Child and Adult Care Food Program.
3. Increased number of CACFP providers who complete paperwork using minute menu.
4. Increase the amount of physical activity children are engaged in.
5. Increase community awareness of the importance of nutrition and physical fitness.
6. Increase number of children eating a balanced diet.
7. Increase number of low-income people with access to fresh fruits and vegetables.
8. Increase number of low-income people utilizing farmer’s markets.

Goal 5: CCRC will support an overall plan for investment in quality “birth through eight” initiatives.

Objective 2: Partner with other CSC initiatives, community and state entities.

Action Steps:
- Partner community and state entities.
- Provide Hispanic Outreach services.
- Provide leadership to 5 Early Care and Learning Coalitions in the Tulsa Metropolitan Service Area.
- Advocate for staff to sit at the table on writing the state plan for Child Care and Development Block Grant.
- Provide leadership to CCRC Advisory Council.
- Sponsor child watch tour to the Capital.
- Host a community child watch tour.

Outcomes:
1. Collaborative relationships with groups providing care for children birth – 8 will be enhanced.
Goal 5: CCRC will support an overall plan for investment in quality “birth through eight” initiatives.

Objective 1: Increase funding for birth to 8 in the Tulsa Metropolitan Service Area.

Action Steps:
- Advocate for policy changes and increased funding for 0-8 initiatives.
- Support Early Head Start and child care collaborations.
- Seek federal funding to increase early head start.
- Secure and maintain funding to continue and expand CCRC Services.
- Campaign for CCRC to receive additional Child Care and Development Block Grant funding.
- Host annual Top of the Town fund raising event.
- Seek additional fund raising opportunities.
- Submit grant renewals in timely manner.
- Submit new grant proposals for additional funding.

Outcomes:
1. CCRC will be financially stable.
2. Families will have additional financial supports.
3. Early care and learning programs will have additional financial supports.

Goal 2 - CCRC will enhance the knowledge and skills of families to nurture children’s development and learning.

Objective: Provide resources and support to caregivers.

Action Steps:
- Provide training and technical assistance to the community on child development.
- Partner with other CSC initiatives working with children and families.
- Partner with community initiatives working with children and families.
- Follow-up with 25% of the families utilizing CCRC’s referral services to learn if they found care.
- Provide educational opportunities for family, friends, and neighbors caring for young children.
- Implement enhanced early care and learning referrals as appropriate.
- Promote CCRC’s website for on-line child care referrals.
- Increase the number of Hispanic families utilizing CCRC resources.
- Provide enhanced support to military families.
- Pilot grandparent project.

Outcomes:
1. More families will receive financial supports to pay for early care and learning opportunities.
2. Partnerships between CCRC and other CSC initiatives such as Veteran’s Initiatives, Tulsa One-Stop, Specialty Courts, Children’s Behavioral Health, Tulsa Area Community Schools, Sprouts Development Initiative and Family Health Coalition will be strengthened.
3. Families will have a greater understanding of quality early care and learning.
4. Families will have a greater understanding of child development.
Goal 3: CCRC will enhance children’s learning environments.

Objective: The number of children in high quality early care and learning environments will increase.

Action Steps:
- Provide training and technical assistance to the community.
- Partner with other CSC initiatives working with young children.
- Partner with community initiatives working with young children.
- Develop relationship with children’s ministries.
- Collaborate with public schools on classroom and playground environments.
- Establish an avenue to assist NAEYC accredited programs caring for school age children to also achieve the NAEYC School-Age Accreditation.
- Recruit all newly permitted or licensed providers to engage in CCRC services.
- Provide a resource library to the public that is maintained and regularly updated.
- Provide playground inspections and maintain Playground Inspection Certification.
- Advocate for child care center licensing revisions to be adopted.

Outcomes:
1. Increase the number of centers that are accredited through National Association for the Education of Young Children.
2. Increase the number of family child care homes that are accredited through National Association for Family Child Care.
3. Increase collaborations with caregivers on their environments for children.
4. Increase the number of safe and engaging outdoor play environments.
5. Increase the number of programs supporting school aged children utilizing CCRC services.
6. Increase membership to CCRC.

Goal 4: CCRC will promote a consistent, knowledgeable and effective workforce.

Objective: Early care and learning workforce knowledge and skills will improve.

Action Steps:
- Provide professional development to the early care and learning workforce.
- Provide technical assistance to the early care and learning workforce.
- Develop and promote quarterly training calendar.
- Develop training for Developmentally Appropriate Practice (DAP) for all age groups using NAEYC DAP books.
- Pilot a project to support children’s ministry director’s group.
- Host bi-annual International Infant Toddler Conference to provide current research.
- Sponsor bi-annual Director’s Leadership Institute on alternative years.
- Support Infant Toddler teachers/program directors to go through OKAIMH Endorsement process and attain Endorsement at appropriate levels (1-4).
- Provide ongoing and immediate support to caregivers.
- Collaborate with other CSC Initiatives to support staff working with families.
- Sponsor monthly QEI Program Directors meetings and Family child care home providers meetings.
- Recruit programs to enroll in QEI.
- Continue participation in Accreditation Facilitation Project for both NAEYC and NAFCC.
- Sponsor Mind in the Making opportunities.
- Promote Intragency cross training on early care and learning topics.
- Collaborate with community partners on professional development.

Outcomes:
1. Partnerships between CCRC and other CSC initiatives such as Veteran’s Initiatives, Tulsa One-Stop, Specialty Courts, Children’s Behavioral Health, Tulsa Area Community Schools, Sprouts Child Development Initiative, and Family Health Coalition will be strengthened.
2. All staff will complete a minimum of 12 hours of professional development annually and document onto the CSC professional development portal.
3. Increase number of early care and learning workforce that have knowledge of appropriate child development and demonstrate knowledge in daily practice.