Child Care Resource Center (CCRC)’s vision is quality care for every child. 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. The rising cost of child care coupled with the increase of programs going out of business has made it difficult for many families to access quality licensed care. The work of CCRC is to support families’ need for quality care while promoting a skilled workforce ready to teach our children.

CCRC began 2015 by developing a five year strategic plan with new goals to accomplish our vision through the rest of this decade.
To read the entire plan visit our website ccrctulsa.org and click on the About Us tab.

**CCRC Goals for 2015-2019**

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 1—CCRC will enhance the essential foundations for lifelong health and wellness

Why focus on health and wellness?
Research from the Center on the Developing Child at Harvard University has shown that the foundations of lifelong health are built in early childhood.

BUT
Oklahoma ranks 45th overall in America’s Health Rankings.

Food insecurity impacts children: In Tulsa County, 4 out of 10 infants receive WIC and over 65% of elementary school aged children are on free and reduced lunch.

Nationally, only 15% of child care providers are covered by employer sponsored health insurance.

Oklahoma’s Child Care Licensing standards are based on basic health and safety needs of children.

Strategies

**CCRC** advances this goal by:

- Employing a registered nurse as a Child Care Health Consultant.
- Sponsoring a Child and Adult Care Food Program (CACFP) to ensure children in family child care homes are served nutritious meals and snacks.
- Offering training and technical assistance on health, safety, wellness, physical fitness and nutrition.
- Employing staff that are certified playground inspectors through the National Program for Playground Safety.
- Sponsoring or promoting first aid/CPR courses.
- Supporting immunization clinics at child care.

Spotlight on Service:

All programs on CACFP are required to attend 2 hours of nutrition and sanitation training annually. This year’s training included how to use **CCRC**’s Toy Lending Library to enhance the curriculum with a focus on nutrition. 30 family child care providers joined **CCRC** to use the Toy Lending Library as a result of this training.
2015 Outcomes & Highlights:

1539 hours of health, safety and nutrition training were provided to 1073 child care teachers with the largest overall training on infection control, 434 people.

402 parents and children received training on health, safety, wellness and nutrition.

3 immunization audits impacting 160 children were conducted in collaboration with BlueCross BlueShield of Oklahoma’s Caring Van. CCRC works with the program to organize the immunization records prior to the Caring Van’s arrival so the BlueCross Blue Shield staff are able to focus on giving the immunizations.

11 grandparents raising or caring for their grandchildren were certified in Pediatric First Aid/CPR funded by a Tulsa Area United Way Innovation Grant.

71 family child care home providers were reimbursed $441,667.00 for serving nutritious meals and snacks to approximately 730 children through the Child and Adult Care Food Program.

$1000.00 was awarded to CCRC from the Pathways to Health Partnership which will be used during 2016 to increase children’s physical activity in child care.

Spotlight on Service: Collaboration with Women in Recovery:

CCRC has developed a strong working relationship with Women in Recovery, (a program of Family and Children’s Services). Joyce Reynolds, Child Care Health Consultant states “These are women who are in court mandated treatment. Women in Recovery's goal is to not only treat the addiction but to teach these women life skills so that once they are out on their own they won’t fall back into their old habits. They have a 66% success rate. The counselors at Women in Recovery noticed that a large number of their clients had children and contacted me about offering a class on child safety. After doing the initial training for them we both realized that this was an awesome way to impact, not only the women, but the quality of life for their children through education of their parents. I have done several classes on safety in the home, infection control, and nutrition. I think that this is just another example of the important work we do at CCRC to enhance the quality of care that children receive.”
Goal 2: CCRC will enhance the knowledge and skills of families to nurture children’s development and learning.

Why support families?
65% of children 0-12 in Tulsa County live in homes where parents are working.

28% of children under 6 live under the poverty guidelines, 55% live below 200% of poverty. Families at 175% of poverty can qualify for child care subsidy benefits.

According to a survey conducted by OKDHS, only 11% of families used Resource and Referral Services to find child care and 40% did not use any educational information to choose their care.

Oklahoma ranks 4th nationally in the number of grandparents raising grandchildren.

7.4% of children in Tulsa County with working parents receive child care subsidy benefits.
In the past decade, there has been a 39.8% decline in the number of children receiving child care subsidy benefits while the cost of care has risen by 31.3%.

This chart compares the average weekly rate of licensed child care in Tulsa County in 2006 and 2016.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Child Care Center 2006</th>
<th>Child Care Center 2016</th>
<th>Family Child Care Home 2006</th>
<th>Family Child Care Home 2016</th>
<th>Large Family Home 2006</th>
<th>Large Family Home 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-12 months</td>
<td>$131.71</td>
<td>$179.06</td>
<td>$102.82</td>
<td>$136.60</td>
<td>$114.16</td>
<td>$140.18</td>
</tr>
<tr>
<td>13-23 months</td>
<td>$122.05</td>
<td>$167.05</td>
<td>$98.95</td>
<td>$132.64</td>
<td>$110.13</td>
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<td>24-35 months</td>
<td>$113.27</td>
<td>$155.17</td>
<td>$92.54</td>
<td>$125.55</td>
<td>$101.04</td>
<td>$124.97</td>
</tr>
<tr>
<td>36-47 months</td>
<td>$106.97</td>
<td>$143.90</td>
<td>$89.28</td>
<td>$123.62</td>
<td>$96.64</td>
<td>$119.64</td>
</tr>
<tr>
<td>48-60 months</td>
<td>$99.22</td>
<td>$131.57</td>
<td>$85.86</td>
<td>$118.70</td>
<td>$90.90</td>
<td>$112.50</td>
</tr>
<tr>
<td>61+ months</td>
<td>$83.80</td>
<td>$107.87</td>
<td>$77.05</td>
<td>$107.07</td>
<td>$79.28</td>
<td>$98.02</td>
</tr>
</tbody>
</table>

Spotlight on Service: Grandparent using the Resource Library

Collaboration with Life Senior Services has opened the door to discovery for local grandparents raising their grandchildren.
A joint First Aid/CPR class with the added benefit of membership in our Toy Lending Library led one grandmother to begin regularly checking out developmentally-appropriate materials for the grandson she is currently raising with limited support.
The value of having access to quality toys for her grandson and the peace of mind being certified in Pediatric first aid is priceless.
Strategies

CCRC advances this goal by:
- Providing training and technical assistance on child development.
- Hosting a Toy Lending and Resource Library.
- Providing education and information on choosing child care.
- Providing child care referrals to families.
- Providing enhanced referrals to military families.
- Working with local businesses to support their workforce.
- Supporting children’s worship leaders affiliated with faith communities.

2015 Outcomes and Highlights:

445 parents with 477 children utilized CCRC for child care referrals. Oklahoma City’s Resource and Referral is now the call center for the state.
380 people visited the Toy Lending and Resource Library.
194 people are members of CCRC with access to check out toy lending materials.
8050 providers’ information was provided to parents for child care referrals.
703 individuals attended the annual Week of the Young Child Fun Fair sponsored in collaboration with the Tulsa Early Childhood Association and Public Service Company of Oklahoma.
40 people attended Mind in the Making training which focuses on the seven essential life skills every child needs.
Additional highlights of work that enhanced the knowledge and skills of families to nurture children’s development and learning.

**The Safe Babies Court Team stakeholders** (a Tulsa Area United Way Community Collaboration) are identifying ways where those working with young children (0-3) in the child welfare system can improve the outcomes for this vulnerable population. **CCRC** is working to meet these needs by building partnerships with early childhood centers to facilitate visitation and work with the court team to minimize the number of transitions these young children face. **CCRC** is also offering training to foster families.

**CCRC** began a partnership with a children’s ministries group that meets monthly to share ideas and resources. 16 children’s worship leaders attended child development training and began a relationship that includes **CCRC** staff attending their monthly meetings.

A **CCRC** staff member became a certified infant massage instructor. 11 families participated in her infant massage courses.

Hispanic Outreach Specialist is collaborating with the Power of Families Project working closely with the Promotoras by providing Toy Lending Library materials to families. Together they planned **Dia de los Tres Reyes** held at Dove Science Academy. About 100 families enjoyed the day through sharing of traditional Latin dishes, playing games and fellowship to demonstrate the strength and Power of Families.
Goal 3: CCRC will enhance children’s learning environments

Why enhance learning environments?

786 child care providers in the Tulsa Metropolitan area were listed on CCRC’s database; 4% of licensed programs in the Tulsa Metro area are nationally accredited through the National Association for the Education of Young Children (NAEYC) or the National Association for Family Child Care (NAFCC). Reaching accreditation through NAEYC or NAFCC is a mark of best practice in learning environments, curriculum and relationships which are the foundation for brain development.

Strategies:

CCRC advances this goal by:

- Providing ongoing one-on-one technical assistance to child care programs and staff.
- Assisting and supporting programs to become nationally accredited through NAEYC and NAFCC.
- Matching volunteers from Tulsa Area United Way’s Annual Day of Caring with child care programs to improve indoor and outdoor learning environments.

Spotlight on Service: Day of Caring

Lords & Ladies Early Learning Center is a child care program participating in CCRC’s Quality Enhancement Initiative working toward NAEYC Accreditation. This year, an energetic group of volunteers from Williams worked with staff from both CCRC and Lords and Ladies to create a natural playscape using repurposed materials. A plan was designed and built following both DHS licensing standards and National Program for Playground Safety standards. The children of Lords and Ladies were so excited to play on their new playground.
2015 Outcomes and Highlights:

CCRC hosts the only Accreditation Facilitation Project in Oklahoma to help child care centers achieve and maintain national accreditation through NAEYC and NAFCC. 27 child care centers and 31 family child care homes were active in the Quality Enhancement Initiative impacting 2546 children and their families.

- 4 centers were reaccredited through NAEYC.
- 2 centers were newly accredited through NAEYC.
- 13 centers maintained accreditation through NAEYC.
- 1 family child care home was newly accredited through NAFCC.
- 3 family child care homes were reaccredited through NAFCC.
- 8 family child care homes maintained accreditation through NAFCC.

CCRC hosted over 160 volunteers at 12 child care programs during the Tulsa Area United Way Day of Caring on September 11.

CCRC expanded its support beyond the Tulsa Metro area by contracting with Little Dixie Head Start from Southeast Oklahoma and began bi-monthly visits to provide technical assistance for their Head Start/Child Care Collaborative.

CCRC hosted the 4th International Infant Toddler Conference in April with almost 300 participants attending the three day event. Nine different states and five countries were represented. The conference theme on technology and young children was addressed in multiple ways through five keynote presentations and 29 breakout sessions.

Kyrgyzstan delegation with CCRC staff at IITC
Front row: Sam Stephenson, Stephanie Howard, Casey Moore, Cynthia Mooney,
Back row: Chingiz Maatkerimov, Collette Sawyer, Karen Smith, Klara Kamaova, Melinda Belcher
Much of the work of the **CCRC** team is focused on providing on-site technical assistance to child care programs to help them improve the quality of care provided to children. **998** hours of on-site technical assistance was provided to child care programs during 2015.

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### Number of technical assistance hours shown by funding source

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCRA/OKDHS</td>
<td>312.75</td>
</tr>
<tr>
<td>Tulsa Area United Way</td>
<td>256</td>
</tr>
<tr>
<td>George Kaiser Family Foundation</td>
<td>429.25</td>
</tr>
<tr>
<td>Little Dixie CAP</td>
<td>148</td>
</tr>
</tbody>
</table>

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**Spotlight on Service:**

In 2013, **CCRC** and Community Service Council hosted Mr. Chingiz Maakerimov from Kyrgyzstan through a legislative exchange program funded by the U.S. State Department in collaboration with Tulsa Global Alliance. Mr. Maakerimov is the Director of the Ayil Kamy Public Foundation whose goal is to improve the lives of rural Kyrgyzstan people. During his three week stay in Tulsa, Mr. Maakerimov toured child care facilities, attended local government activities, and learned about the early care and education system in Oklahoma. Upon returning to Kyrgyzstan, Mr. Maakerimov decided to remodel his home and open a home-based child care program. Mr. Maakerimov returned to Oklahoma in April with two other Kyrgyzstan leaders to present at the International Infant Toddler Conference. Relationships and learning between the two cultures remain via email and Skype.
Goal 4: CCRC will promote a consistent, knowledgeable and effective workforce

Why focus on professional development?
A 2015 study by the Institute of Medicine and the National Research Council found that early childhood professionals are under respected, under trained, and under paid. This study also identified core competencies that all early childhood professionals need which include child growth and development, interactions with children, and strong relationships.

Oklahoma child care licensing standards require 12-30 hours of professional development annually for all child care staff.

Strategies
CCRC advances this goal by:
- Sponsoring professional development connected to the Oklahoma Core Competencies for Early Childhood Professionals.
- Collaborating with the Center for Early Childhood Professional Development Registry to support statewide data.
- Hosting the bi-annual International Infant Toddler Conference.
- All CCRC staff attend a minimum of 12 hours of professional development annually for continuous learning.
**2015 Outcomes**

1032 early childhood teachers received 4025.5 hours of professional development by **CCRC** staff. Training hours were split almost evenly between OCCRRA/DHS contract (49.5%) and other funding sources (50.5%)  

**CCRC** staff attended 568 hours of professional development, averaging 40 hours per staff member, way above the required 12 hour minimum.
Goal 5: CCRC will support an overall plan for investment in quality birth through eight initiatives.

Why invest in young children?
Nobel Memorial Prize winner in economics Professor James Heckman says “Investing in quality early childhood development for disadvantaged children from birth through age 5 will help prevent achievement deficits and produce better education, health, social and economic outcomes. Such investments will reduce the need for costly remediation and social spending while increasing the value, productivity and earning potential of individuals. In fact, every dollar invested in quality early childhood development for disadvantaged children produces a 7-10 percent return.”

Strategies:
CCRC advances this goal by:
- Convening an Advisory Council to support and promote our mission
- Hosting an annual fund raising event Top of the Town.
- Advocating on behalf of children and families at the local, state, and federal level.
- Completing contract requirements of all grants.

2015 Outcomes and Highlights
The 7th Annual Top of the Town, June 11, 2015 was again a huge success. Over 1,300 sponsors, volunteers, and patrons visited 25 different venues. 25 sponsors provided cash sponsorship, 44 vendors provided food, beverages or other items for raffle, restaurant pull and online auction.

CCRC and CSC hosted 4 legislative fellows from Pakistan in collaboration with Tulsa Global Alliance. During their time in Tulsa, they toured public schools and child care programs, visited the Oklahoma State Capital to observe our policy makers in action and attended local coalition meetings.

CCRC staff participated in planning committees for the Child Care and Development Block Grant state plan, legislative interim studies, and child care public hearings.
Goal 6: CCRC will improve internal and external communication.

**Strategies:**

CCRC advances this goal by:
- Hosting a website, ccrctulsa.org to provide ongoing information to parents, early childhood professionals and the community.
- Publishing quarterly Connections for Caregivers newsletter including a training calendar.
- Disseminating monthly electronic newsletters E-connections for Caregivers.
- Keeping current with ongoing communication using the latest social media platforms.

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2015 Outcomes and Highlights

CCRC started 2015 with a new logo.

- 15,268 people visited the website 21,949 times viewing 49,568 pages.
- 695 people liked The Child Care Resource Center of Tulsa Facebook page.
- 127 people liked International Infant & Toddler Conference Tulsa, Oklahoma Facebook page.
- 867 people liked Top of the Town-Tulsa Facebook page.
- 188 followed us on Twitter.
- 57 follow us on Instagram.

CCRC had 12 boards with 97 pins on Pinterest.

- 1318 received E-Connections each month.
- 7 television interviews were taped and aired with information about CCRC.
- 4 radio stations aired a 30 minute segment on CCRC.
- 3 news stories were printed in the Tulsa World newspaper.

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Spotlight on Service:

Throughout the Day of Caring in September, posts were put on Facebook, Instagram and Twitter. Volunteers and businesses liked, shared and re-tweeted information on their personal and company’s social media which expanded awareness of CCRC.
CCRC Funding

Total income $1,000,758

- Tulsa Area United Way, 253,487 / 25%
- Oklahoma Child Care Resource and Referral Association, 393,309 / 39%
- George Kaiser Family Foundation, 200,000 / 20%
- Top of the Town, 75,000 / 8%
- State Department of Education CACFP, 72,000 / 7%
- Program service fees, 3,772 / 1%
- Other contributions, 3190 / 0%

Expenses

- Personnel: 78%
- Occupancy & Equipment: 5%
- Travel and Training: 3%
- Program Expenses: 4%
- Professional fees: 10%
CCRC Advisory Council 2015

Micah Bennett, Samson Resources
Teresa Berg, Tulsa Tech
Erin Dailey, GableGotwals
Donna Davis, BAM, LLC
Heather Hope-Hernandez, HKH Advertising
Tim Lovell, Tulsa Partners, Inc.
Belinda McGee, Tulsa Community College
Courtney Rueb, BKD, CPA’s and Advisors
Anne Speicher, community volunteer
Jess Stubblefield, St. Gregory’s University

Top of the Town 2015 Sponsors

Global Power Equipment/Braden Manufacturing
Sprouse Shrader Smith, PLLC
Bank of Oklahoma
KWB Oil Property Management, Inc.
Public Service Company of Oklahoma
BKD CPA’s & Advisors
Gena Duvall
Charlie Jackson & Tamara Rains
Ron & Bonnie Peters
Aloft Tulsa Downtown
Courtyard by Marriott
Mayo Hotel
River City Development

HKH Advertising
The MusicLynx Network
Carl Cornelius & Amber Howard Cornelius
LynnCo Supply Chain Solutions
Drs. Andrew & Heather Revelis
BlueCross BlueShield of Oklahoma
Grand National Trailer
Nancy & Joe McDonald
Tulsa Educare, Inc.
BAM, LLC
Hall Estill Attorneys at Law
Pinkerton Law, PC
Switchgear Search and Recruiting

Ruth Nelson & Tom Murphy
The Bama Companies
Oliver & Meredith Howard
Memorial Machine
Williams
Ann Domin
Magoon & Associates
Momentum3, LLC
T.D. Williamson, Inc.
Conner & Winters, LLC
Hyatt Regency Hotel
Prescott Realty Group

CCRC staff 2015

Melinda Belcher, Resource and Referral Coordinator
Karnetha Finch, Intern from TCC
Bethany Gertner, Intern from TCC
Stephanie Howard, Child Care Consultant
Shauna Meador, Quality Enhancement Specialist
Cynthia Mooney, Quality Enhancement Specialist
Casey Moore, Food Program Administrator
Ellie Newby, Child Care Consultant (retired in 2015)
Amy Peters, Communications Coordinator
Joyce Reynolds, RN, Child Care Health Consultant
Jessica Ruggles, Quality Enhancement Specialist
Collette Sawyer, Quality Enhancement Specialist
Retta Seger, Quality Enhancement Specialist Team Lead
Karen Smith, Director
Samara Stephenson, Resource and Referral Hispanic Outreach Specialist
Ana Taylor, Intern from TCC
Karen Warrior, Intern from NSU
Paige Whalen, Quality Enhancement Coordinator

Heather Hope Hernandez was honored as a Champion for Children at CSC’s annual meeting.

Ellie Newby was honored at CSC’s annual meeting for her many years of service to the early childhood community.
Want to support Child Care Resource Center?

Join our Advisory Council

Sponsor Top of the Town

Volunteer for:
  Top of the Town
  Library assistant
  Day of Caring

Sign up to receive monthly E-Connections

Like us on Facebook
Follow us on Twitter, Instagram & Pinterest

Tell your friends about us