

We are here to make a difference in the community we are working in.

Annual Report 2011-2012

A Message from our Executive Director



I would like to take this opportunity to thank our Board Members, staff, community partners, child care providers and donors who have so graciously welcomed me in my new position. Their support for this Coalition ensures our success in serving the children of Escambia County.

Although I was not on board yet, I know this past year was a challenging, but productive time for our agency. Our funding was limited, but the staff pulled together to find ways to reduce spending and work more efficiently in order to help more working families receive financial assistance for childcare. Over 83% of our School Readiness funding went directly to child care slots. We also were effective in getting the word out and increased our Voluntary Pre-kindergarten enrollments.

As the new Executive Director for the Coalition I look forward to contributing to the success of what is already a great organization. It was an easy transition, as the Board and staff were all very welcoming and eager to show me the ropes. During this transition, we have continued to give support to parents and early childhood professionals by providing quality early learning services to Escambia County.

The Coalition understands the importance of providing quality early learning programs for children. Our staff is committed to assisting the child care providers in our community by offering trainings, technical assistance and resources. We praise our providers for their dedication and hard work in meeting the needs of children by contributing to the success of a child's future.

Thank you all for investing your time and resources into the children that will become our future.

Bruce Watson
Executive Director

Mission Statement

To identify and meet the needs of children and families to lay the foundation for lifetime success by:
maximizing each child's potential,
preparing children to enter school ready to learn, and
helping families achieve economic self-sufficiency.

Child Screenings and Assessments

The ELCEC continued partnership with the Escambia County School District (ECSD), to help administer and assist providers with screenings and assessments. This has proven to be an invaluable partnership thus ensuring children are identified early in the learning process to help prevent learning failures. It is our intention that early notice and intervention will allow greater success for our children. The Coalition completed transition to use of the on-line ASQ screenings for all children in the School Readiness Program. Additionally, we worked with the ECSD to continue to assist us with the follow-up of these children deemed at risk for delays. It is understood by all that intervention is the key.



Voluntary Pre-Kindergarten VPK

The ELCEC offered enrollment in this program in two ways: One was a dedicated enrollment office at the ELCEC main office, and the other was Providers were able to initiate the eligibility process at their locations. This approach has been very successful in expediting the enrollment process, and made it much easier for parents to get their children enrolled.

School Readiness Services

The ELCEC operates this service in a variety of ways: appointments, walk-ins, and drop off/pick up for paperwork. We have partnered with the local workforce board to make available specific times for their clients to visit our location without appointments to alleviate duplicate travel and paperwork issues. This process has proven to be beneficial to both agencies and our mutual clients. Personnel follow-ups of those client issues have diminished and workflow has been aligned to more closely match client needs. Within the eligibility appointment, we offer child care resource and referral services, community needs information, family guidance, and general family well-being services. This has been met with great enthusiasm. At the termination of appointment we extend the opportunity of literacy by offering an age appropriate book to all children via the "Word Garden". This centralized area has been furnished and decorated to appeal to adults and children alike.



Health Screenings and Education

The ELCEC continued partnership with the Escambia County Health Department (ECHD), to administer and assist providers with height, weight, hearing, vision and BMI screenings, as well as, health and nutrition classes. This service also provides early dissemination of information by local, state, and federal agencies during high health stress times, i.e. H1N1, normal flu, and other localized health outbreaks. This has proven to be very instrumental in the prevention of current and future health crisis. The ECHD delivered their services at both Provider sites and at the Subsidy office site. This helped us deliver our services in a more economical manner, while still maintaining the high level of service we feel our community deserves.

School Readiness Payments by Care Level

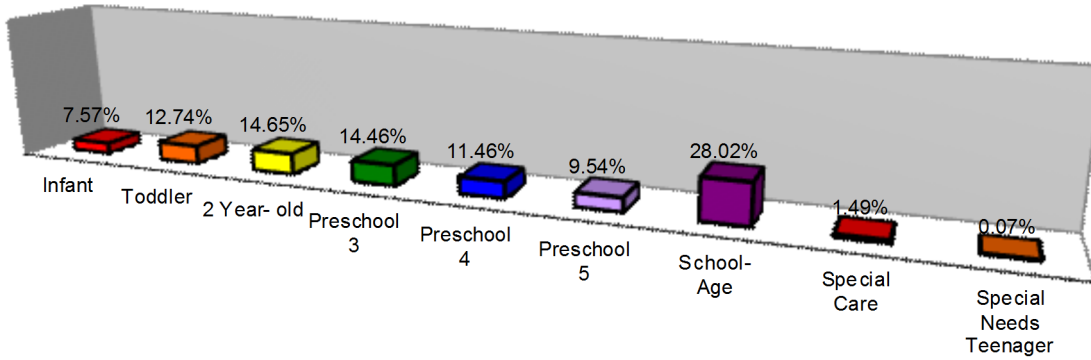
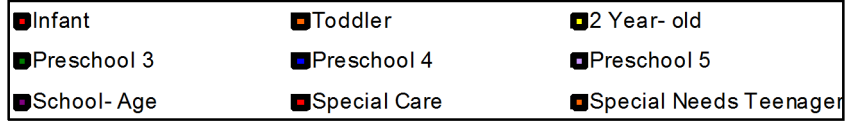
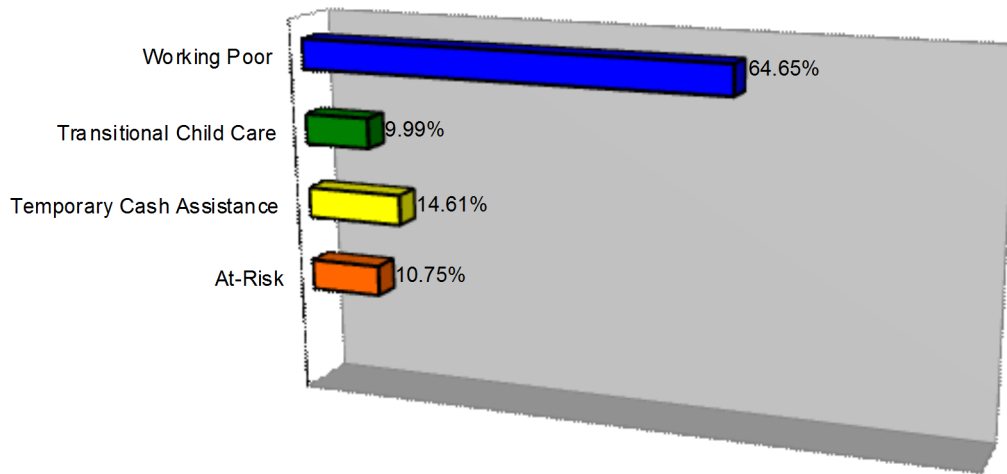
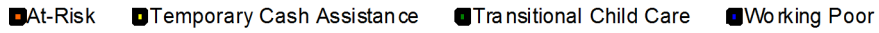
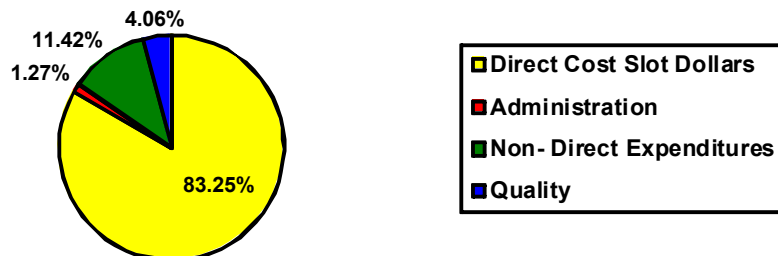


Chart Title

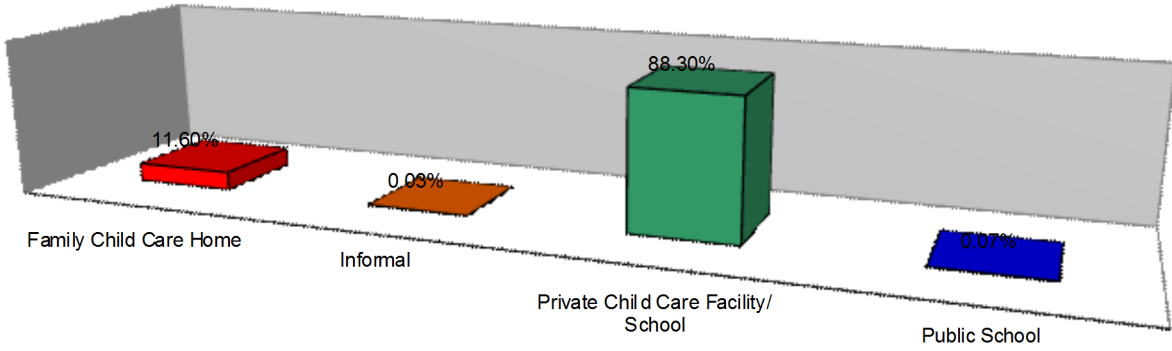


School Readiness Expenditures by Category



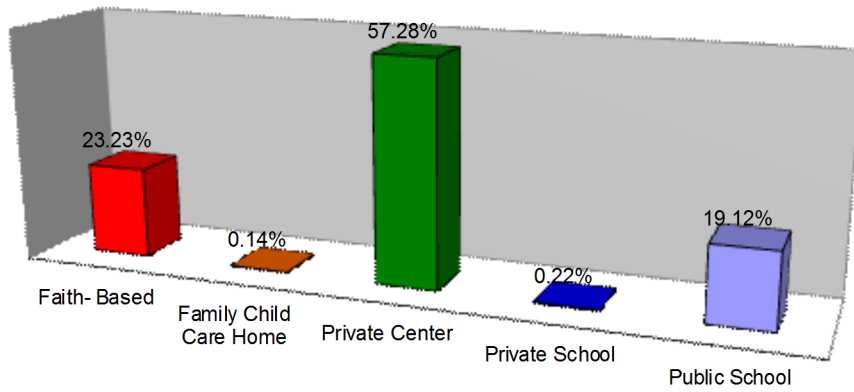
School Readiness Providers by Provider Type

■ Family Child Care Home ■ Informal ■ Private Child Care Facility/ School ■ Public School

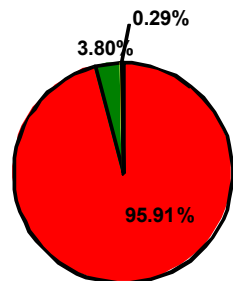


VPK Providers by Provider Type

■ Faith- Based ■ Family Child Care Home ■ Private Center ■ Private School ■ Public School



VPK Expenditures by Category



■ Direct Cost Slot Dollars
 ■ Administration
 ■ Outreach, Awareness and Monitoring

Child Care Food Program

The ELCEC continued partnership with the Department of Health (DOH) to be their service provider to promote, monitor, reimburse, and train local, licensed child care homes that participating in the DOH Child Care Food Program. This program helps to meet the nutritional needs of the children they care for. We staff 1.5 FTE positions to provide these services to a three (3) county area to ensure the community children have healthy, nutritious meals and snacks. We reimburse providers approximately \$20,000 monthly for their meal preparations and ingredients. In some cases, these are the only nutritious meals these children receive.

Escambia County Children Served

SR Children Enrolled **4535**

VPK Children Enrolled **2691**

Escambia County Providers

School Readiness Providers **209**

VPK Providers **105**

**There were 965 children on
the waiting list
As of June 30, 2012**

Quality Initiatives

The Quality Initiatives Committee was dissolved so that funding could be used to support the Quality Rating Improvement System (QRIS) project. QRIS conducted 62 training sessions and 7 Outcomes Driven Training Facilitators were trained. Professional Development conducted 21 Training sessions and implemented QRIS with a task force of fifteen Providers. QRIS included a Program Administration Scale aligned to the ERS (Environment Rating Scale) with intentional training for Directors only.

The Coalition provided a variety of scholarships for transition from Registered Family Child Care Homes to Licensed Family Child Care Homes. By doing this we increased the number of licensed child care homes participating in the Child Care Food Program. Scholarships were provided to help providers receive and maintain their FCCPC and other credentials. The Coalition initiated the Teaching Strategies Gold pilot program with select Providers.

The Coalition continues License Exempt monitoring in addition to offering providers a summer reading program, "Reading Stars" – complete with incentives and individual libraries. As one of our Strengthening Families initiatives, we supported an L3 computer based early literacy program. Five donated computers were given to five VPK Providers with the L3 early literacy and learning programming installed. 93 children participated in the program, and an additional 1127 families signed up to receive parent teaching informational messages. We continued the Ages & Stages on-line with our parents and providers.

Child Care Resource and

Referral (CCRR)

The ELCEC operated this service in multiple venues, but the most effective was our contract with United Way. United Way's 2-1-1 service handled both calls specific to our Coalition, and those concerning child care in general throughout their ten county service area. Approximately 1300 families requested referrals to local child care sites for care and assistance for their children. Once the client is assisted with CCRR they are furthered questioned to ensure all their needs are met as a family, not just their child care needs. We have found that those clients requesting CCRR normally have additional questions which 2-1-1 has ready access to the appropriate answers. This partnership is greatly valued and recognized throughout the community. In addition to contracting for services, our subsidy eligibility department offers assistance to clients with parenting information and community solutions when they are in the office for child care assistance. Multiple questions are fielded with great success, especially with our Family Support Specialist staff member. Additionally, Child Care Resource and Referral information for local providers was updated at 100%. This is valuable to our success throughout the community to ensure accurate, up-to-date information.



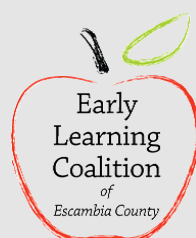
Inclusion Behavioral Services

The Coalition contracted with the Escambia County School District to provide Warm-Line services to parents and providers within the community. The Inclusion Specialist provides assessment, referrals, and provider support based on child need. Trainings are collaborated with community partners, subsidy/non-subsidy providers and national organizations. The Coalition supports a Behavioral Specialist who offers on-site and telephonic consultation to enable classroom teachers and program directors to support children with unique needs. These two support positions have enabled many children to be better supported in early learning programs.



BOARD OF DIRECTORS (2011-2012)

Meri Asmar	Private Sector
Leona Bailey	Governor Appointment
Julia Benford	Provider Representative
Mary Ann Bickerstaff	Rep. Children w/Disabilities
Alexis Bolin	Governor Appointment
Julie Booth-Moran	Private Sector
Jewel Canada-Wynn	Private Sector
Karen Capps	County Health Department Designee
Robert Cothran	Board of County Commissioners
Hollace Craven, Ph.D.	Community College Designee
Judy Dickinson	Head Start
Richard W. Dodd	Private Sector
Brenda Hardy	Provider Representative
Skip Housh, Chair	Governor Appointment
Kathy Lasky	Private Sector
Linda Moultrie	School District Designee
Susan Nelms	Regional Workforce Board
Kathy Nelson	Private Sector
Kismet Rideau	Private Sector
Roger Thompson	DCF Licensing Supervisor
Edna Williams	Private Sector
Lori Winterberry	Provider Representative



Early Learning....



The first key to economic and educational success.



Walter B. Watson, Jr.
Executive Director

3636D North L. Street, Suite A
Pensacola, FL 32505
Tel: 850-595-5402 Fax: 850-595-5405
www.elcescambia.org