



WICHITA STATE UNIVERSITY

Center for Community Support and Research

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Butler County
Early Childhood Comprehensive Systems Planning

October 23, 2007

On October 17, 2007 approximately 25 people who live and work in Butler County gathered to continue the development of a strategic plan for comprehensive early childhood services for their community. Susan Harsh and Audra Kenneson from the Butler County Child & Family Development Task Force welcomed the group, shared the background for this project and introduced staff from the WSU Center for Community Support and Research who then introduced the purposes of the day:

- Gain input from local employers in Butler County regarding needs of their employees and ways to build partnerships
- Provide an overview of the Strategic Plan for enhancing services for young children and their families
- Identify desired outcomes and ways to move forward on the plan

Employer Perspectives

Participants in this meeting were asked to step out of their typical roles as they relate to the Task Force and take the perspective of a local employer to respond to questions about the needs of the community. The following are the responses to these questions.

Why are Early Childhood issues important for local employers?

- Employee absenteeism – parents need reliable care to work
- Ability to afford care allow employees to stay in the workforce
- Cultivation of future workforce – response to globalization
- Assure employers of the quality of their investment
- Job seekers look at benefit packages to choose their employer

- Flexible hours allow employees to care for their family and still be productive

What challenges are you experiencing in supporting/maintaining employees that might be related?

- Availability of care for children who are ill
- Providing ample coverage with flexible scheduling
- Paying a wage that makes it affordable to work, balanced with the “bottom line”
- Lack of available care – quality
- Pool of employees decreases based on availability of care – particularly shift care
- Temporary workers who don’t qualify for benefits and only need care on short term basis

What opportunities do you see for partnerships with local employers in the community?

- Challenge for Head Start lies in the income guidelines – dictates what families they can serve
- Onsite child care
- Intergenerational care
- Employers could purchase “slots”
- Offer child care benefits
- Education for employers – impact of economic benefits
- Human Resource Departments offer information on parenting, health care options, wellness programs, etc
- Remind employers of their own connections to children/families in the community
- Offer adult education opportunities to cultivate lifelong learning
- Using volunteers from local employers to enhance workforce for early childhood focused organizations and build relationships with employers

What’s the best way to approach other members of the business community to join the discussion?

- Talk about “Return on Investment” – impact on economic future
- Appeal to passion for helping children (not “families”)
- Go where they are and when it is convenient for them
- Personal contact
- Make it (investment/conversations) as easy as possible
- Look at cafeteria plan options
- Don’t have to target a CEO – be okay with HR directors
- Take a partner/champion from the “business” world
- Be ready with success stories

- Appeal to their bottom line
- Give specific ideas/tasks – offer to organize opportunities for them
- Engage civic groups
- Follow up
- Be strategic in contacts
- Discuss sponsorships

Getting to Outcomes

In 2006, members of the Butler County community gathered to begin the development of a Strategic Plan for the Butler County Child & Family Development Task Force. Three main focus areas were identified and activities for each were prioritized according to their importance and urgency. The focus areas include: Child Care, Partnerships & Advocacy, and Funding. Participants in today's meeting were asked to work in two small groups to begin the development of outcomes, activities, and tasks to move the plan forward regarding Child Care and Partnerships & Advocacy. The group then worked as a large group to identify the work needed to move forward regarding funding. The results of this work have been organized into working documents to be used in monitoring progress and assuring the outcomes are achieved. These worksheets are attached in Appendix A.

Next Steps

The Butler County Child & Family Development Task Force will distribute the information from this meeting to all of today's participants. Members of the community who are interested in being a part of the continued planning process are welcome to attend the next task force meeting and should contact Audra Kenneson at Butler County Smart Start for additional information.

The Butler County plan will also be reviewed by the Visioneering Wichita Birth-K Alliance as part of a larger comprehensive system plan being developed for the Wichita Metropolitan Statistical Area that includes Butler, Harvey, Sedgwick and Sumner Counties. Members of the Butler County community wishing more information regarding Visioneering Wichita may contact Diane Longfellow at the Wichita Metro Chamber of Commerce by phone at 316-268-1141 or by email at dlongfellow@wichitachamber.org. Minutes of past meetings are located at www.visioneeringwichita.com.

BCCF Task Group

v CHILD CARE

□ ADVOCACY & PARTNERSHIPS

□ FUNDING

OUTCOME 1:			
Every child care provider in Butler County has access to professional development opportunities.			
ACTIVITY # <u> 1 </u>			
Develop a centralized list of available professional development opportunities in Butler County and surrounding areas through Smart Start.			
MEASURE (S) OF EVIDENCE:			
<ul style="list-style-type: none"> • Track mailings of training notices • Track number of attendees at local opportunities • # of hits on website 			COMPLETION DATE
			START DATE
			COMPLETION DATE
TASK #1 Complete changes to current Smart Start website.	ANTICIPATED	12/2007	02/01/08
	ACTUAL		UP AND RUNNING 2/14/08
TASK #2 Identify opportunities that are available and update list each month. - Food Program Trainings (1 st Choice, Noah's Ark, Quality Care, etc) - Child Start - KCSL - Butler County Health Dept. Day Care Orientation	ANTICIPATED	03/2008	03/2008 –
	ACTUAL		04/2008 UPDATES ONGOING
TASK #3 Notification of Website (See outcome Activity 2) - Emails to Smart Start email lists - R & R Newsletter - Link to other websites (Butler County, city sites, school districts, etc) - Utilize RUI Marketing: Press Release, post cards for mailing and handout, posters with sticky notes.	ANTICIPATED	03/2008	MAILING IN 03/2008 –
	ACTUAL		03/2008 AND ONGOING
TASK #4	ANTICIPATED		
	ACTUAL		

QUESTIONS TO CONSIDER:

Who will participate? Audra, Rainbows Marketing

What is the change in knowledge or skill? Regular updating of website, communication with agencies offering trainings

What are the changes in behavior? _____

BCCF Task Group

CHILD CARE **ADVOCACY & PARTNERSHIPS** **FUNDING**

OUTCOME 1:			
Every child care provider in Butler County has access to professional development opportunities.			
ACTIVITY # <u> 2 </u>			
Assure that opportunities are available in multiple locations across Butler County.			
MEASURE (S) OF EVIDENCE:			
<ul style="list-style-type: none"> • Track mailings of training notices • Track number of attendees at local opportunities 			
			COMPLETION DATE
		START DATE	COMPLETION DATE
TASK #1 Identify potential locations across the county. - Smart Start will work to hold trainings in Andover, Augusta, Rose Hill, as well as El Dorado.	ANTICIPATED	2/2008	ONGOING
	ACTUAL		ONGOING
TASK #2 Identify communities who have greatest need for professional development opportunities. - <i>Child Start will attempt to hold trainings in Andover, Augusta, Rose Hill, as well as El Dorado.</i>	ANTICIPATED		SPRING 2008
	ACTUAL		CHILD START CRIB NOTES APRIL 2008 & ONGOING
TASK #3	ANTICIPATED		
	ACTUAL		
TASK #4	ANTICIPATED		
	ACTUAL		
QUESTIONS TO CONSIDER:			
Who will participate? <u> Audra, Marcy @ Child Start </u>			
What is the change in knowledge or skill? _____			
What are the changes in behavior? <u> Marcy will work with Child Start to be sure they hit Andover as well as Rose Hill, El Dorado and possibly Augusta </u>			

BCCF Task Group

v CHILD CARE

□ ADVOCACY & PARTNERSHIPS

□ FUNDING

OUTCOME 2:			
Parents and caregivers in Butler County will receive educational information regarding quality child care issues.			
ACTIVITY # <u>1</u>			
Determine best way to get information to parents/caregivers.			
MEASURE(S) OF EVIDENCE:			
<ul style="list-style-type: none"> Track number of times information regarding child care is distributed 			
			COMPLETION DATE
			START DATE
			COMPLETION DATE
TASK #1 Information to Media regarding Website. (using RUI Marketing)	ANTICIPATED	03/2008	ONGOING
	ACTUAL		05/2008 AND ONGOING
TASK #2 Jamie at Butler County Health Department can provide information to families	ANTICIPATED	01/2008	ONGOING
	ACTUAL		ONGOING
TASK #3 Utilize SRS Relative Care Giver contact list to do a mailing to families who provide child care. <i>-Need to obtain permission from Debra Mattingly for Jamie to do the mailing with Audra.</i>	ANTICIPATED	02/2008	03/2008
	ACTUAL		05/2008
TASK #4 One mailing per quarter	ANTICIPATED	03/2008	ONGOING
	ACTUAL		
QUESTIONS TO CONSIDER:			
Who will participate? <u> Rainbows Marketing, Audra, Jamie Downs, Debra Mattingly</u>			
What is the change in knowledge or skill? <u>We will be sending information to those providing child care to family members – they are currently not on our mailing lists</u>			
What are the changes in behavior? <i>there was no response to the mailing "relative care giver" mailing</i>			

BCCF Task Group

CHILD CARE **ADVOCACY & PARTNERSHIPS** **FUNDING**

OUTCOME 2:			
Parents and caregivers in Butler County will receive educational information regarding quality child care issues.			
ACTIVITY # <u> 2 </u>			
Determine what information is most beneficial to parents/caregivers.			
MEASURE(S) OF EVIDENCE:			
<ul style="list-style-type: none"> Track number of times information regarding child care is distributed 			
			COMPLETION DATE
			START DATE
			COMPLETION DATE
TASK #1 Put checklist on choosing child care quality on website (can obtain the list from Clairissa at Child Start)	ANTICIPATED	02/2008	03/2008
	ACTUAL		05/2008 – ALSO IN RAINBOWS READER 2009
TASK #2 Butler County Health Department to provide information to families who utilize their services.	ANTICIPATED	01/2008	ONGOING
	ACTUAL		ONGOING
TASK #3 Notification of Website through media outlets. <i>(possibly post cards for mailing & handouts)</i> <i>See Outcome 1 Activity 1 Task 3</i>	ANTICIPATED	03/2008	ONGOING
	ACTUAL		POSTCARDS MAILED IN 3/2008, ONGOING HANDOUT OF POST CARD. BUTLERKIDS.ORG PENS. RAINBOWS READER AND NEWS RELEASES IN 2009
TASK #4	ANTICIPATED		

	ACTUAL		
<p>QUESTIONS TO CONSIDER:</p> <p>Who will participate? <u>Audra, RUI Marketing, Child Start</u></p> <p>What is the change in knowledge or skill? Hits to the website increased markedly after release of post cards, after release of pens, and when scholarship and supplements were announced in media outlets.</p> <p>What are the changes in behavior? Emails now come to coordinator asking for information, they received email from website.</p>			

**BCCF Task Group
v ADVOCACY & PARTNERSHIPS**

CHILD CARE FUNDING

OUTCOME 1:			
We will build partnerships to enhance services and broaden systems that impact Early Childhood.			
ACTIVITY # <u> 1 </u>			
Engage early childhood service providers who are <u>not</u> currently attending Task Force meetings.			
MEASURE (S) OF EVIDENCE:			COMPLETION DATE
<ul style="list-style-type: none"> • Number of ongoing contacts/education with groups/organizations <u>NOT</u> involved with early childhood • Number of groups/organizations providing early childhood services that <u>attend</u> and are involved in meetings/task force efforts • Number of local legislators that are aware of early childhood services 			
		START DATE	COMPLETION DATE
TASK #1 Identify list of early childhood providers who are not currently involved/attending.	ANTICIPATED	DONE	DONE
	ACTUAL		NOVEMBER 2007 AND ONGOING
TASK #2 Determine their level of participation.	ANTICIPATED	MARCH 08	ONGOING TASK
	ACTUAL		ONGOING
TASK #3 Invite "non-participants" to attend a meeting. - CDDO, Coop, New MidCAP Director	ANTICIPATED	MARCH 08	ONGOING TASK
	ACTUAL		ONGOING TASK
TASK #4 Determine "why" they need to attend. (Why we need them and why they need us.) -Develop a fact sheet geared toward business leaders – Mail to community providers. Follow up with a face to face visit.	ANTICIPATED	MARCH 08	MAY 08
	ACTUAL		
TASK #5	ANTICIPATED		

	ACTUAL		
<p>QUESTIONS TO CONSIDER:</p> <p>Who will participate? <u>Audra, RUI Marketing, Task Force Members</u></p> <p>What is the change in knowledge or skill? _____</p> <p>What are the changes in behavior? New partners have come to the table; increased attendance.</p>			

TASK #6 Determine Human Resource contacts in the area (i.e. Society of Human Resource Managers) <i>-Semi Annual mailing about task force accomplishments & goals to local business leaders (announce website)</i>	ANTICIPATED		
	ACTUAL		
TASK #7 Develop a "canned" presentation so that a consistent message that promotes early childhood services is presented.	ANTICIPATED	JANUARY 08	FEBRUARY 08
	ACTUAL		
QUESTIONS TO CONSIDER: Who will participate? _____ What is the change in knowledge or skill? _____ What are the changes in behavior? _____ ALSO – FALL FESTIVALS IN EACH COMMUNITY – SMART START BOOTH			

TASK #6 Provide information as to who can be contacted regarding early childhood services. <i>(possible hand out that can be given to legislators & groups – possibly the website card)</i>	ANTICIPATED	MARCH 08	
	ACTUAL		2008-2009 AND ONGOING
TASK #7	ANTICIPATED		
	ACTUAL		
QUESTIONS TO CONSIDER: Who will participate? _____ What is the change in knowledge or skill? _____ What are the changes in behavior? _____			

QUESTIONS TO CONSIDER:

Who will participate? _____

What is the change in knowledge or skill? _____

What are the changes in behavior? _____

BCCF Task Group

CHILD CARE ADVOCACY & PARTNERSHIPS FUNDING

OUTCOME 1:

The Task Force will mobilize its collective resources to support outcomes in the strategic plan.

ACTIVITY # 1

Task force partners will identify areas of need for the Task Force.

MEASURE (S) OF EVIDENCE:

- Number of resources accessed for Task Force use (to support Task Force initiatives)
- Number of identified resources

	COMPLETION DATE
	START DATE
	COMPLETION DATE

TASK #1

Utilize strategic plan to identify needs.

	ANTICIPATED		DECEMBER 2007
	ACTUAL		DECEMBER 2007

TASK #2**TASK #3****TASK #4****QUESTIONS TO CONSIDER:**

Who will participate? _____

What is the change in knowledge or skill? _____

What are the changes in behavior? _____

CHILD CARE

BCCF Task Group
 ADVOCACY & PARTNERSHIPS

 FUNDING
OUTCOME 1:

The Task Force will mobilize its collective resources to support outcomes in the strategic plan.

ACTIVITY # 2

Task force partners will identify existing resources to meet the needs of the Task Force.

MEASURE(S) OF EVIDENCE:

- Number of resources accessed for Task Force use (to support Task Force initiatives)
- Number of identified resources

COMPLETION DATE

START DATE

COMPLETION DATE

TASK #1

Develop survey of Task Force resources related to specific needs.

ANTICIPATED

February 2008

ACTUAL

TASK #2

Distribute survey to Task Force members and analyze results.

ANTICIPATED

March 2008

ACTUAL

TASK #3

ANTICIPATED

ACTUAL

TASK #4

ANTICIPATED

ACTUAL

QUESTIONS TO CONSIDER:

Who will participate? _____

What is the change in knowledge or skill? _____

What are the changes in behavior? _____

BCCF Task Group

CHILD CARE

ADVOCACY & PARTNERSHIPS

FUNDING

<p>OUTCOME 1:</p> <p>The Task Force will mobilize its collective resources to support outcomes in the strategic plan.</p>			
<p>ACTIVITY # <u> 3 </u></p> <p>Task Force members will respond to identified needs as they arise</p>			
<p>MEASURE (S) OF EVIDENCE:</p> <ul style="list-style-type: none"> • Number of resources accessed for Task Force use (to support Task Force initiatives) • Number of identified resources 			
			COMPLETION DATE
		START DATE	COMPLETION DATE
<p>TASK #1 Implement "ask" for resources as needs arise.</p>	ANTICIPATED		Ongoing
	ACTUAL		ONGOING
<p>TASK #2 Make assignments according to needs/resources.</p>	ANTICIPATED		Ongoing
	ACTUAL		ONGOING
<p>TASK #3 Acknowledge successes as they arise.</p>	ANTICIPATED		Ongoing
	ACTUAL		ONGOING
<p>TASK #4</p>	ANTICIPATED		
	ACTUAL		
<p>QUESTIONS TO CONSIDER:</p> <p>Who will participate? _____</p> <p>What is the change in knowledge or skill? _____</p> <p>What are the changes in behavior? _____</p>			

BCCF Task Group

CHILD CARE

ADVOCACY & PARTNERSHIPS

FUNDING

OUTCOME 2:			
Increase external funding to support the strategic plan.			
ACTIVITY # <u> 1 </u>			
Develop a “dream” budget based on activities developed in the strategic plan.			
MEASURE (S) OF EVIDENCE:			
<ul style="list-style-type: none"> • Increased amount of funding for early childhood services and initiatives in Butler County. 			
			COMPLETION DATE
		START DATE	COMPLETION DATE
TASK #1 Finalize the strategic plan.	ANTICIPATED		ONGOING
	ACTUAL		
TASK #2 Attach value (cash or in-kind) to activities in the strategic plan.	ANTICIPATED		
	ACTUAL		
TASK #3 Examine existing resources.	ANTICIPATED		
	ACTUAL		
TASK #4	ANTICIPATED		
	ACTUAL		
QUESTIONS TO CONSIDER:			
Who will participate? _____			
What is the change in knowledge or skill? _____			
What are the changes in behavior? _____			

BCCF Task Group

CHILD CARE

ADVOCACY & PARTNERSHIPS

FUNDING

OUTCOME 2:			
Increase external funding to support the strategic plan.			
ACTIVITY # <u> 2 </u>			
Develop relationships with “non-traditional” funding sources.			
MEASURE (S) OF EVIDENCE:			
<ul style="list-style-type: none"> • Increased amount of funding for early childhood services and initiatives in Butler County. 			
			COMPLETION DATE
		START DATE	COMPLETION DATE
TASK #1 Identify future corporate partners.	ANTICIPATED		
	ACTUAL		ONGOING
TASK #2 Identify potential government partners at all levels.	ANTICIPATED		
	ACTUAL		ONGOING
TASK #3 Identify potential civic/fraternal partners.	ANTICIPATED		
	ACTUAL		ONGOING
TASK #4	ANTICIPATED		
	ACTUAL		
QUESTIONS TO CONSIDER:			
Who will participate? _____			
What is the change in knowledge or skill? _____			
What are the changes in behavior? _____			