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Strategic Plan

Lead Manager: Jackye Russell, Sr. VP for Administration
Jrussell@elcmdm.org
Children First

Parents / Families

Providers

Partners
Mission and Vision

Mission
To promote high-quality inclusive school readiness, voluntary pre-kindergarten and after school programs, thus increasing all children’s chances of achieving future educational success and becoming productive members of society. The Coalition seeks to further the physical, social, emotional and intellectual development of Miami-Dade and Monroe County children with a priority toward the ages birth through age 5.

Vision
Children First
To ensure a comprehensive and integrated early learning system for all families and their children, birth to 5 years, ensuring high-quality programs throughout Miami-Dade and Monroe Counties, so children enter school ready to learn and succeed in life.

Early Education. Lifelong Success.
Our mission is to promote high-quality inclusive school readiness, voluntary pre-kindergarten and after school programs, thus increasing all children’s chances of achieving future educational success and becoming productive members of society. The Coalition seeks to further the physical, social, emotional and intellectual development of Miami-Dade and Monroe County children with a priority toward the ages birth through age 5.

Our vision is to ensure a comprehensive and integrated early learning system for all families and their children, birth to 5 years, ensuring high-quality programs throughout Miami-Dade and Monroe Counties, for all families and their children, birth to 5 years, ensuring high-quality programs throughout Miami-Dade and Monroe Counties, and are set apart by our collective passion, strength and dedication to children.

Excellence - When it comes to early learning, quality matters. We are committed to excellence, providing quality programs and services that make a difference in our community. Designed to further the physical, social, emotional and intellectual needs of all children, our programs are innovative and offer each child an equal opportunity for a successful future.

Supporting children as they become thriving, productive members of society.

Equity - Equity, inclusion and cultural competence is embodied in our values, practices and programming so that children, parents, families and providers may fully benefit from our priority initiatives, while keeping children first.

Priorities:

- Children are at the heart of all we do. We believe that all children, regardless of circumstance, are capable of educational excellence and personal growth, and we are committed to ensuring school readiness and lifelong success for each one.
- Community - We believe children are the future, and our community is an essential part of their road to success. By working together, we can promote high quality early education and support children as they become thriving, productive members of society.
- Partnership - We value partnerships and are collaborative in all we do. We work closely with fellow service providers, families, corporations, elected officials, individuals, and the community at large to promote the importance of early learning and to secure educational opportunities for all children.
- Advocacy - We are a champion for children, promoting positive societal and community change. Our staff and community partners are committed to advancing early education throughout Miami-Dade and Monroe counties and are set apart by our collective passion, strength and dedication to children.

Our values:

- Children - Children are at the heart of all we do. We believe that all children, regardless of circumstance, are capable of educational excellence and personal growth, and we are committed to ensuring school readiness and lifelong success for each one.
- Community - We believe children are the future, and our community is an essential part of their road to success. By working together, we can promote high quality early education and support children as they become thriving, productive members of society.
- Partnership - We value partnerships and are collaborative in all we do. We work closely with fellow service providers, families, corporations, elected officials, individuals, and the community at large to promote the importance of early learning and to secure educational opportunities for all children.
- Advocacy - We are a champion for children, promoting positive societal and community change. Our staff and community partners are committed to advancing early education throughout Miami-Dade and Monroe counties and are set apart by our collective passion, strength and dedication to children.

Priorities:

- Neediest Children
  - Improve outcomes for children in our neediest communities, including children with developmental and other delays and disabilities, by improving the quality of early learning programs
  - Target neediest areas
  - Increase the Number of Children

- Youngest Children
  - Offer a continuum of care throughout childhood, with a particular focus on infants and toddlers
  - Age-based Rates

Providers:

- Strengthen Coalition relationship with providers and support providers meeting higher quality performance requirements
- Improve Provider Selection and Contracting Process
- Establish local provisions that support parental choice and ensure providers serving children receiving subsidies meet contract and quality requirements
- Teacher Education
- Increase the number of teachers with child care credentials
- Quality Providers
- Drive incentives to higher performing providers
- Technical Business Assistance
- Offer business assistance to providers in distressed areas
- Educate Providers
- Provide program directors/staff with training and resources to provide high quality care to all children, including children with disabilities

Educate All:

- Educate families and the community at large about the benefits of quality early learning
- Parental Choice
- Develop innovative strategies to help parents choose child care programs that ensure better outcomes for their children
- Visibility
- Achieve increased visibility of the importance of early learning throughout both counties by creating child care resources and providing information

Capacity Building:

- Strengthen Board and Staff capacity to carry out strategic goals
- Advocacy
- Engage aggressively & systematically in advocacy to drive better outcomes for children

Early Child Care Education Systems Building:

- Establish regular meetings with partners to strengthen cross-sector investments and policies for children birth through age five

Funding:

- Increase public and private funding and reallocate funds to strategic goals
- Public
- Secure adequate resources to ensure high quality delivery to each child we serve
- Monroe County
- Establish a Permanent Funding Model for Social Services

Five Year Strategic Goals:

- Develop widely accepted state-wide bench marks of quality (e.g. Child assessments, accreditation, learning environment, etc.)
- Change state policy to allow ELCs to contract only with childcare programs that meet state-wide quality benchmarks
- Establish the Performance Funding Program platform as the statewide quality, tiered reimbursement and pay for performance model
December 2020 COVID-19 Stimulus Package
Early Care and Education Highlights

Strategic Plan Priority Initiative:

- Youngest Children
- Neediest Children
- Providers
- Funding
December 2020 COVID-19 Stimulus Package Early Care and Education Highlights

- Includes $10 billion for child care. About $624 million for Florida.
- The funds are meant to supplement, not supplant, general revenue funds for child care assistance.
- Funds may be used to provide relief from co-payments and tuition payments from families.
- Ease the burden of decreased enrollments or closures related to COVID-19.
- Support providers to remain open or reopen – including funding for fixed costs and increased operating expenses.
- States are encouraged to place conditions on payments to ensure child care providers use a portion of funds received to continue to pay the salaries and wages of staff.
- States are encouraged to implement enrollment and eligibility policies that support the fixed costs of providing care by delinking provider reimbursement rates from absences and provider closures due to COVID-19.
December 2020 COVID-19 Stimulus Package Early Care and Education Highlights

• States are authorized to use funds to provide child care assistance to health care workers, emergency responders, sanitation workers, farmworkers, and other workers deemed essential by public officials without regard to income eligibility requirements.
• States shall use a portion of funds to assist eligible child care providers who did not receive CCDBG assistance before the public health emergency (for cleaning sanitation, or maintain/resume the operation of programs – fixed/increased operating costs).
• Funds may be used to provide technical assistance to child care providers to help implement practices and policies in line with state and local health departments.
• Funds may be used to restore amounts, either directly or through reimbursement, for obligations to prevent, prepare, or respond to coronavirus.
• No later than 60 days after the date of this act, each state shall submit a report describing how the funds appropriated under this act will be spent. And no later than 90 days.
• An additional $250 million for Head Start & Early Head Start
Strategic Plan Priority Initiative:

• Capacity Building

Legislative Updates
SB724 Education

• Sponsor: Senator Annette Taddeo
• Co-sponsor: Senator Jose Rodriguez

• This bill requires the VPK Assessment and FLKRS to be administered in additional languages (the top two most prevalent languages after English in the State). It also gives parents of dual-language VPK students the right to determine if the assessment and screener are appropriate for their child. If they choose not to make that determination, then the teacher will make that decision. It requires the Department to develop a timetable and an action plan to phase in the development and adoption of the native language assessments. It contains some other elements but those are only relevant to K-12.

• https://www.flsenate.gov/Session/Bill/2021/724
HB 419 - Early Learning and Early Grade Success

• Sponsor: Representative Erin Grall

• Early Learning and Early Grade Success: Deletes Office of Early Learning; creates Division of Early Learning within DOE; revises provisions relating to early learning coalitions; VPK & school readiness programs; & DOE responsibilities & duties relating to early learning and Gold Seal Quality Care Program.

SB 0252 Child Care Facilities

• Sponsor: Senator Linda Stewart

• Child Care Facilities; Citing this act as the "Child Safety Alarm Act"; requiring certain vehicles, by a specified date, to be equipped with a reliable alarm system that meets specified criteria; requiring the Department of Children and Families to adopt by rule minimum safety standards for such systems and to maintain a list of approved alarm manufacturers and alarm systems, etc.

• https://www.flsenate.gov/Session/Bill/2021/252
SB 0380 Child Restraint Requirements

• Sponsor: Senator Keith Perry

• Child Restraint Requirements; Increasing the age of children for whom operators of motor vehicles must provide protection by using a crash-tested, federally approved child restraint device; increasing the age of children for whom a separate carrier, an integrated child seat, or a child booster seat may be used, etc.

• https://www.flsenate.gov/Session/Bill/2021/380
IT and EFS MOD Updates

Fred Hicks, EDBA, CIO

fhicks@elcmdm.org
IT Updates

5045 (OEL Invoice) is 100% accurate

Creation of ASQ and Fraud overlay in the Works for EFS MOD

ELC is now defending against foreign cyber threats
EFS MOD

• 5045 Balances 100% (thank you Finance team for the Assist)
• On-going meeting to accommodate ASQs and Expected Rollout within 90-120 days
• Tableau data dictionary still pending
Takeaways

Peak attacks in Nov ’19 to Jan ’20 Due to Covid-19

Decline in attacks in April ’20 to Sept ‘20 Due to New Algorithm Installation

Increased attacks Oct. ’20 to Dec ‘20 due to New threats from Foreign IP Addresses

Source: Malwarebytes enterprise shield reports.

Every organization should set the goal of zero successful cybersecurity threats.

The benchmark source derives from

1. NIST (The National Institute of Standards and Technology (NIST) was founded in 1901 and is now part of the U.S. Department of Commerce. NIST is one of the nation’s oldest physical science laboratories.) Informational video located here regarding the cybersecurity framework: https://www.nist.gov/video/cybersecurity-framework. The office of Early Learning follows NIST.

Cybersecurity

Sample Phishing from a foreign IP Address
Strategic Plan Priority Initiative:

- Neediest Children
- Youngest Children
- Providers
School Readiness Program Promotion

• Key West Chamber features School Readiness in Chamber Chatter and School Readiness information sent to chamber members
• Islamorada Chamber includes School Readiness information in newsletter
• Greater Miami Chamber website ad (runs for 12 months)
• Florida Restaurant and Lodging Association disseminating School Readiness flyer.
• The Lodging Association of the Florida Keys and Key West was provided School Readiness flyer to share with their members
• Information on child care assistance availability shared at weekly provider meetings
• Coalition website banner created to announce child care assistance availability
• Weekly social media posts provide information on how to apply for School Readiness
Monroe Updates

Laurie Dunn, Monroe County Supervisor
ldunn@elcmdm.org

Strategic Plan Priority Initiative:

- Neediest Children
- Youngest Children
- Providers
Monroe Key Points

SR Monroe Numbers
• 362 children receiving School Readiness funding

VPK Monroe Numbers
• 359 children with a VPK voucher enrolled

Community Collaboration
School Readiness Enrollment - Monroe

*7/1/2020: 341
*8/1/2020: 361
*9/20/2020: 349
*10/20/2020: 332
November-20: 369
December-20: 351
January-21: 362

Source: EFS MOD

*Pending Family Acceptance number for these months
VPK Enrollment - Monroe

Source: EFS MOD
Monroe – First Responder Program
Monthly Enrollment (BG1-ESS)

<table>
<thead>
<tr>
<th>Month</th>
<th>Children Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-20</td>
<td>3</td>
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<tr>
<td>May-20</td>
<td>28</td>
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<tr>
<td>June-20</td>
<td>45</td>
</tr>
<tr>
<td>July-20</td>
<td>60</td>
</tr>
<tr>
<td>August-20</td>
<td>68</td>
</tr>
<tr>
<td>September-20</td>
<td>63</td>
</tr>
<tr>
<td>October-20</td>
<td>61</td>
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<tr>
<td>November-20</td>
<td>57</td>
</tr>
<tr>
<td>December-20</td>
<td>53</td>
</tr>
<tr>
<td>January-21</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: EFS MOD
Monroe Updates – Misc.

• The service centers in the Key Largo and Key West are open to the public Mondays and Thursdays and in Marathon by appointment.
• Staff are providing technical assistance and support by phone and via zoom as needed and requested.
• Planning Monroe County virtual conference scheduled for April 23-24, 2021.
• Marketing plan throughout the Keys to bring awareness to services offered by the Coalition.
Miami-Dade Updates

Sandra Gonzalez, SR. VP of SR and VPK
spgonzalez@elcmdm.org

Strategic Plan Priority Initiative:

• Neediest Children
• Youngest Children
• Providers
Miami-Dade Key Points

SR Miami-Dade Numbers
- 19,324 children receiving School Readiness funding

VPK Miami-Dade Numbers
- 16,558 children with a VPK voucher enrolled

First Responder Miami-Dade Numbers
- 1,983 children enrolled
School Readiness Enrollment – Miami-Dade

School Readiness Enrolled

*Pending Family Acceptance number for these months

Source: EFS MOD
School Readiness Enrollment - Broward

<table>
<thead>
<tr>
<th>Date</th>
<th>School Readiness Enrolled</th>
</tr>
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<tbody>
<tr>
<td>*7/1/2020</td>
<td>150</td>
</tr>
<tr>
<td>*8/1/2020</td>
<td>161</td>
</tr>
<tr>
<td>*9/20/2020</td>
<td>131</td>
</tr>
<tr>
<td>*10/20/2020</td>
<td>138</td>
</tr>
<tr>
<td>*11/20/2020</td>
<td>140</td>
</tr>
<tr>
<td>*12/1/2020</td>
<td>152</td>
</tr>
<tr>
<td>January-21</td>
<td>172</td>
</tr>
</tbody>
</table>

*Pending Family Acceptance number for these months

Source: EFS MOD
Miami-Dade First Responder Program
Monthly Enrollment (BG1-ESS)

Source: EFS MOD
Developmental Screening Program: Ages and Stages Questionnaire, 3rd Ed. (ASQ-3)
Recent Compliance Data and Updates

Lead Manager: Anabel Espinosa, Ph.D.
aespinosa@elcmdm.org

Strategic Plan Priority Initiative:
- Educate All
- Neediest Children
- Capacity Building
On October 1, 2020, protocols for monitoring of the Screening of Children in the School Readiness Program have been updated to reflect daily monitoring of compliance.

Corrective Action Plans were introduced on November 1, 2020 to help providers regain compliance with the developmental screening requirement.

A review of the compliance data during our most recent Scorecard Business Review demonstrates a decrease in non-compliance since the implementation of new protocols.
Developmental Screening Program: Compliance Data

Number of Providers with Atleast One Past Due ASQ-3

Number of Children with Past Due ASQ-3
Strategic Plan Priority Initiative:

- Educate All
- Neediest Children
- Providers

Lead Manager: Pam Hollingsworth, M.Ed., Sr. VP for Strategic Initiatives and Program Development

phollingsworth@elcmdm.org
Professional Development Institute Key Points

Online Training Sessions/Attendees:

• December Sessions: 58
• Number of Attendees:
  Miami-Dade: 624
  Monroe: 19
• YTD Sessions: 468
• Number of Attendees:
  Miami-Dade: 5,275
  Monroe: 92

Upcoming Events:

• Provider Training on Market Rates
• OEL Stipends Program for ECE Teachers and Directors.
• April 23/24, 2021 - Monroe County Early Childhood Conference “It Takes a Virtual Village”

National Credentialing Upcoming Training

• SPRING 2021
• National CDA® Credential for Preschool (Ages 3yrs. – 5 yrs.) English/Spanish
• National CDA® Credential for Family Child Care (Ages Birth-5yrs.) English
Training Sessions Miami-Dade/Monroe FYTD
Training Participants Monroe County FYTD

- Jul-20: 9.00
- Aug-20: 13.00
- Sep-20 / FY21-Q1: 17.00
- Oct-20: 17.00
- Nov-20: 17.00
- Dec-20 / FY21-Q2: 19.00

Legend:
- FYTD
- Actual
- Benchmark
It Takes a Virtual Village
Monroe County Early Childhood Conference
April 23rd and April 24th 2021

Featured Speakers:

Ron Shuali, MS Ed (Yogarate)
Katja von Elbe, MS Ed and Jonathan Eastman, MS (Brainheart Guidance)
Lucy Recio, MPA Senior Analyst, Public Policy and Advocacy NAEYC
Ian Humphrey Motivational Speaker
The Hon. Jim Mooney Monroe County State Rep.
Florida Early Childhood Educator Training Stipends

The Office of Early Learning (OEL) in partnership with Panhandle Area Educational Consortium (PAEC) is excited to share that Florida early childhood educators are eligible for a $75 stipend upon the successful completion of any of the eligible classes by June 30, 2021, or until the stipend funding is depleted. The maximum stipend an eligible participant can receive is $225 (3 courses/events x $75 = $225).

Classes Only Available in English

*Successful completion may include an end of course assessment or certificate of completion.
Courses Available from:

- myTeachstone
- Bureau of Exceptional Education and Student Services: BEESS Portal
- Department of Children and Families: Child Care Training System
- TEACH or DOE websites
- FLAEYC Training

**Stipend Orientation Schedule**

- Thursday February 4th 1:00 PM
- Friday February 5th 10:00 AM

Zoom Link for Registration:

- [https://zoom.us/meeting/register/tJwsdeCprDwqG9IMmhhjBB8pEusgize8gppS](https://zoom.us/meeting/register/tJwsdeCprDwqG9IMmhhjBB8pEusgize8gppS)
Preschool Development Birth through Five Renewal Grant (PDG-R)

The Preschool Development Birth to Five Renewal Grant (PDG-R). Through the initial Preschool Development Birth to Five grant, Florida has been working to implement measures that build on existing framework and infrastructure to increase the quality, alignment and efficiency of Florida's early childhood care and education mixed-delivery system of programs and services. Expected outcomes of the grant include:

• Improving data-driven system coordination and policy decisions
• Increasing family access and engagement
• Creating a high-quality comprehensive system of early childhood care and education
• Providing equitable access to quality
• Quality improvement and professional development
ELC MDM PDG-R Initiatives

Professional Development
- HighScope Training to build internal capacity in both age levels (Infant/Toddler and Preschool)
- Creative Curriculum Cloud Subscriptions for Early Childhood Providers (Infant Toddlers and Preschool in English and Spanish)

Mental Health and Social Support
- Trauma and Resilience Certification for Early Childhood Educators
- Social and Emotional Learning Curriculum
- Equity, Diversity and Inclusion Trainings
- Mindfulness and Restorative Practices Trainings
Teachers and caregivers will obtain access to explore the Creative Curriculum® in depth and learn how to plan individualized routines and experiences that are responsive to young children’s needs and that support their development and learning in all areas.

For more details on how to obtain access please contact the Professional Development Institute email at: professionaldevelopment@elcmdm.org
Virtual Trainings for Teachers, Administrators, Parents Workshops
(English and Spanish Available)

Register at:
http://trainings.elcmdm.org/
Courses Available

National CDA® Credential for Infant and Toddlers (Ages Birth- 3yrs.)

Spanish

National CDA® Credential for Preschool  English

Starting Spring 2021

Register at:

http://trainings.elcmdm.org/
Online Professional Development for Monroe County

Subscriptions Available

For information on Quorum Online access contact:
Professional Development Institute at:
professionaldevelopment@elcmdm.org
MyTeachingStrategies™ GOLD  MyTeachstone™

For more details on how to obtain access please contact the Professional Development Institute email at: professionaldevelopment@elcmdm.org
Specialized Trainings

Creative Curriculum
All Age Levels Training

GOLD ASSESSMENT
Training

CLASS & MMCI
All Age Levels Training
Extended professional development support services for PDI students. You can call or email the PDI Helpdesk or join an interactive session with one of our experts to access:

- Training Support
- Technical Assistance
- Answers to all your questions
PDI Contact Information

Visit our website: trainings.elcmdm.org

Email us: professionaldevelopment@elcmdm.org

Call us: 305 646-7220 ext. 2350, 2320 or 2511
Strategic Plan Priority Initiative:

- Educate All
- Neediest Children
- Providers
Early Head Start Summary

Attendance for the program ranged between 91% to 93% since September. During this period, the program began capturing attendance for children receiving in-person and off-site/virtual services. Prior to September, only in-person attendance was captured causing lower percentage of attendance.

The program reached its goal of 10% enrollment for children with a diagnosed disability.

The program continues its Wellness Initiative aimed at promoting healthier living for staff, partners and parents. The Action Calendar this month, Friendly February, focuses on doing friendly acts towards others which positively impact others and ourselves.
Attendance

Percent of Average Monthly Attendance (Upward Trend is Good)

<table>
<thead>
<tr>
<th>Month</th>
<th>Benchmark</th>
<th>Actual</th>
<th>Trendline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-20</td>
<td>61.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep-20 / FY21-Q1</td>
<td>91.00%</td>
<td>91.00%</td>
<td></td>
</tr>
<tr>
<td>Oct-20</td>
<td>91.00%</td>
<td>93.00%</td>
<td></td>
</tr>
<tr>
<td>Nov-20</td>
<td>93.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec-20 / FY21-Q2</td>
<td>92.00%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Increase from the Previous Month
- Decrease from the Previous Month
- No change from the Previous Month
Monthly Breakfasts

Percent of Monthly Breakfasts (Upward Trend is Good)

- **Increase from the Previous Month**
- **Decrease from the Previous Month**
- **No change from the Previous Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Aug-20</td>
<td>99.30%</td>
</tr>
<tr>
<td>Sep-20 / FY21-Q1</td>
<td>99.60%</td>
</tr>
<tr>
<td>Oct-20</td>
<td>99.70%</td>
</tr>
<tr>
<td>Nov-20</td>
<td>99.80%</td>
</tr>
<tr>
<td>Dec-20 / FY21-Q2</td>
<td>99.60%</td>
</tr>
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</table>

- **Benchmark**
- **Actual**
- **Trendline**
Monthly Lunches

Percent of Monthly Lunches (Upward Trend is Good)

- Increase from the Previous Month
- Decrease from the Previous Month
- No change from the Previous Month

<table>
<thead>
<tr>
<th>Month</th>
<th>%</th>
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<tbody>
<tr>
<td>Aug-20</td>
<td>99.80%</td>
</tr>
<tr>
<td>Sep-20 / FY21-Q1</td>
<td>99.90%</td>
</tr>
<tr>
<td>Oct-20</td>
<td>99.90%</td>
</tr>
<tr>
<td>Nov-20</td>
<td>99.90%</td>
</tr>
<tr>
<td>Dec-20 / FY21-Q2</td>
<td>99.90%</td>
</tr>
</tbody>
</table>

Legend:
- Benchmark
- Actual
- Trendline
Monthly Snacks

Percent of Monthly Snacks (Upward Trend is Good)

- Increase from the Previous Month
- Decrease from the Previous Month
- No change from the Previous Month

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Aug-20</td>
<td>99.30%</td>
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<tr>
<td>Sep-20 / FY21-Q1</td>
<td>99.40%</td>
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<tr>
<td>Oct-20</td>
<td>99.50%</td>
</tr>
<tr>
<td>Nov-20</td>
<td>99.40%</td>
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<tr>
<td>Dec-20 / FY21-Q2</td>
<td>99.40%</td>
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</table>
Percentage of Children Enrolled with Special Needs

Percentage of children enrolled with a diagnosed disability (Upward Trend is Good)

Increase from the Previous Month
Decrease from the Previous Month
No change from the Previous Month

Percentage of Children Enrolled with Special Needs:
- Aug-20: 7.00%
- Sep-20 / FY21-Q1: 8.00%
- Oct-20: 9.00%
- Nov-20: 9.00%
- Dec-20 / FY21-Q2: 10.00%

Legend:
- Benchmark
- Actual
- Trendline
Self-care and Wellness

• The Friendly February Action Calendar was shared with staff and families. It focused on doing our best to be a good friend to all.

• An act of kindness and connection ripples out and impacts on so many more people than we realize, and it also boosts our own happy hormones!
Communications Updates

Lead Manager: Jackye Russell, Senior VP for Administration
jrussell@elcmdm.org
Communications Summary

**Early Learning Partners Facebook Group** continues to add members, now at 117

**Provider/Community Outreach**
- 1,012 total attendees for the January 2021 Early Care and Education and Partners Meetings (609 in English and 403 in Spanish)
- 26 News Alerts sent out (13 in Miami-Dade and 13 in Monroe)
- Books distributed – 2,150

**School Readiness Marketing & Outreach**
Source: Twitter analytics
Instagram

FY21 - Q2

Likes

1,227

Benchmark: 1,200

Reach

24,049

Benchmark: 20,000

Source: Instagram analytics
# School Readiness Social Media Ad Analytics (Facebook and Instagram)

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Results</th>
<th>Reach</th>
<th>Impressions</th>
<th>C</th>
</tr>
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<tbody>
<tr>
<td><img src="image" alt="Free Child Care" /></td>
<td></td>
<td>217</td>
<td>16,997</td>
<td>20,327</td>
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<td><img src="image" alt="Child Care Available" /></td>
<td>188</td>
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<td>18,109</td>
<td>21,832</td>
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<tr>
<td><img src="image" alt="Instagram Post" /></td>
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<tr>
<td><img src="image" alt="Results from 3 ads" /></td>
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<td>-</td>
<td>33,322</td>
<td>42,159</td>
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</tbody>
</table>

Source: Facebook/Instagram analytics 1/29/2021
## School Readiness Outreach

<table>
<thead>
<tr>
<th>School Readiness Marketing</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Bus Wrap</td>
<td>Southern Corridor</td>
<td>10/5/20 – 3/21/21</td>
</tr>
<tr>
<td>Billboard</td>
<td>NW 79th St./NW 5th Ave</td>
<td>11/16/20 - 2/7/21</td>
</tr>
<tr>
<td>Billboard</td>
<td>Turnpike @ US1 (Florida City)</td>
<td>12/16/20 - 3/9/21</td>
</tr>
<tr>
<td>Billboard</td>
<td>NW 50th St/NW 17th AVE.</td>
<td>Relocation</td>
</tr>
<tr>
<td>Billboard (New)</td>
<td>NE 55th St/NE 2nd AVE.</td>
<td>Pending Agreement</td>
</tr>
<tr>
<td>Keys Weekly</td>
<td>Upper/Middle/Lower Keys</td>
<td>1/7/21</td>
</tr>
<tr>
<td>WSRF Creole Radio</td>
<td>North Miami/North Miami Beach</td>
<td>Week of 2/1 and 2/8</td>
</tr>
<tr>
<td>US 1 Radio</td>
<td>Key West to Islamorada</td>
<td>Pending Approval</td>
</tr>
<tr>
<td>Country Thunder Radio</td>
<td>Marathon to South Miami</td>
<td>Pending Approval</td>
</tr>
<tr>
<td>Time Out Magazine</td>
<td>Key West</td>
<td>Pending</td>
</tr>
<tr>
<td>Facebook</td>
<td>30 Day Social Media Ad</td>
<td>1/26/21 – 2/26/21</td>
</tr>
<tr>
<td>Instagram</td>
<td>30 Day Social Media Ad</td>
<td>1/26/21 – 2/26/21</td>
</tr>
<tr>
<td>Twitter</td>
<td>30 Day Social Media Ad</td>
<td>1/26/21 – 2/26/21</td>
</tr>
<tr>
<td>SR Open Enrollment Flyer</td>
<td>For Distribution</td>
<td>Pending Translation</td>
</tr>
<tr>
<td>Miami Children’s Museum</td>
<td>Dr. Seuss Celebration (500 bags w/books/flyers)</td>
<td>March 2021</td>
</tr>
<tr>
<td>Greater Miami Chamber</td>
<td>Website</td>
<td>Full Year 2021</td>
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</tbody>
</table>
Keys Weekly Ad

Marathon Weekly
21-0107
Keys Weekly Newspapers

Key West Weekly
21-0107
Keys Weekly Newspapers

Upper Keys Weekly
21-0107
Keys Weekly Newspapers

School Readiness and VPK
Early Care and Education Partners in Monroe County

Do you need help paying for childcare? The Early Learning Coalition of Miami-Dade/Monroe can assist with childcare costs at any of the listed early learning programs.
For more information, call 305-646-7229 or visit us at www.elcmdm.org

- MM 1 - Gonzalez Family Day Care Home
  381 WHITE ST, APT 1C, KEY WEST, FL 33040 - 305-895-1053
- MM 1 - The Learning Center of Key West, INC
  261 TRUMAN AVE, KEY WEST, FL 33040 - 305-292-0449
- MM 1 - Boys and Girls Clubs of the Keys Area, Inc
  1316 REYNOLDS ST, KEY WEST, FL 33040 - 305-290-2258
- MM 1 - Inez Martin Child Care Center
  1106 WARE, KEY WEST, FL 33040 - 305-808-5055
- MM 1 - Montessori Childrenswor School Of Key West
  1323 VARELA, KEY WEST, FL 33040 - 305-294-5002
- MM 1 - Horace O'Byear Elementary
  1105 LEDIN, KEY WEST, FL 33040 - 305-296-5068
- MM 1 - Bardenazo Alvarez Family Day Care Home
  2690 ROOSEVELT BLVD, IV, KEY WEST, FL 33040 - 305-769-7277
- MM 2 - Sunbeam Christian School
  1315 5TH ST, KEY WEST, FL 33040 - 305-294-6018 x235
- MM 2 - Maria Lalande Family Day Care Home
  1524 5TH ST, KEY WEST, FL 33040 - 305-294-6311
- MM 2 - Moreno Family Day Care Home
  1600 RIVIERA CT, APT 4, KEY WEST, FL 33040 - 305-296-3334
- MM 2 - Key West Preschool Cooperative, Inc
  2610 FALGIERE AVE, KEY WEST, FL 33040 - 305-296-4749
- MM 2 - Grace Lutheran School
  2713 FALGIERE AVE, KEY WEST, FL 33040 - 305-296-8262
- MM 3 - Poleiakos Elementary
  1487 KENNEDY DR, KEY WEST, FL 33040 - 305-293-1600
- MM 3 - NAS Child Development Center
  V-187 ARTHUR SAWYER RD, KEY WEST, FL 33040 - 305-293-4498
- MM 3 - NAS Key West Youth Center
  V-187 ARTHUR SAWYER RD, KEY WEST, FL 33040 - 305-290-2998
- MM 1 - Lightburt Christian Academy
  5800 MACAROUL AVE, KEY WEST, FL 33040 - 305-292-5582
- MM 1 - Temple Christour Preschool
  571 24TH AVE, KEY WEST, FL 33040 - 305-216-6556
- MM 1 - Sugarloaf Elementary
  235 CRANE BLVD, SUGARLOAF KEY, FL 33040 - 305-745-3282
- MM 1 - Sarana Cabana
  2210 PIECES OF LIGHT RD, DUDLOE KEY, FL 33040 - 305-745-4140

- MM 30 2 - Big Pine Academy Early Learning Center
  30400 PONI LANE, BIG PINE KEY, FL 33040 - 305-872-2422
- MM 46 6 - Stanley Swetlik Elementary
  3400 OVERSEAS HWY, MARATHON, FL 33050 - 305-293-2410
- MM 46 3 - Grace Jones Community Center, Inc
  230 81ST ST, GULF, MARATHON, FL 33050 - 305-743-6664
- MM 46 4 - Carpeita Kids Christian Academy
  4311 OVERSEAS HWY, MARATHON, FL 33050 - 305-743-7715
- MM 51 - Marathon Lutheran
  250 122ND ST, MARATHON, FL 33050 - 305-735-4762
- MM 51 - Community Cooperative Preschool Inc.
  550 122ND ST, DRY, MARATHON, FL 33050 - 305-735-4762
- MM 64 - Islamorada Child Care
  2300 OVERSEAS HWY, ISLAMORADA, FL 33036 - 305-808-3422
- MM 64 - Treasure Village Montessori Charter
  86733 OVERSEAS HWY, ISLAMORADA, FL 33036 - 305-808-3422
- MM 87 6 - St. James Child Care Center
  17500 OVERSEAS HWY, ISLAMORADA, FL 33036 - 305-808-2181
- MM 89 - Plantation School
  100 LAKE ROAD, TAVENIER, FL 33070 - 305-853-3210
- MM 92 9 - Burtins Memorial Child Development Center
  92001 OVERSEAS HWY, TAVERNIER, FL 33070 - 305-845-2520
- MM 92 3 - Dolphins Montessori Charter Inc.
  1103 736 GROUPER LANE, KEY LARGO, FL 33037 - 305-453-3787
- MM 94 8 - First Baptist Church, Jack Hill Child Care
  90011 OVERSEAS HWY, KEY LARGO, FL 33037 - 305-451-3125
- MM 10 8 - Upper Keys YMCA
  500 ST CRUX PLACE, KEY LARGO, FL 33037 - 305-453-2422
- MM 103 - Montessori Academy of the Upper Keys
  231 TRANSYLVANIA AVE, KEY LARGO, FL 33037 - 305-451-7077
- MM 104 8 - Key Largo School
  10400 OVERSEAS HWY, KEY LARGO, FL 33037 - 305-453-5135
- MM 105 - Dolphin Montessori
  104000 OVERSEAS HWY, KEY LARGO, FL 33037 - 305-850-2225
- MM 105 5 - St. Justin Marty Preschool
  105000 OVERSEAS HWY, KEY LARGO, FL 33037 - 305-451-6415

Monroe County: 1111 12th St., Suite 206, Key West
305-296-5557 | ELCMDM.ORG

Early Education. Lifelong Success.

https://issuu.com/keysweekly/stacks/7ef9105306124f5ea9fe760d779e6351
<table>
<thead>
<tr>
<th>Event</th>
<th>Number of books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gospel on the Plaza World’s Greatest Baby Shower</td>
<td>250</td>
</tr>
<tr>
<td>TOUCCH Drive-through Event</td>
<td>300</td>
</tr>
<tr>
<td>Miami Children’s Museum/Halloween Drive-through Event</td>
<td>500</td>
</tr>
<tr>
<td>Marathon Halloween Drive-through Event</td>
<td>200</td>
</tr>
<tr>
<td>Key West Halloween Drive-through Event</td>
<td>600</td>
</tr>
<tr>
<td>Talcolcy Drive-through event</td>
<td>300</td>
</tr>
</tbody>
</table>
Outreach - Attendance at Weekly Online Provider Meeting (monthly)

Notes: Attendees include Coalition team members. Meetings began on 8/19/20 (2 meetings in August-20) Only 2 meetings held in November-20 and December-20.

Source: Zoom analytics and Communications Scorecard
Communications

• Creation of Facebook Group for Early Learning Partners
  ▪ [https://www.facebook.com/groups/EarlyLearningPartners/](https://www.facebook.com/groups/EarlyLearningPartners/)