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Strategic Plan
Children First

Parents / Families

Providers

Partners
CHILDREN FIRST: The Strategic Plan for the Early Learning Coalition of Miami Dade/Monroe
2015-2016

OUR MISSION
To promote high-quality inclusive school readiness, voluntary prekindergarten and after school programs, and 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 before birth through age 5.

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 education and support children as they become healthy, 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 education throughout Miami-Dade and Monroe counties and are set apart by their 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 the lives of children. Designed to nurture 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.
CUSTOMER SERVICE - We strive to meet the needs of our parents, families, providers and partners by providing comprehensive customer service in a professional, timely and courteous manner.
EQUITY - In working with parents, families, providers, and partners, we are committed to the principle of equity and balance, so that all may benefit from the work we do, while keeping children first.

OUR VISION
CHILDREN FIRST
To ensure a comprehensive and integrated system providing for all families and their children, beginning before birth to age 3, the affordable opportunity to enter school ready to learn and succeed in life.

PRIORITY INITIATIVES

NEEDEST CHILDREN
Improve outcomes for children in our neediest communities, and include children with developmental and other delays and disabilities.

TARGET AREAS
- Identifies centers in distressed areas and those serving children with, or at risk for, developmental delays & provides extra support for them.

INCREASE THE NUMBER OF CHILDREN
- Reaching services who have physical, developmental, sensory, and social-emotional delays and disabilities.

REDUCE THE NUMBER OF CHILDREN
- Reaching services who have physical, developmental, sensory, and social-emotional delays and disabilities.

PARENT/FAMILY SELF-SUFFICIENCY
- Identifies methods of encouraging self-sufficiency.

YOUNGEST CHILDREN
- Offers continuum of care from before birth to age 3.

TARGET AREAS
- Sets targets for after school care for children ages 5-8.

AGE-BASED RATES
- Adjust reimbursement rates to serve the younger children.

PARENT ACCOUNTABILITY
- Provides incentives for parents to become more accountable.

PROVIDERS
- Improve ELC relationships with providers and improve provider performance.

CHILD CARE PROGRAM STANDARDS
- Establish standards for child care providers and enforce them.

SERVICE PROVIDER REIMBURSEMENT RATES
- Determine maximum rates to attract higher quality providers.

TEACHER/STAFF EDUCATION
- Increase the number of teachers with child care credentials.

FUNDING PROVIDERS
- Provide funding to providers.

TECHNICAL BUSINESS ASSISTANCE
- Offer business assistance to providers in distressed areas.

EDUCATE ALL
- Educate all families about the benefits of early learning.

PARENTAL CHOICE
- Educate parents to choose child care centers that ensure better outcomes for their children.

WISDOM
- Achieve increased visibility throughout both counties by creating child care resources and providing information.

QUALITY COUNTS
- Enroll all centers wanting to participate in the ELC program.

INTERNAL CAPACITY
- Strengthen Board and staff capacity to carry out strategic goals.

ADVOCACY
- Engage aggressively & systematically in advocacy to drive better outcomes for children and promote community awareness of the ELC.

COUNCILS OF PARTNERS
- Establish regular meetings with partners.

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 Childcare Services Council with dedicated funding.
Too Small to Fail

“Talking is Teaching: Talk, Read, Sing” Campaign

Strategic Plan Priority Initiative:

• Visibility
• Neediest Children
• Youngest Children
• Educate All
Too Small to Fail, in partnership with the Early Learning Coalition of Miami- Dade and Monroe County and Univision will launch a new citywide “Talking is Teaching: Talk, Read, Sing” public awareness campaign in Miami, with an emphasis on reaching families of young dual language learners (DLLs). The campaign promotes early brain and language development by encouraging parents to engage in meaningful activities with their young children starting at birth -- like counting toes while giving a bath or singing a song while changing a diaper. Miami is the seventh community with which Too Small to Fail has partnered, with three more expected this summer. Too Small to Fail also promoted a set of parent and early educator resources developed in partnership with HHS and ED— in both English and Spanish - to encourage parents and early educators to talk, read, and sing with young DLLs in their home language.

Too Small to Fail Launches “Talking is Teaching: Talk, Read, Sing” Campaign in Miami (6/2/2016)

We must promote the value of bilingualism, so children see the value in learning languages spoken at home.
White House Regional Summit on Dual Language Learners and launch of “Talking is Teaching: Talk, Read, Sing” Campaign in Miami (6/2/2016)
The Miami Campaign

**Partners:**
- Early Learning Coalition
- Univision
- Jackson Health System
- Miami Dade County Public Library System
- Healthy Start Coalition
- Help Me Grow

**Launch Date:**
June 2\textsuperscript{nd} as part of a National White House Announcement set in Miami

**Roll Out Date:** September 1, 2016
Too Small to Fail
Weaving Early Brain and Language Development into the Fabric of Communities
Too Small to Fail
A Joint Initiative of the Clinton Foundation and The Opportunity Institute

GOALS:
Increase awareness and spark positive change in parents and communities to boost early brain and language development in children ages 0-5.

• For parents and young children, make small moments big.
• For communities, empower people and places to make these moments happen more often.
Research: A Strong Base

**Number of Words Addressed**

- High Income
- Middle Income
- Low Income

**Number of Words Learned**

- Total Words

**Source:** Hart & Risley (1995)
Talking is Teaching: Talk, Read Sing Community Strategy

The campaign’s **3 components** to motivate behavior change:

1. Trusted messengers in community touch points
2. Environmental prompts & paid media
3. Tools to facilitate change
Tools for Parents & Caregivers

- Tote Bag
- Baby Blanket
- Books
- Tip Sheet
### EVALUATION, COMMUNITY-WIDE:

**Have we magnified attention?**

<table>
<thead>
<tr>
<th>Question</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAVE YOU RECENTLY HEARD ANYTHING ABOUT THE IMPORTANCE OF READING, TALKING OR SINGING TO YOUR CHILD?</td>
<td>25% Tulsa</td>
<td>47% Tulsa</td>
</tr>
<tr>
<td></td>
<td>27% Oakland</td>
<td>57% Oakland</td>
</tr>
<tr>
<td>HAVE YOU READ, SEEN OR HEARD ANYTHING ABOUT THE IMPORTANCE OF READING TO CHILDREN?</td>
<td>43% Tulsa</td>
<td>79% Tulsa</td>
</tr>
<tr>
<td></td>
<td>54% Oakland</td>
<td>90% Oakland</td>
</tr>
<tr>
<td>HOW MUCH OF AN IMPACT DO YOU PERSONALLY HAVE ON BRAIN DEVELOPMENT/LANGUAGE SKILLS OF CHILDREN UNDER 2?</td>
<td>83% Tulsa</td>
<td>92% Tulsa</td>
</tr>
<tr>
<td></td>
<td>75% Oakland</td>
<td>78% Oakland</td>
</tr>
</tbody>
</table>

Lake Research Partners findings from phone & online survey conducted in 2014 & 2015, Oakland & Tulsa
EVALUATION, TRUSTED MESSENGERS:
Have we magnified attention? Have we motivated action?

59% learned something new from the pediatrician
- 80% of Latinos
- 56% of African Americans
- 55% of Whites

47% recalled that talking, reading, and singing promotes brain development, school readiness or language development

32% recalled that it’s just “good” to talk, read and sing

What did you learn?
The relationship between talking, reading and singing and brain development
Babies are learning “more than I knew”
Lessons Learned Nationally

- Not “one-size fits all” approach
- Intentionally integrated into existing efforts
- Intended to enhance, not duplicate, existing efforts
ELC Around Town

Strategic Plan Priority Initiative:

• Educate All
Mayor Dr. Smith Joseph of North Miami read with a group of children of mixed-ages celebrating Haitian heritage month.

He also encouraged families to Talk, Read, and Sing with their children in both English and Creole.
Storytelling Festival at Northeast-Dade Aventura Library (5/14/2016)

• The Early Learning Coalition attended the Miami-Dade Public Library Storytelling Festival at Northeast Aventura Library.
• The Early Learning Coalition distributed books and spoke to families about programs and services.
ELC Lunch Café Series: National Foster Care Month (5/19/2016)

• The Early Learning Coalition hosted its monthly lunch café series with honored guests: Participants learned about National Foster Care Month.
Kindergarten Kickoff Miami Children’s Museum (5/21/2016)

• Early Learning Coalition staff provided families information on preparing for and transitioning to kindergarten.
• Staff promoted early literacy and informed over 200 families about VPK, School Readiness and other programs.
Communications Report

SOCIAL MEDIA

Strategic Initiative
Educate All
-Visibility
Facebook Analytics - January

Snapshot

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Likes</td>
<td>2,323</td>
<td>0.8%</td>
</tr>
<tr>
<td>New Likes</td>
<td>36</td>
<td>1 (daily avg)</td>
</tr>
<tr>
<td>Page Engagement</td>
<td>190</td>
<td>533.3%</td>
</tr>
<tr>
<td>Weekly Total Reach</td>
<td>2,441</td>
<td>341.4%</td>
</tr>
</tbody>
</table>

Daily Likes

- Jan 01: Likes 1, Unlikes 0
- Jan 06: Likes 3, Unlikes 1
- Jan 11: Likes 3, Unlikes 1
- Jan 16: Likes 1, Unlikes 0
- Jan 21: Likes 3, Unlikes 1
- Jan 26: Likes 3, Unlikes 1
- Jan 31: Likes 3, Unlikes 1
Facebook Analytics - February

**Snapshot**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Likes</td>
<td>2,357</td>
<td>+1.5%</td>
</tr>
<tr>
<td>New Likes</td>
<td>49</td>
<td>2 (daily avg)</td>
</tr>
<tr>
<td>Page Engagement</td>
<td>108</td>
<td>-43.5%</td>
</tr>
<tr>
<td>Weekly Total Reach</td>
<td>1,677</td>
<td>-34.8%</td>
</tr>
</tbody>
</table>

**Daily Likes**

![Daily Likes Graph]
# Facebook Analytics - March

**Snapshot**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Likes</td>
<td>2,403</td>
<td>2%</td>
</tr>
<tr>
<td>New Likes</td>
<td>63</td>
<td>2 (daily avg)</td>
</tr>
<tr>
<td>Page Engagement</td>
<td>190</td>
<td>81%</td>
</tr>
<tr>
<td>Weekly Total Reach</td>
<td>2,827</td>
<td>84.7%</td>
</tr>
</tbody>
</table>

**Daily Likes**

![Daily Likes Chart](chart.png)

- **Likes**
- **Unlikes**
Facebook – New Likes

![Graph showing the number of new likes from January to April 2016. The data points are as follows:
- January 2016: 36
- February 2016: 49
- March 2016: 63
- April 2016: 61]
Facebook – Weekly Total Reach

<table>
<thead>
<tr>
<th></th>
<th>Jan-16</th>
<th>Feb-16</th>
<th>Mar-16</th>
<th>Apr-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>2,441</td>
<td>1,677</td>
<td>2,827</td>
<td>2,313</td>
</tr>
</tbody>
</table>
Twitter Analytics January, February, March

Number of Total Followers: 898

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions per Day</th>
<th>New Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>565</td>
<td>7</td>
</tr>
<tr>
<td>February</td>
<td>662</td>
<td>21</td>
</tr>
<tr>
<td>March</td>
<td>1200</td>
<td>4</td>
</tr>
</tbody>
</table>
## Instagram Analytics January, February, March

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of New Followers</td>
<td>0</td>
<td>300</td>
<td>426</td>
</tr>
</tbody>
</table>

Number of Total Followers: 726
## Constant Contact: Number of Contacts Added

### January
- Parents: 144
- Providers: 10
- Others: 20

### February
- Parents: 85
- Providers: 40
- Others: 30

### March
- Parents: 73
- Providers: 50
- Others: 50

### Total
- Number of Total Parent Contacts: 18,070
- Number of Total Provider Contacts: 2,800
- Number of Total Others: 382
## Alert Readership Percentage by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>High Percentage</th>
<th>Low Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>60%</td>
<td>15%</td>
</tr>
<tr>
<td>February</td>
<td>40%</td>
<td>11%</td>
</tr>
<tr>
<td>March</td>
<td>33%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Celebrate Literacy Week Alert
- **January**: 60%
- **February**: 40%
- **March**: 33%

### West Perrine Battle of the Bands Alert
- **January**: 15%
- **February**: 11%
- **March**: 12%

### Provider Newsletter Alert
- **January**: 60%
- **February**: 40%
- **March**: 33%

### Dr. Seuss Alert
- **January**: 15%
- **February**: 11%
- **March**: 12%

### Provider Meetings Alert
- **January**: 60%
- **February**: 40%
- **March**: 33%

### Children First Conference Save the Date
- **January**: 60%
- **February**: 40%
- **March**: 33%
Quarterly Goodwill Ambassador Program Update
Summary

- Questions from providers largely center around Quality Counts enrollment.
- Other providers have questions regarding the redetermination process, requests for ASQ kits and additional trainings in Spanish.
- Providers in Goodwill Ambassador program are generally satisfied with Coalition services.
- Provider questions and concerns are redirected to relevant staff.
- 76 total providers visited this quarter.
Quarterly Outreach Events
Outreach Events

January Events
- MLK Breakfast
- MLK Business Expo
- West Perrine Battle of the Bands
- Literacy Fair with Catalyst Miami Overtown
- Interview with Power 96
- Celebrate Literacy Miami

February Events
- DCF Annual Black History Luncheon
- Centro Mater Health Fair
- United Way Baby Fair in Miami Gardens

March Events
- Mini Me Mondays at Miami Children’s Museum
- Governance Activity with Aguamarina Preschool
- Lauren’s Kids at Legion Park Bayside
- Congressman Curbelo and Evelio Torres Visit Monroe Centers
- Children’s Week at Miami Children Museum

Number of Outreach Events per Month

<table>
<thead>
<tr>
<th></th>
<th>January</th>
<th>February</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Events</td>
<td>6</td>
<td>3</td>
<td>5</td>
</tr>
</tbody>
</table>

Number of events:
- January: 6
- February: 3
- March: 5
Service Center and Outreach Event Book Distribution

Number of Books Distributed January: 4,000
Number of Books Distributed February: 1,886
Number of Books Distributed March: 3,500

<table>
<thead>
<tr>
<th></th>
<th>Events</th>
<th>Service Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2500</td>
<td>1500</td>
</tr>
<tr>
<td>February</td>
<td>386</td>
<td>1500</td>
</tr>
<tr>
<td>March</td>
<td>2100</td>
<td>1400</td>
</tr>
</tbody>
</table>
Program Updates
School Readiness and VPK

Sandra Gonzalez, Senior Vice President

Strategic Plan Priority Initiative:

- Neediest Children
- Youngest Children
- Providers
- Funding
### VPK Applications for School Year 16-17

<table>
<thead>
<tr>
<th>Category</th>
<th>Miami-Dade</th>
<th>Monroe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved</td>
<td>14,677</td>
<td>251</td>
</tr>
<tr>
<td>Inactive</td>
<td>202</td>
<td>1</td>
</tr>
<tr>
<td>Rejected</td>
<td>1,646</td>
<td>17</td>
</tr>
<tr>
<td>Reopened</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Submitted (new)</td>
<td>553</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17,079</strong></td>
<td><strong>270</strong></td>
</tr>
</tbody>
</table>

Time from Application to Issuance: 48 hours  
Benchmark: Amazon Prime

Source: OEL Family Portal as of 6/1/2016
Professional Development Institute

Lidia Clarke, Director

Strategic Plan Priority Initiative:

• Educate All
• Providers
• Funding
The Professional Development Institute (PDI) provides instructor led and web based educational opportunities for child care professionals in Miami-Dade and Monroe. We support statewide initiatives and legislative mandates in addition to best practice models that support the practitioners ability to serve as a responsive partner in the classroom.

**Home Instruction for Parents of Preschool Youngsters (HIPPY)** program provides home based parent education to (TANF eligible) families with children ages 3-5 weekly. **READY4K** literacy based texting education service offered in partnership with Stanford University reaches the parents 18K VPK students weekly. **The Parenting Journey™** educating parents from a strength based perspective via 12 week classes.

A professional, informed and engaged workforce is critical in providing quality services. PDI hosts continuous quality improvement workshops for internal staff based on performance data. Information based sessions on socioeconomic disparities, diversity, and current events impacting society.
Provider Training

- TOTAL NUMBER OF PARTICIPANTS & STAFF
  APRIL 2016 = 305

- VPK GOLD: 141
- GOLD Information Sessions: 66
- Making the Most of Classroom Interactions (MMCI): 51
- VPK Core Classes: 15
- School Readiness: 3
- In-Service Trainings: 29
134 CONTACT HOURS
27 Trainings Offered in April

TOTAL HOURS TRAINED IN APRIL 2016

- VPK GOLD: 48 hours
- GOLD Information Session: 36 hours
- Making the Most of Classroom Interactions (MMCI): 15 hours
- VPK Core Classes: 12 hours
- Eligibility Trainings: 12 hours
- On-Site Technical Assistance: 11 hours
New Training Site Launch - July 1
http://trainings.elcmdm.org
CAPACITY BUILDING
Monroe Early Childhood Conference: Mission Possible-Accomplished

- Marathon High School- May 14
- Science, Technology, Engineering, Mathematics (STEM) focus
- Beth Davis Hands on Minds On-Featured Presentation
- 112 in attendance/ 120 registered
- 4 concurrent sessions/ 1 in Spanish
- Quality Materials Sponsored by Ocean Reef Community Foundation and ELCMDM
- Raffle prizes provided by: Lakeshore Learning, Kaplan Early Learning, Becker's School Supply, Discount School Supply
Monroe Early Childhood Conference (5/14/2016)

• Monroe Early Childhood Conference took place on Saturday, May 14th and drew over 115 participants.
• Conference attendees participated in interactive workshops in STEM and other best-practices in early childhood education.
Art and Science of Storytelling

• May 25, 2016 the Professional Development Institute delivered it’s second installation in the ‘Art and Science of Storytelling’ for Miami Dade Public Library System, right in our own backyard: The Coral Gables Branch.
• This 4 hour session was delivered to 25 Library Specialists from across the county with the newly appointed, MDCPLS second in command: Jennifer Dewsnap-Shipley in attendance as well.
• The instructional design was comprehensive and innovative and included a section on ‘Sensory Storytelling’ geared toward children with special needs.
• The Professional Development Institute continues to set the bar in countywide training.
Health Priorities

Wilfredo Ayala, Director

Strategic Plan Priority Initiative:
- Neediest Children
- Youngest Children
- Educate All
- Providers
- Funding
Nemours / LET’S MOVE! Initiative

- 183 low-income centers in Miami-Dade & Broward counties have completed the project to date.
- 57 centers are currently enrolled in the project and will completed it by the end of May 2016.
- By the end of May 2016,
  - 240 low-income centers will have completed the project.
  - ~12,500 children will have been served.

Health Foundation of South Florida funded Structured Physical Activity Project

- From 2016 – 2018, we will educate 165 low-income centers in Miami-Dade & Broward counties on how to conduct 60 minutes of Structured Physical Activity with preschoolers.
- First training is scheduled for July 07-09, 2016.