

Early Care and Education Partners Update Webinar

*Reunión En Línea para Socios de
Educación y Cuidado Temprano*

July 2022

Important Dates

Board of Director's Meeting

- Monday, August 1, 2022
- 8:00 – 10:00 a.m.
- <https://zoom.us/j/97933619478?pwd=dTlabmNVRUFoSU5ka2xqZnBIRDZaQT09>
- Meeting ID: 979 3361 9478
- Passcode: ELC080122

Provider Representatives

- **Dr. Daniel Armstrong**
 - University of Miami Miller School of Medicine
 - Representative of program under federal Individuals with Disabilities Education Act

- **Ms. Jennifer Roig**
 - President/Founder of the Roig Academy
 - Representative of private for-profit child care providers

- **Dr. Eileen Fluney**
 - Executive Director of Paradise Christian School & Development Center
 - Representative of faith based child care providers

myproviderrep@elcmdm.org



BOOKClub



How to register for The Children's Trust Book Club?

Parents may register by text or visiting The Children's Trust Website which includes all the information regarding this program:

Text:

**“Read” for Books in English, or
“Leer” for Books in Spanish
to 786.460.CLUB (2582)**

Program Description

The Children's Trust Book Club mails free books to all parents with children ages birth through their 5th birthday living in Miami-Dade County. All book club members receive a new book every month in English or Spanish along with a guide for parents with activities, information and suggestions about how to share the book with their children. All books are selected specifically to help children develop their early reading skills for school readiness.

www.TheChildrensTrust.org/BookClub





Eligibility

Open Enrollment



For additional information,
call (305) 646-7220 or
visit www.elcmdm.org

Eligible families are selected every two weeks

- School Readiness applications are reviewed with a quick turnaround.
 - If an application is “*rejected*” the application is “incomplete” but family has 30 calendar days to upload requested documents

Sample reasons applications are rejected:

- missing documents (pay stubs)
- there is a lack of information to process application
- family is over income
- family doesn't meet purpose for care

- Inquiries can be sent to Waitlist@elcmdm.org



At-Risk Child Unexcused Absence Report Form

The **Rilya Wilson Act** provides priority for child care services for specified children who are at risk of abuse, neglect, or abandonment. These children are receiving protective services and are identified on the Child Care Certificate as Funding BG1.

What do I do when an at-risk child is absent?

When an at-risk (BG1) child has an unexcused absence or seven consecutive days of excused absences, the school readiness provider **must** notify the Family Safety Program Office of the Department of Children and Family Services or its designee (Citrus Family Care Network).

- **Starting June 1, 2022, the At-Risk Child Unexcused Absence Report will only be received via email to Citrus Family Care Network to BG1DaycareAbsences@citrusfcn.com**
- Keep a copy of the report for your records
- School Readiness contracted early care and education partners are obligated to immediately report:
 - **Any unexcused absence of a BG1 child by the end of the business day following the unexpected absence, or**
 - **Seven (7) consecutive excused absences of a BG1 child by the end of the seventh consecutive excused absence.**

At-Risk Child Unexcused Absence Report Form



AT RISK CHILD UNEXCUSED AT RISK CHILD ABSENCE REPORT

The Rilya Wilson Act, F.S. 39.604

Children who are in the care of the state due to abuse, neglect or abandonment must participate in a licensed early education or child care program 5 days a week. If a child covered by this law is absent from the program on a day when he or she is supposed to be present, the person with whom the child resides must report the absence to the program by the end of the business day. Children who are subject to this law may not withdraw from the program without the prior written approval of the responsible agency. All absences shall be reported the following business day to the Family Safety Program Office of the Department of Children and Family Services or its designee (Citrus Family Care Network).

EMAIL THE COMPLETED FORM TO BG1DaycareAbsences@citrusfcn.com

To:

Case worker/Protective Investigator

From:

Director

Name of Center

Center Phone

Center Fax

Date:

MM/DD/YY

Time:

AM/PM

Child:

LAST NAME, First name

Birthdate:

MM/DD/YY

ID#:

Social Security Number

The above child did not attend our program on

MM/DD/YY

The caregiver reported the absence on

*MM/DD/YY
Time*

The caregiver did not report the absence, as required.

Questions/ Preguntas

Please email us at: info@elcmdm.org

Favor comuníquese a: info@elcmdm.org

Thank you

The image features a central blue graphic with a speech bubble shape pointing downwards. The text "American Rescue Plan Act" is centered within this shape in white. The background consists of several concentric, overlapping circles in shades of light green and grey, some solid and some dashed, creating a dynamic, circular pattern.

American Rescue Plan Act

American Rescue Plan Act

- **Child Care Stabilization Grant Program** is funded through the American Rescue Plan Act.
- Grant Priorities
 - Stabilize and support Florida's entire network of early learning providers.
 - Expand access to high-quality providers for families where cost is the primary barrier
 - Invest in quality
 - Invest in the early learning workforce and take steps to transition Florida's early learning workforce into the early learning profession
 - Strengthen Providers
- Applications closed on ***June 30, 2022.***



Questions

Please email us at:

QualityInitiatives@elcmdm.org

THANK YOU
FOR YOUR TIME

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**Voluntary
Prekindergarten
Updates**

Florida's Assessment of Student Thinking (FAST) using Star Early Literacy

s. 1002.68, F.S.,
s. 1008.2125, F.S.

Beginning the 2022-2023 school year, a VPK Provider's Readiness Rate, now named Performance Metric, will be calculated using the Program Assessment Composite scores (CLASS) and child learning gains on the Progress Monitoring (**Florida's Assessment of Student Thinking (FAST) using Star Early Literacy**).

- **FAST** will replace the current VPK Assessment.
- The Assessment will be administered the beginning, middle, and end of the year to track child progress
- It is a computer, adaptive, norm-reference assessment.



Florida's Assessment of Student Thinking (FAST) Training

All assessors will be required to complete training before administering the FAST-using Star Early Literacy.

- Training registration information will be available at: <http://www.floridaearlylearning.com/vpk/fast>
- **VPK Program Directors** to register for training [click here](#).
- **VPK Program Instructors** to register for training [click here](#).

Additional Information: Coming Soon!

Questions related to FAST using Star Early Literacy training registration: Please email VPKFAST@oel.myflorida.com.

Online Virtual Reflection Opportunities: Phonological Awareness

Date: July 14, 2022
Time: 10:00 a.m. – 11:00 a.m.
Reference number: 10199

Date: July 18, 2022
Time: 1:00 p.m. – 2:00 p.m.
Reference number: 10226

Date: July 19, 2022
Time: 12:00 p.m. – 1:00 p.m.
Reference number: 10200

Date: July 25, 2022
Time: 1:00 p.m. – 2:00 p.m.
Reference number: 10227

Zoom links and handouts will be emailed two days prior to the session to registered participants.

Use the course reference number to register through the [Department of Children and Families \(DCF\) Training site](#)



For Additional Trainings being offered by the Division of Early Learning, please visit:

[Professional Development & Training | OEL
\(floridaeearlylearning.com\)](https://floridaeearlylearning.com)



**Emergent
Literacy
Instructor-led
trainings**

**Scaffolding and Think, Show, Tell, Talk: Language and Vocabulary
Development for Preschool**

Date: July 7, 2022

Time: 1:00 p.m. – 4:00 p.m.

Reference number: 10197

Component 3 - Save the Date

Date: July 28, 2022

Time: 1:00 p.m. – 2:00 p.m.

**Book Embedded Vocabulary Instruction: Language and Vocabulary
Development for Preschoolers**

Date: July 6, 2022

Time: 1:00 p.m. – 4:00 p.m.

Reference number: 10196

Component 3 - Save the Date

Date: July 27, 2022

Time: 1:00 p.m. – 2:00 p.m.

Emergent Literacy Instructor-led trainings

Building a Strong Foundation for Emergent Literacy

Date: July 26, 2022

Time: 5:00 p.m. – 8:00 p.m.

Reference number: 10201

Component 3 - Save the Date

Date: August 8, 2022

Time: 3:00 p.m. – 4:00 p.m.

Implementing Florida Standards in Preschool Classrooms: 3 Years Old to Kindergarten

Date: July 18, 2022

Time: 11:00 a.m. – 2:00 p.m.

Reference number: 10198



VPKteam@elcmdm.org



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**Fall Voluntary
PreKindergarten
Contracts**

VPK Contract

VPK Deadline extended until

July 22, 2022

Contract Managers

Early Learning Coalition of Miami-Dade and Monroe, Inc. Provider Contracts Department Caseloads Assignments

CONTRACTS CALL CENTER
(305)359-5550
MONDAY-FRIDAY
8:00 AM TO 5:00 PM

<u>Organization Name</u>	<u>Contract Managers</u>	<u>Ext.</u>	<u>E-mail</u>
<u>Alpha Assignment</u>			
A - B	Eilin Orozco	2454	EOrozco@elcndm.org
C - EDI	Vernise Casimir	2294	VCasimir@elcndm.org
EDU- INTER	Jennelle James	2273	JJames@elcndm.org
INTER BI- KLA	Marine Allen-Tucker	2541	MAllen-tucker@elcndm.org
KLC-LIS	Penelope Quintas	2230	PQuintas@elcndm.org
LIT - MID	Donna Bronigan	2528	DBronigan@elcndm.org
MIL - PINEC	Sheyla Perez	2292	SPerez@elcndm.org
PINEV- ST.	Laurie Bravo	2377	LBravo@elcndm.org
STAR-THR	Lismay Diaz	2270	LDiaz@elcndm.org
THU-Z	Alyssa Linares	2497	ALinares@elcndm.org
MDCPS and Monroe County	Yadira Aguilar	2253	Yaguilar@elcndm.org

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Child Care Resource &
Referral
Partner Technical Assistance

What is Child Care Resource & Referral

Child Care Resource & Referral (CCR&R) is a FREE program that assists families in **finding quality** and **affordable** child care and **community resources**.

In addition, CCR&R **assists current and prospective child care providers** by offering technical assistance and information on becoming a child care provider.



Current Child Care Providers

- CCR&R specialists may offer technical assistance to current providers (marketing, provider profiles, community resources, available scholarships or grants, etc.)
- CCR&R specialists know who within the organization offers technical assistance (VPK Monitoring, Loss Prevention, Warm Line, etc.)
- CCR&R are aware of various early learning trainings and websites
- CCR&R will obtain additional resources on various topics to include family engagement ideas or shared best practices

What do Child Care Resource & Referral Specialists provide?

CCR&R Specialists can provide:

- **Customize a list of child care providers based on family's specific needs.** Every attempt is made to match requests as closely as possible. We maintain a database of all legally operating providers and their detailed information such as: hours of operation, curriculum, programs, and pay rate.*
- **Offer unbiased information about local child care options.** The Coalition affirms parental choice; therefore we make absolutely *no recommendations*, referrals only.
- **Provide information on how to recognize quality early learning and understand the developmental benefits of child/ren.**
- **Provide financial assistance strategies.** We guide parents that are interested in applying for School Readiness (SR) and/or Voluntary Prekindergarten (VPK) programs, and to families with children with disabilities and/or special health care needs.

** The pay information in our database is self-reported by participating child care programs/providers and can change over time.*

Provider Profile – General Information

General

Facility

Services

Curriculum

Fees & Discounts


Hours of Operation

Staffing & Capacity


Priv

General

1. Do you want to have your program referred to families seeking child care listings? **i**

Yes No 


2. Do you want to complete a contract to participate in the School Readiness Program?

Yes No 

2.1 Have you completed the Health & Safety Inspection by Department of Children and Families?

Yes No

3. Do you want to complete a contract to participate in the Voluntary Prekindergarten (VPK) Education Program?


Yes No 


3.1 Do you wish to receive VPK advanced payments?

Yes No


4. Do you want to complete a contract to receive local funding? **i**

Yes No 

5. Are you a Gold Seal provider? **i** 

Yes No 

6. Are you an accredited provider? 

Yes No 

Provider Profile - Services

Services

1. Age of Children for which Care is Provided*

Minimum Age*

2

Months

Maximum Age*

12

Years

2. Programs Offered (select all that apply) ⚠

After School x Before School x Kindergarten x School Age x Summer Care x

3. About My Program (select all that apply)*

Smoke Free x No TV x Video Monitoring x Quality Rating System x Arts/crafts x On-site screenings x Field trips x Homework/tutor x Fenced Yard x

4. Languages Spoken by Staff (select all that apply)*

English x Spanish x

5. Other Spoken Languages ⓘ

0

6. Meals (select all that apply)*

Breakfast x Lunch x Afternoon Snack x Participates with USDA Food Program x Peanut-Free x No outside food allowed x

7. Do you provide transportation services?*

Yes No

8. Transportation (select all that apply)

9. Do you currently implement a character development program?*

Yes No

9.1 Description of Character Development Program (250 characters max)

Conscious Discipline

10. Is your program equipped to care for children with special needs?*

Yes No

Provider Profile – Services continued

11. Is your facility wheelchair-accessible? *

Yes No

12. Does your program/facility offer therapeutic services to children? *

Yes No

13. Do you participate in a quality rating system? * 

Yes No

14. Affiliation - Not for Profit *

Yes No

15. Military Child Care * 

Yes No



Fees & Discounts

Fees and Discounts

1. Fees in Addition to Weekly Rates

Description i	Amount	Frequency	Per Child / Per Family
Annual*	\$		
Application/Registration*	\$ 90	Annual	Per Child
Diapers*	\$		
Early Drop Off*	\$		
Extended Stay*	\$		
Insurance*	\$		
Late Payment*	\$ 10	As needed	Per Family
Late Pick-Up*	\$ 1	Per minute	Per Family
Meals/Snacks*	\$		
Returned Check*	\$ 15	As needed	Per Family
School Age*	\$		
Supplies/Materials*	\$		
Waiting List Registration*	\$		

2. Family Discounts Offered (select all that apply)

Sibling Discount ×

Facility Hours of Operation

1. Enhanced Schedule (select all that apply)

Full-time× Full Year× Summer×

2. What are your daily hours of operation? (select all that apply)


<input type="checkbox"/> Sunday	<input type="checkbox"/> 24 hours	Open 12:00 AM	Close 12:00 AM	Total Hours 0
<input checked="" type="checkbox"/> Monday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Tuesday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Wednesday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Thursday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Friday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input type="checkbox"/> Saturday	<input type="checkbox"/> 24 hours	Open 12:00 AM	Close 12:00 AM	Total Hours 0

Hours of Operation

Staffing and Capacity

Staffing and Capacity

1. Staff-to-Child Ratio in Your Program

Care Level	Teachers in Classroom	:	Children in Classroom	Group Size 
< 12 Months	<input type="text" value="2"/>	:	<input type="text" value="7"/>	<input type="text" value="7"/>
12 < 24 Months	<input type="text" value="2"/>	:	<input type="text" value="12"/>	<input type="text" value="12"/>
24 < 36 Months	<input type="text" value="3"/>	:	<input type="text" value="17"/>	<input type="text" value="17"/>
36 < 48 Months	<input type="text" value="4"/>	:	<input type="text" value="30"/>	<input type="text" value="30"/>
48 < 60 Months	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
60 < 72 Months	<input type="text" value="1"/>	:	<input type="text" value="10"/>	<input type="text" value="10"/>
In School	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
Special Needs	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
VPK Class	<input type="text" value="2"/>	:	<input type="text" value="18"/>	<input type="text" value="18"/>

2. Training/Educational Credentials in Your Program

Training/Education Type	Number of Staff 
FCCH 30 HOUR TRAINING	<input type="text" value="0"/>
40/45 HR INTRO CHILD CARE	<input type="text" value="18"/>
AA/AS NONCHILD RELATED	<input type="text" value="0"/>
AA/AS EARLY CHILDHOOD OR RELATED FIELD	<input type="text" value="0"/>
DIRECTOR CREDENTIAL ADV	<input type="text" value="1"/>
DIRECTOR CREDENTIAL LEVEL 1	<input type="text" value="0"/>

Staffing and Capacity continued

3. What is the total number of staff who work directly with the children that are in care at your program/facility?

15

4. What is your total licensed capacity? [i](#)

124

5. What is your infant licensed capacity? [i](#)

8

6. What is your actual capacity? [i](#) 

94

7. How many private-pay children are in your program? [i](#)

12

Private Pay Rates

Enter the advertised rates (private pay rates) your program charges in the table. Do not include voucher/subsidy rates, sliding scale rates, employee discounts or any other discounted rates. Only complete the rate type for each age group that you offer.

	Infant <i>i</i> ←	Toddler <i>i</i> ←	2 Year Old <i>i</i> ←	Preschool 3 <i>i</i> ←	Preschool 4 <i>i</i> ←	Preschool 5 <i>i</i> ←	School Age <i>i</i> ←	Special Needs <i>i</i>
Full Time Monthly Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Summer Camp Weekly Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 120	\$ 0
Drop-In Daily Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Full Time Weekly Rate <i>i</i>	\$ 145	\$ 130	\$ 130	\$ 120	\$ 120	\$ 120	\$ 120	\$ 0
Part Time Weekly Rate <i>i</i>	\$ 72.5	\$ 65	\$ 65	\$ 60	\$ 60	\$ 60	\$ 60	\$ 0
VPK Full Time Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 90	\$ 90	\$ 0.00	\$ 0
VPK Part Time Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 30	\$ 30	\$ 0.00	\$ 0
School Age After School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 60	\$ 60
School Age Before School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 20	\$ 20
School Age - Both Before & After School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 80	\$ 80

Do you require the parent to pay the differential between the Approved Reimbursement Rate and the Private Pay Rate? * *i*

Yes No

Business Analysis

- What does your enrollment look like today... Are you at capacity or do you have vacancies?
- Do you have a wait list for enrollment at your center?
- What programs do you offer?
School Readiness, VPK, Early Head Start?
- Have you made any enhancements or changes since your last update to your profile?
- What are your marketing efforts for new business?
- Do you regularly offer school tours?



GROWING YOUR ENROLLMENT

- Do you need some fresh ideas on growing your enrollment?
- What are some of your operational issues? (Hiring and Training)
- Who are your 5 top child care competitors and how do you differ?



What Unique Benefits Do You Offer That Others Don't?

- Conduct a competitive analysis on your top competitors and visit their websites, “mystery shop” to see what they offer
- Compare your Benefits and Differentiating Values and/or competitive advantage
 - Accreditation
 - Teacher tenure/degrees
 - Transportation available
 - Online camera system
 - Organic meals or fresh fruit and veggie gardens
 - Owned by a local mom
 - Do you offer tutoring or a homework club?
 - Do you offer enrichment activities offered on-site?
 - Do you speak multiple languages?



Online Marketing

Use Social Media...Do you have a Facebook Business Page?

- Post photos and videos at least **3x** week

Working moms typically check-in during lunch time and at around 4pm. You want people to “Like” your page for increasing fan “engagement”

- Take polls and do contests for maximum utilization

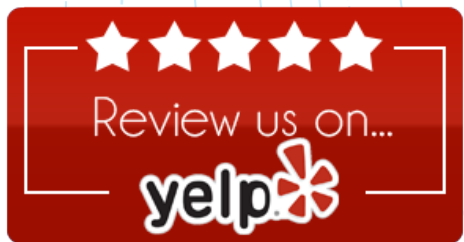


Online Marketing

- Online reviews

A program that feels trustworthy to a parent will resonate with a parent looking for “social proof” is a win-win for increasing your enrollment. **A strong and positive online reputation is worth gold for your program.**

- Sign up for online directories that are **free** allow you to list your center.



Marketing Tips

- Look for new and upcoming pockets of opportunity- new housing developments, new businesses, new construction sites, etc. to target families within the area
- Ask “how did you hear about us?” to determine what is working with your marketing
- Use Promo Codes -use a special promo code on an ad, web page, flyer or mailer to identify that specific campaign

Increase
Partnerships with
Local Employers by
Using Corporate
Discounts/Preferred
Employers

- If employers offer in-house child care, contact them for “over-flow”
- Provide a small tuition discount 5-7% for employers and prepare a flyer with that promotion
- Gather a database of where all your parents currently work so you can target those companies

Develop Relationships with Pediatricians and OB-GYNS

As part of your enrollment paperwork for new child, ask for the name of the child's pediatrician and their pediatric dentist?

- Create a list of what doctor's your clients are seeing. Identify the top physicians and contact these doctors to build relationships.



Create an E- Packet

- Story from the Owner
- Letter from the Director
- Teacher Bios/Experience
- Unique Benefits and Value Statement
- Parent Testimonials
- Rate Sheet
- Tips for Choosing the Right Child Care
- Child Care Checklist

Book a Tour

- With every caller book a tour. Give an incentive with every tour such as a tote bag or promotional flyer
- Send a reminder of the tour date/time and tell them if they have to cancel to please call to reschedule
- Get caller's contact information to follow up



Make a Great First Impression

- Visual Appearance – What parents see at first glance...
 - Is there signage visible?
 - Is landscaping maintained?
 - Is playground in good shape?
 - Are the exteriors and fences free of debris?
 - What impressions do you get from looking at the curb appeal of this school?

Child Care Tour

“You only have about 7 seconds to make a good first impression”

- Greeting and introduction
- Be ready, prepared and confident
- Let Lead Teachers know you will bring a prospective parent for a classroom tour
- Create a warm, comfortable area to meet with the parent after the tour
- Have a child size table and chairs with books, toys and crayons for the child
- Close the tour by asking for the enrollment
- If the parent is not ready to enroll, follow up with an email or phone call **“*Thank you for Touring our school...*”**



Referral Rewards Program

- Motivate current families to refer other families
- Incentivize with a gift card or free tuition and make it a **BIG** deal
- Include alumni families because they too can spread the good word based on their experience
- Allow Teachers to also participate in the referral program

REFERRAL

REWARDS

SPREAD THE WORD → GET REWARDED

Family Engagement Events

- Host events inside and outside of your facility
 - Picnic at a park, reserving the pavilion for event
 - Zoo or museum trips for the family
 - Pizza party at Chuck E. Cheese or play center party
 - Barnes and Noble Family Night
 - Movie night out
 - STEM night
 - Muffins for Mom
 - Donuts with Dad
 - Tacos with Grandparents

OEL Family Engagement Toolkit

Goal: The goal of family engagement is the conscious effort of the parents and/or other family members to engage in a child’s education and development by promoting positive behaviors and ensuring the child’s well-being. Family engagement has been shown to increase motivation, reduce behavioral problems and improve social-emotional development of children. Further, family engagement fosters school readiness skills in young children such as impulse control, attention, memory and planning skills.

For Providers

Goal/Focus Area	Indicator	Activity/Strategy	Initiative Lead	Outcomes/Successes	Partners/Champions
Environment	Create a welcoming environment for children and their families	<ul style="list-style-type: none"> Signs are posted for families to find their way around the building or facility and are in the languages represented by the children in the program Staff greets families by name and welcomes them to visit when possible. Orientations and a guided tour of the facility for new families. Families are encouraged 		Responses on a family survey to questions about families feeling welcome and encouraged to participate # of attendees at new family orientations # of family tours given List of ways families are encouraged to become in their children’s learning	



Family Engagement Checklist for Providers

What is Family Engagement?

Families are engaged when they partner with early learning programs to promote their children’s development, learning and wellness. Positive relationships between families and staff in early learning programs are the foundation for family engagement.

Family engagement has been shown to

- Increase a child’s motivation to learn
- Reduce behavioral problems
- Improve social-emotional development
- Foster school readiness skills, such as impulse control, attention, memory and planning skills.

This checklist is a tool for early learning programs to use to consider their level of partnership with the families they serve. Ask yourself the following questions and check a box for your answer. For any items answered “no”, write ideas you will use to implement those items in your program.

Do you...	Family Friendly Environment		How I do this or How I plan to do this
	Yes	No	
Have signs posted for families to find their way around the building and are in the languages represented by the families in the program?			
Invite families to visit anytime?			
Greet families by name?			
Hold orientation and a guided tour of the facility for new families?			
Have a website and/or social media page with up to date information about your program and events?			

Family Engagement

Follow us on social media for ideas on family engagement activities

CCR&R partnership with Miami Dade Public Library – see Location, Date and Times:

- **North Dade Regional**
 - Tuesday, July 12, 3-5 p.m.
 - Tuesday, August 2, 3-5 p.m.
- **South Dade Regional**
 - Wednesday, June 29, 12:00 2:00 p.m.
 - Wednesday, August 10, 12:00 – 2 p.m.
- **Westchester Regional**
 - Wednesday, July 6, 12:00 – 2 p.m.
 - Wednesday, July 20, 12:00 – 2 p.m.
- **Hispanic Branch Library**
 - Wednesday, July 27, 2-4 p.m.
 - Tuesday, August 9, 2-4 p.m.

**Ocean of Possibilities-
Storytime and
Activities**

Join us for storytime and fun, interactive activities that promote early literacy learning!

Location: North Dade Regional Library
2455 Northwest 183rd St
Miami Gardens, FL 33056

Dates: 7/12/2022 & 8/2/2022

Time: 3-5 p.m.

Scan the QR code & search for "Summer Family Engagement" to sign up!

Early Learning Coalition
of Miami-Dade/Monroe

CCR&R
Child Care Resource and Referral

Sponsored by the Early Learning Coalition of Miami-Dade/Monroe and the State of Florida

Contact us

Email:

Ileana Vallejo, CCR&R Coordinator

IVallejo@elcmdm.org

Dolores Mendez, CCR&R Lead

DMendez@elcmdm.org

Phone: 305-676-7220 Monday-Friday 8:00

a.m.- 5:00 p.m.

CCRRhelp@elcmdm.org for providers and

families

Reunión En Línea para Socios de Educación y Cuidado Temprano

Julio 2022

Fechas Importantes

Board of Director's Meeting

- Lunes, Agosto 1, 2022
- 8:00 – 10:00 a.m.
- <https://zoom.us/j/97933619478?pwd=dTlabmNVRUFoSU5ka2xqZnBIRDZaQT09>
- Meeting ID: 979 3361 9478
- Passcode: ELC080122

Representantes de los Proveedores

- **Dr. Daniel Armstrong**
 - University of Miami Miller School of Medicine
 - Representative of program under federal Individuals with Disabilities Education Act

- **Ms. Jennifer Roig**
 - President/Founder of the Roig Academy
 - Representative of private for-profit child care providers

- **Dr. Eileen Fluney**
 - Executive Director of Paradise Christian School & Development Center
 - Representative of faith based child care providers

myproviderrep@elcmdm.org



BOOKClub



¿Cómo Inscribirte en el Children's Trust Book Club?

Los padres pueden inscribirse por mensaje de texto o visitando la dirección web abajo, que incluye toda la información sobre este programa:

Enviar por Mensaje de Texto:

“Leer” para recibir libros en español, o

“Read” para recibir libros en inglés

al 786.460.CLUB (2582)

www.TheChildrensTrust.org/BookClub



Descripción del Programa

El Children's Trust Book Club envía libros gratis a todos los padres con niños desde el nacimiento hasta los 5 años que viven en el condado de Miami-Dade. Todos los miembros del Book Club reciben un libro nuevo cada mes en inglés o español junto con una guía para padres con actividades, información y sugerencias sobre cómo compartir el libro con sus hijos. Todos los libros se seleccionan específicamente para ayudar a los niños a desarrollar sus habilidades de lectura temprana para la preparación para comenzar la escuela.



Elegibilidad

Inscripción Abierta



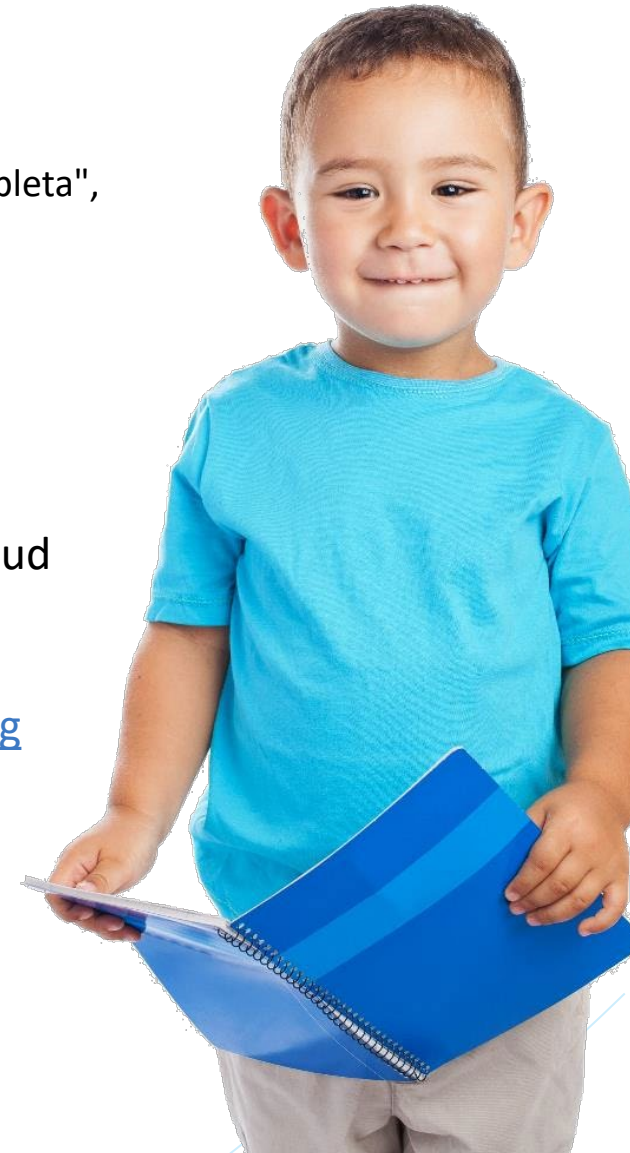
Para información adicional,
llame al (305) 646-7220 o
visite www.elcmdm.org

Las familias elegibles se seleccionan cada dos semanas.

- School Readiness las solicitudes se revisan con una respuesta rápida.
 - Si una solicitud es "rechazada", la solicitud está "incompleta", pero la familia tiene 30 días calendario para cargar los documentos solicitados.

Ejemplos de razones por las que se rechazan las solicitudes:

- documentos faltantes (talones de pago)
- hay una falta de información para procesar la solicitud
- la familia está por encima de los ingresos
- la familia no cumple con el propósito del cuidado
- Se pueden enviar preguntas a Waitlist@elcmdm.org



At-Risk Child Unexcused Absence Report Form

- El **acto de Rilya Wilson** proporciona prioridad para los servicios de cuidado infantil para niños específicos que están en riesgo de abuso, negligencia o abandono. Estos niños que reciben servicios de protección están identificados en el certificado de cuidado infantil como Financiamiento BG1.
- **¿Qué hago cuando un niño en riesgo está ausente?**
 - Cuando un niño en riesgo (BG1) tiene una ausencia injustificada o siete días consecutivos de ausencias justificadas, el proveedor de School Readiness debe notificar Family Safety Program Office of the Department of Children and Family Services o su designado (Citrus Family Care Network).
 - A partir del 1 de junio de 2022, el informe de ausencia injustificada del niño en riesgo solo se recibirá por correo electrónico a Citrus Family Care Network BG1DaycareAbsences@citrusfcn.com
 - Guarde una copia del informe para sus archivos
- Los socios de educación y cuidado temprano con un contratado de School Readiness están obligados a informar inmediatamente :
 - **Cualquier ausencia injustificada de un niño BG1 al final del día hábil siguiente a la ausencia inesperada, o**
 - **Siete (7) ausencias justificadas consecutivas de un niño BG1 al final de la séptima ausencia justificada consecutiva.**

At-Risk Child Unexcused Absence Report Form



AT RISK CHILD UNEXCUSED AT RISK CHILD ABSENCE REPORT

The Rilya Wilson Act, F.S. 39.604

Children who are in the care of the state due to abuse, neglect or abandonment must participate in a licensed early education or child care program 5 days a week. If a child covered by this law is absent from the program on a day when he or she is supposed to be present, the person with whom the child resides must report the absence to the program by the end of the business day. Children who are subject to this law may not withdraw from the program without the prior written approval of the responsible agency. All absences shall be reported the following business day to the Family Safety Program Office of the Department of Children and Family Services or its designee (Citrus Family Care Network).

EMAIL THE COMPLETED FORM TO BG1DaycareAbsences@citrusfcn.com

To: _____
Case worker/Protective Investigator

From: _____
Director *Name of Center*

_____ *Center Phone* *Center Fax*

Date: _____ *MM/DD/YY* Time: _____ *AM/PM*

Child: _____
LAST NAME, First name

Birthdate: _____ *MM/DD/YY* ID#: _____ *Social Security Number*

The above child did not attend our program on _____
MM/DD/YY

The caregiver reported the absence on _____
MM/DD/YY
Time

The caregiver did not report the absence, as required.

Questions/ Preguntas

Please email us at: info@elcmdm.org

Favor comuníquese a: info@elcmdm.org

Thank you

The image features a central blue graphic with a speech bubble shape pointing downwards. The text "American Rescue Plan Act" is centered within this shape in white. The background consists of several concentric, overlapping circles in shades of green and light blue, some solid and some dashed, creating a dynamic, circular pattern.

American Rescue Plan Act

American Rescue Plan Act

- **Child Care Stabilization Grant Program** es fundado por el American Rescue Plan Act.
- Prioridades de subvenciones
 - Estabilizar y apoyar toda la red de proveedores de aprendizaje temprano de Florida.
 - Ampliar el acceso a proveedores de alta calidad para familias donde el costo es la principal barrera
 - Invierte en calidad
 - Invertir en la fuerza laboral de aprendizaje temprano y tomar medidas para hacer la transición de la fuerza laboral de aprendizaje temprano de Florida a la profesión de aprendizaje temprano
 - Fortalecer Proveedores
- Las solicitudes cerraron el **30 de junio de 2022.**

Preguntas

Por favor envíenos un correo electrónico a:
QualityInitiatives@elcmdm.org

THANK YOU
FOR YOUR TIME

The background features several concentric, curved lines in shades of green and light green, some solid and some dashed, creating a sense of movement and depth. A prominent blue callout box is centered on the page, containing the text.

**Voluntary
Prekindergarten
Actualizaciones**

VPK Assessment y Readiness Rates

s. 1002.68, F.S,
s. 1008.2125, F.S.

Empezando en el año escolar 2022-2023, el Readiness Rate de los proveedores de VPK, será renombrado **Performance Metric**, será calculado usando la puntuaciones compuestas de CLASS® y logros de aprendizaje de los niños en el Monitoreo de Progreso (**Florida's Assessment of Student Thinking (FAST) using Star Early Literacy**).

- **FAST** remplazara la evaluación actual de VPK.
- La evaluación se administrará al principio, a la mitad y al final del año para seguir el progreso del niño.
- Es una evaluación computarizada, adaptativa, de referencia normativa. ***Podrá utilizar tabletas para esta evaluación.***



Florida's Assessment of Student Thinking (FAST) Training

Todos los asesores deberán completar la capacitación antes de administrar el FAST-using Star Early Literacy.

- La información de registro de capacitación estará disponible en : <http://www.floridaearlylearning.com/vpk/fast>
- **VPK Program Directors** para registrarse [haga clic aquí.](#)
- **VPK Program Instructors** para registrarse [haga clic aquí.](#)

Información adicional: ¡Próximamente!

Preguntas relacionadas con FAST usando Star Early Literacy
registro de entrenamiento: Por favor envíe un correo electrónico VPKFAST@oel.myflorida.com.

Online Virtual Reflection Opportunities: Phonological Awareness

Date: July 14, 2022
Time: 10:00 a.m. – 11:00 a.m.
Reference number: 10199

Date: July 18, 2022
Time: 1:00 p.m. – 2:00 p.m.
Reference number: 10226

Date: July 19, 2022
Time: 12:00 p.m. – 1:00 p.m.
Reference number: 10200

Date: July 25, 2022
Time: 1:00 p.m. – 2:00 p.m.
Reference number: 10227

Los enlaces de Zoom y folletos se enviarán por correo electrónico dos días antes de la sesión a los participantes registrados.

Utilice el número de referencia del curso para registrarse a través del [Department of Children and Families \(DCF\) Training site](#)



Para capacitaciones adicionales que ofrece la División de aprendizaje temprano, visite:

[Professional Development & Training | OEL
\(floridaeearlylearning.com\)](https://www.floridaeearlylearning.com)



**Emergent
Literacy
Instructor-led
trainings**

**Scaffolding and Think, Show, Tell, Talk: Language and Vocabulary
Development for Preschool**

Date: July 7, 2022

Time: 1:00 p.m. – 4:00 p.m.

Reference number: 10197

Component 3 - Save the Date

Date: July 28, 2022

Time: 1:00 p.m. – 2:00 p.m.

**Book Embedded Vocabulary Instruction: Language and Vocabulary
Development for Preschoolers**

Date: July 6, 2022

Time: 1:00 p.m. – 4:00 p.m.

Reference number: 10196

Component 3 - Save the Date

Date: July 27, 2022

Time: 1:00 p.m. – 2:00 p.m.

**Emergent
Literacy
Instructor-led
trainings**

Building a Strong Foundation for Emergent Literacy

Date: July 26, 2022
Time: 5:00 p.m. – 8:00 p.m.
Reference number: 10201

Component 3 - Save the Date
Date: August 8, 2022
Time: 3:00 p.m. – 4:00 p.m.

Implementing Florida Standards in Preschool Classrooms: 3 Years Old to Kindergarten

Date: July 18, 2022
Time: 11:00 a.m. – 2:00 p.m.
Reference number: 10198



VPKteam@elcmdm.org



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**Contratos de VPK para
el Año Escolar
2022-2023**

VPK Contract

**Fecha límite de VPK extendida
hasta el
22 de julio de 2022**

Contract Managers

Early Learning Coalition of Miami-Dade and Monroe, Inc. Provider Contracts Department Caseloads Assignments

CONTRACTS CALL CENTER
(305)359-5550
MONDAY-FRIDAY
8:00 AM TO 5:00 PM

<u>Organization Name</u>	<u>Contract Managers</u>	<u>Ext.</u>	<u>E-mail</u>
<u>Alpha Assignment</u>			
A - B	Eilin Orozco	2454	EOrozco@elcndm.org
C - EDI	Vernise Casimir	2294	VCasimir@elcndm.org
EDU- INTER	Jennelle James	2273	JJames@elcndm.org
INTER BI- KLA	Marine Allen-Tucker	2541	MAllen-tucker@elcndm.org
KLC-LIS	Penelope Quintas	2230	PQuintas@elcndm.org
LIT - MID	Donna Bronigan	2528	DBronigan@elcndm.org
MIL - PINEC	Sheyla Perez	2292	SPerez@elcndm.org
PINEV- ST.	Laurie Bravo	2377	LBravo@elcndm.org
STAR-THR	Lismay Diaz	2270	LDiaz@elcndm.org
THU-Z	Alyssa Linares	2497	ALinares@elcndm.org
MDCPS and Monroe County	Yadira Aguilar	2253	Yaguilar@elcndm.org

The background features several concentric, curved lines in shades of green and light green, some solid and some dashed, creating a sense of depth and movement. A prominent blue callout box is centered on the page, containing the main text.

Child Care Resource & Referral

Asistencia técnica para socios

Que es Child Care Resource & Referral

Child Care Resource & Referral (CCR&R) es un programa GRATUITO que ayuda a las familias a **encontrar cuidado infantil asequible y de calidad y recursos comunitarios.**

Además, CCR&R ayuda a los proveedores de cuidado infantil **actuales y potenciales** ofreciéndoles asistencia técnica e información sobre cómo convertirse en un proveedor de cuidado infantil.



Proveedores Actuales de Cuidado Infantil

- CCR&R especialistas pueden ofrecer asistencia técnica a los proveedores actuales (mercadeo, perfiles de proveedores, recursos comunitarios, becas o subvenciones disponibles, etc.)
- CCR&R especialistas saben quién dentro de la organización ofrece asistencia técnica (Monitoreo VPK, Prevención de pérdidas, Warm Line, etc.)
- CCR&R están al tanto de varias capacitaciones de aprendizaje temprano y sitios web
- CCR&R obtendrá recursos adicionales sobre varios temas para incluir ideas de participación familiar o mejores prácticas compartidas

Que Puede Ofrecer un Especialista de Child Care Resource & Referral?

CCR&R especialistas pueden proporcionar :

- **Personalice una lista de proveedores de cuidado infantil según las necesidades específicas de la familia.** Se hace todo lo posible para que las solicitudes coincidan lo más posible. Mantenemos una base de datos de todos los proveedores que operan legalmente y su información detallada, como: horario de atención, plan de estudios, programas y tasa de pago.*
- **Ofrecer información imparcial sobre las opciones locales de cuidado infantil.** La Coalición afirma la elección de los padres; por lo tanto, **no hacemos absolutamente ninguna recomendación**, solo referencias.
- **Proporcionar información sobre cómo reconocer el aprendizaje temprano de calidad y comprender los beneficios de desarrollo de los niños.**
- **Proporcionar estrategias de asistencia financiera.** Orientamos a los padres que están interesados en solicitar School Readiness (SR) y/o Voluntary Prekindergarten (VPK), y a las familias con niños con discapacidades y/o necesidades especiales de atención médica.

** La información de pago en nuestra base de datos es autoinformada por los programas/proveedores de cuidado infantil participantes y puede cambiar con el tiempo.*

Perfil del Proveedor: Información General

General

Facility

Services

Curriculum

Fees & Discounts


Hours of Operation

Staffing & Capacity


Priv

General

1. Do you want to have your program referred to families seeking child care listings? **i**

Yes No 


2. Do you want to complete a contract to participate in the School Readiness Program?

Yes No 

2.1 Have you completed the Health & Safety Inspection by Department of Children and Families?

Yes No

3. Do you want to complete a contract to participate in the Voluntary Prekindergarten (VPK) Education Program?


Yes No 


3.1 Do you wish to receive VPK advanced payments?

Yes No


4. Do you want to complete a contract to receive local funding? **i**

Yes No 

5. Are you a Gold Seal provider? **i** 

Yes No 

6. Are you an accredited provider? 

Yes No 

Perfil del Proveedor: Servicios

Services

1. Age of Children for which Care is Provided*

Minimum Age*

2

Months

Maximum Age*

12

Years

2. Programs Offered (select all that apply) ⚠

After School x

Before School x

Kindergarten x

School Age x

Summer Care x

3. About My Program (select all that apply)*

Smoke Free x

No TV x

Video Monitoring x

Quality Rating System x

Arts/crafts x

On-site screenings x

Field trips x

Homework/tutor x

Fenced Yard x

4. Languages Spoken by Staff (select all that apply)*

English x

Spanish x

5. Other Spoken Languages ⓘ

0

6. Meals (select all that apply)*

Breakfast x

Lunch x

Afternoon Snack x

Participates with USDA Food Program x

Peanut-Free x

No outside food allowed x

7. Do you provide transportation services?*

Yes

No

8. Transportation (select all that apply)

9. Do you currently implement a character development program?*

Yes

No

9.1 Description of Character Development Program (250 characters max)

Conscious Discipline

10. Is your program equipped to care for children with special needs?*

Yes

No

Perfil del Proveedor: Servicios

11. Is your facility wheelchair-accessible? *

Yes No

12. Does your program/facility offer therapeutic services to children? *

Yes No

13. Do you participate in a quality rating system? * 

Yes No

14. Affiliation - Not for Profit *

Yes No

15. Military Child Care * 


Yes No



Tarifas y Descuentos

Fees and Discounts

1. Fees in Addition to Weekly Rates

Description 	Amount	Frequency	Per Child / Per Family
Annual*	\$		
Application/Registration*	\$ 90	Annual	Per Child
Diapers*	\$		
Early Drop Off*	\$		
Extended Stay*	\$		
Insurance*	\$		
Late Payment*	\$ 10	As needed	Per Family
Late Pick-Up*	\$ 1	Per minute	Per Family
Meals/Snacks*	\$		
Returned Check*	\$ 15	As needed	Per Family
School Age*	\$		
Supplies/Materials*	\$		
Waiting List Registration*	\$		

2. Family Discounts Offered (select all that apply)

Sibling Discount 

Facility Hours of Operation

1. Enhanced Schedule (select all that apply)


Full-time× Full Year× Summer×

2. What are your daily hours of operation? (select all that apply)

<input type="checkbox"/> Sunday	<input type="checkbox"/> 24 hours	Open 12:00 AM	Close 12:00 AM	Total Hours 0
<input checked="" type="checkbox"/> Monday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Tuesday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Wednesday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Thursday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input checked="" type="checkbox"/> Friday	<input type="checkbox"/> 24 hours	Open 06:30 AM	Close 06:30 PM	Total Hours 12
<input type="checkbox"/> Saturday	<input type="checkbox"/> 24 hours	Open 12:00 AM	Close 12:00 AM	Total Hours 0

Horas de Operación

1. Staff-to-Child Ratio in Your Program 

Care Level	Teachers in Classroom	:	Children in Classroom	Group Size 
< 12 Months	<input type="text" value="2"/>	:	<input type="text" value="7"/>	<input type="text" value="7"/>
12 < 24 Months	<input type="text" value="2"/>	:	<input type="text" value="12"/>	<input type="text" value="12"/>
24 < 36 Months	<input type="text" value="3"/>	:	<input type="text" value="17"/>	<input type="text" value="17"/>
36 < 48 Months	<input type="text" value="4"/>	:	<input type="text" value="30"/>	<input type="text" value="30"/>
48 < 60 Months	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
60 < 72 Months	<input type="text" value="1"/>	:	<input type="text" value="10"/>	<input type="text" value="10"/>
In School	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
Special Needs	<input type="text" value="0"/>	:	<input type="text" value="0"/>	<input type="text" value="0"/>
VPK Class	<input type="text" value="2"/>	:	<input type="text" value="18"/>	<input type="text" value="18"/>

2. Training/Educational Credentials in Your Program

Training/Education Type	Number of Staff 
FCCH 30 HOUR TRAINING	<input type="text" value="0"/>
40/45 HR INTRO CHILD CARE	<input type="text" value="18"/>
AA/AS NONCHILD RELATED	<input type="text" value="0"/>
AA/AS EARLY CHILDHOOD OR RELATED FIELD	<input type="text" value="0"/>
DIRECTOR CREDENTIAL ADV	<input type="text" value="1"/>
DIRECTOR CREDENTIAL LEVEL 1	<input type="text" value="0"/>

Personal y
Capacidad



Personal y Capacidad

3. What is the total number of staff who work directly with the children that are in care at your program/facility?

15

4. What is your total licensed capacity? **i**

124

5. What is your infant licensed capacity? **i**

8

6. What is your actual capacity? **i** **⚠**

94

7. How many private-pay children are in your program? **i**

12

Private Pay Rates

Enter the advertised rates (private pay rates) your program charges in the table. Do not include voucher/subsidy rates, sliding scale rates, employee discounts or any other discounted rates. Only complete the rate type for each age group that you offer.

	Infant <i>i</i> ←	Toddler <i>i</i> ←	2 Year Old <i>i</i> ←	Preschool 3 <i>i</i> ←	Preschool 4 <i>i</i> ←	Preschool 5 <i>i</i> ←	School Age <i>i</i> ←	Special Needs <i>i</i>
Full Time Monthly Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Summer Camp Weekly Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 120	\$ 0
Drop-In Daily Rate <i>i</i>	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Full Time Weekly Rate <i>i</i>	\$ 145	\$ 130	\$ 130	\$ 120	\$ 120	\$ 120	\$ 120	\$ 0
Part Time Weekly Rate <i>i</i>	\$ 72.5	\$ 65	\$ 65	\$ 60	\$ 60	\$ 60	\$ 60	\$ 0
VPK Full Time Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 90	\$ 90	\$ 0.00	\$ 0
VPK Part Time Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 30	\$ 30	\$ 0.00	\$ 0
School Age After School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 60	\$ 60
School Age Before School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 20	\$ 20
School Age - Both Before & After School Weekly Rate <i>i</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0	\$ 0	\$ 80	\$ 80

Do you require the parent to pay the differential between the Approved Reimbursement Rate and the Private Pay Rate? * *i*

Yes No

Creciendo Su Inscripción

- ¿Necesita nuevas ideas para aumentar su inscripción?
- ¿Cuáles son algunos de sus problemas operativos? (Contratación y Formación)
- ¿Quiénes son sus 5 principales competidores de cuidado infantil y en qué se diferencian?



¿Qué Beneficios Únicos Ofrece Que Otros No Ofrecen?

- Realice un análisis competitivo de sus principales competidores y visite sus sitios web, “compra misteriosa” para ver qué ofrecen
- Compara tus Beneficios y Valores Diferenciadores y/o Ventaja Competitiva
 - Acreditación
 - Titulación/títulos docentes
 - Transporte disponible
 - Sistema de cámara en línea
 - Comidas orgánicas o huertas de frutas y verduras frescas
 - Propiedad de una madre local
 - ¿Ofrecen tutoría o un club de tareas?
 - ¿Ofrecen actividades de enriquecimiento ofrecidas en el sitio?
 - ¿Hablas varios idiomas?



Mercadeo En Línea

Usa las redes sociales... ¿Tienes una página comercial de Facebook?

- Publica fotos y videos al menos 3 veces por semana
 - Las mamás que trabajan generalmente se registran durante la hora del almuerzo y alrededor de las 4:00 p.m. Para aumentar las personas den "Me gusta" en su página para aumentar el "participación" de los fanáticos
- Participar en encuestas y hacer concursos para la máxima utilización



Mercadeo En Línea

- Comentarios en línea
 - Un programa que se siente digno de confianza para un padre resonará con un padre que busca "prueba social" es un ganar-ganar para aumentar su inscripción. **Una reputación en línea sólida y positiva vale oro para su programa.**
- Regístrese en los directorios en línea que son gratuitos y le permiten listar su centro.



Consejos de Mercadeo

- Busque oportunidades nuevas y próximas: nuevos desarrollos de viviendas, nuevos negocios, nuevos sitios de construcción, etc. para dirigirse a las familias dentro del área.
- Pregunte "¿cómo se enteró de nosotros?" para determinar qué está funcionando con su marketing
- Use códigos de promoción: use un código de promoción especial en un anuncio, página web, volante o correo para identificar esa campaña específica

Aumentar las
Asociaciones con
Empleadores Locales
Mediante el Uso de
Descuentos
Corporativos/Empleado
res Preferidos

- Si los empleadores ofrecen cuidado infantil interno, comuníquese con ellos para "desbordamiento"
- Proporcione un pequeño descuento de matrícula del 5 al 7 % para los empleadores y prepare un volante con esa promoción
- Reúna una base de datos de dónde trabajan actualmente todos sus padres para que pueda dirigirse a esas empresas

Desarrollar Relaciones con Pediatras y Obstetras/ Ginecólogos

Como parte de su papeleo de inscripción para un niño nuevo, pregunte el nombre del pediatra del niño y su dentista pediátrico.

- Cree una lista de los médicos que consultan sus clientes. Identifique a los mejores médicos y comuníquese con estos médicos para establecer relaciones.



Crear un Paquete Electrónico

- Historia del propietario
- Carta del Director
- Biografías/Experiencia del maestro
- Beneficios exclusivos y declaración de valor
- Testimonios de padres
- Hoja de tarifas
- Consejos para elegir el cuidado infantil adecuado
- Lista de verificación de cuidado infantil

Reserve un Recorrido

- Con cada llamada reservar un recorrido. Ofrezca un incentivo con cada recorrido, como una bolsa de mano o un folleto promocional
- Envíe un recordatorio de la fecha/hora del recorrido y dígales si tienen que cancelar que llamen para reprogramar
- Obtenga la información de contacto de la persona que llama para hacer un seguimiento



Haga una Gran Primera Impresión

- Apariencia visual: lo que los padres ven a primera vista...
 - ¿Hay señalización visible?
 - ¿Se mantiene el paisajismo?
 - ¿El patio de recreo está en buenas condiciones?
 - ¿Están los exteriores y las cercas libres de escombros?
 - ¿Qué impresiones obtienes al observar el atractivo exterior de esta escuela?

Tour del Centro de Cuidado Infantil

“Solo tienes unos 7 segundos para dar una buena primera impresión.”

- Saludo e introducción
- Esté listo, preparado y confiado
- Informe a los maestros principales que traerá a un posible padre para un recorrido por el salón de clases
- Cree un área cálida y cómoda para reunirse con los padres después del recorrido.
- Tenga una mesa y sillas para niños con libros, juguetes y crayones para el niño
- Cierra el recorrido solicitando la inscripción
- Si el padre no está listo para inscribirse, haga un seguimiento con un correo electrónico o una llamada telefónica "***Gracias por recorrer nuestra escuela...***"



Programa de Recompensas por Recomendación

- Motivar a las familias actuales a recomendar a otras familias
- Incentive con una tarjeta de regalo o matrícula gratuita y conviértalo en un GRAN negocio
- Incluya a las familias de ex alumnos porque ellos también pueden difundir la buena palabra en función de su experiencia
- Permitir que los maestros también participen en el programa de referencia

REFERRAL

REWARDS

SPREAD THE WORD → GET REWARDED

Eventos de Participación Familiar

- Organizar eventos dentro y fuera de sus instalaciones
 - Picnic en un parque, reservando el pabellón para el evento
 - Excursiones a zoológicos o museos para la familia
 - Fiesta de pizza en Chuck E. Cheese o fiesta en el centro de juegos
 - Noche familiar de Barnes and Noble
 - Noche de cine
 - Noche STEM
 - Magdalenas para mamá
 - Donas con papa
 - Tacos con los abuelos

Kit de herramientas de participación familiar

Goal: The goal of family engagement is the conscious effort of the parents and/or other family members to engage in a child's education and development by promoting positive behaviors and ensuring the child's well-being. Family engagement has been shown to increase motivation, reduce behavioral problems and improve social-emotional development of children. Further, family engagement fosters school readiness skills in young children such as impulse control, attention, memory and planning skills.

For Providers

Goal/Focus Area	Indicator	Activity/Strategy	Initiative Lead	Outcomes/Successes	Partners/Champions
Environment	Create a welcoming environment for children and their families	<ul style="list-style-type: none"> Signs are posted for families to find their way around the building or facility and are in the languages represented by the children in the program Staff greets families by name and welcomes them to visit when possible. Orientations and a guided tour of the facility for new families. Families are encouraged 		Responses on a family survey to questions about families feeling welcome and encouraged to participate # of attendees at new family orientations # of family tours given List of ways families are encouraged to become in their children's learning	



Family Engagement Checklist for Providers

What is Family Engagement?

Families are engaged when they partner with early learning programs to promote their children's development, learning and wellness. Positive relationships between families and staff in early learning programs are the foundation for family engagement.

Family engagement has been shown to

- Increase a child's motivation to learn
- Reduce behavioral problems
- Improve social-emotional development
- Foster school readiness skills, such as impulse control, attention, memory and planning skills.

This checklist is a tool for early learning programs to use to consider their level of partnership with the families they serve. Ask yourself the following questions and check a box for your answer. For any items answered "no", write ideas you will use to implement those items in your program.

Do you...	Family Friendly Environment		How I do this or How I plan to do this
	Yes	No	
Have signs posted for families to find their way around the building and are in the languages represented by the families in the program?			
Invite families to visit anytime?			
Greet families by name?			
Hold orientation and a guided tour of the facility for new families?			
Have a website and/or social media page with up to date information about your program and events?			

Participación de Familia

Síganos en las redes sociales para obtener ideas sobre actividades de participación familiar.

CCR&R en colaboración con Miami Dade Public Library:

- **North Dade Regional**
 - Tuesday, July 12, 3-5 p.m.
 - Tuesday, August 2, 3-5 p.m.
- **South Dade Regional**
 - Wednesday, June 29, 12:00 2:00 p.m.
 - Wednesday, August 10, 12:00 – 2 p.m.
- **Westchester Regional**
 - Wednesday, July 6, 12:00 – 2 p.m.
 - Wednesday, July 20, 12:00 – 2 p.m.
- **Hispanic Branch Library**
 - Wednesday, July 27, 2-4 p.m.
 - Tuesday, August 9, 2-4 p.m.



**Ocean of Possibilities-
Storytime and
Activities**

Join us for storytime and fun, interactive activities that promote early literacy learning!

Location: North Dade Regional Library
2455 Northwest 183rd St
Miami Gardens, FL 33056

Dates: 7/12/2022 & 8/2/2022

Time: 3-5 p.m.

Scan the QR code & search for "Summer Family Engagement" to sign up!



Early Learning Coalition
of Miami-Dade/Monroe

CCR&R
Child Care Resource and Referral

Sponsored by the Early Learning Coalition of Miami-Dade/Monroe and the State of Florida