

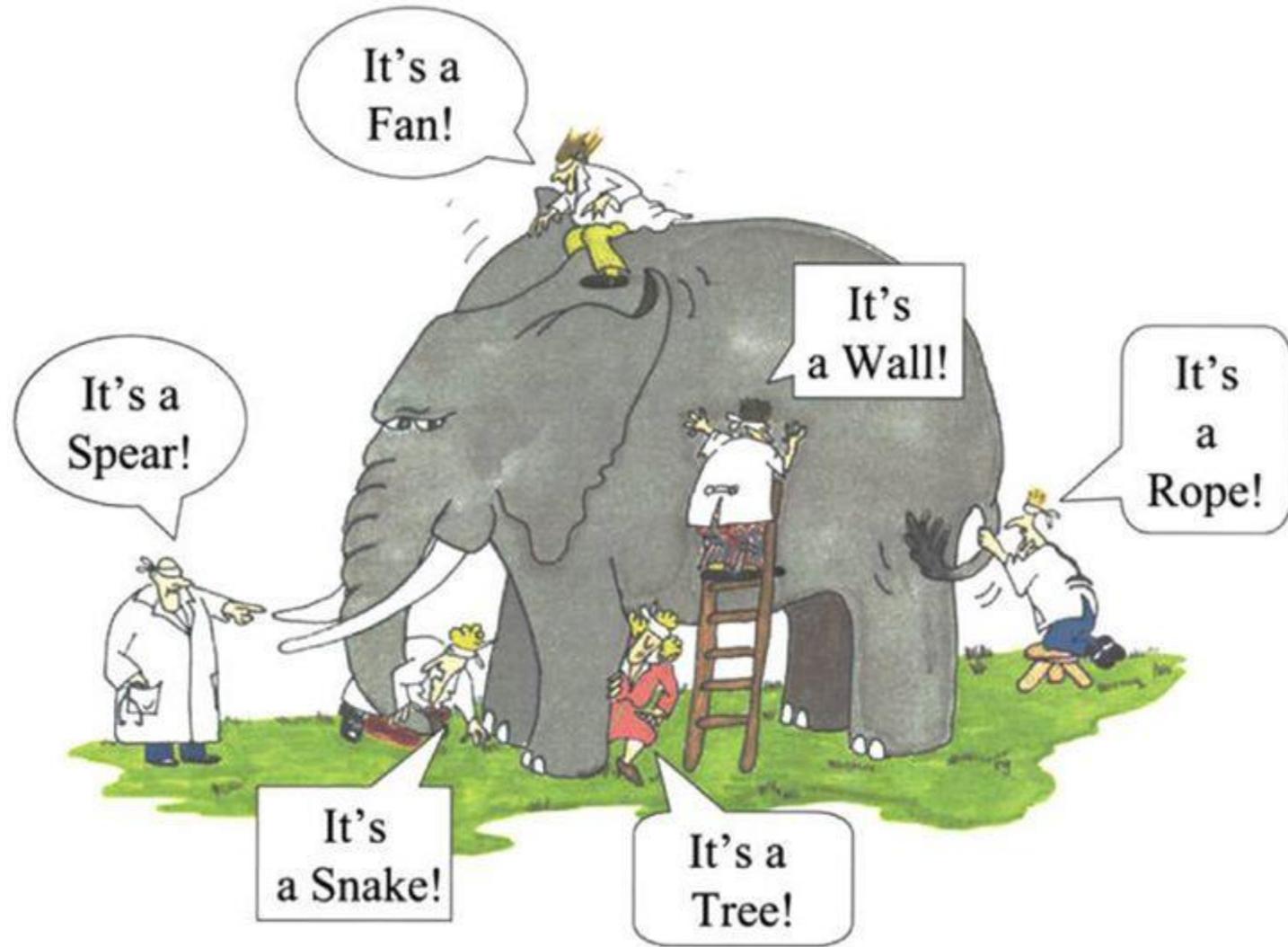


ChildCareGroup

Dallas County Child Care: Building an Integrated System

Presentation to Workforce Solutions Board of Directors

Wednesday, June 15, 2022



Challenge 1:

Increase Enrollment During Window of Opportunity

Based on the FY23 TWC Planning Estimates, Dallas County should have enough direct care money to serve **around 18,000 children beginning in October 2022 - a 33% increase** from the FY22 assigned target.



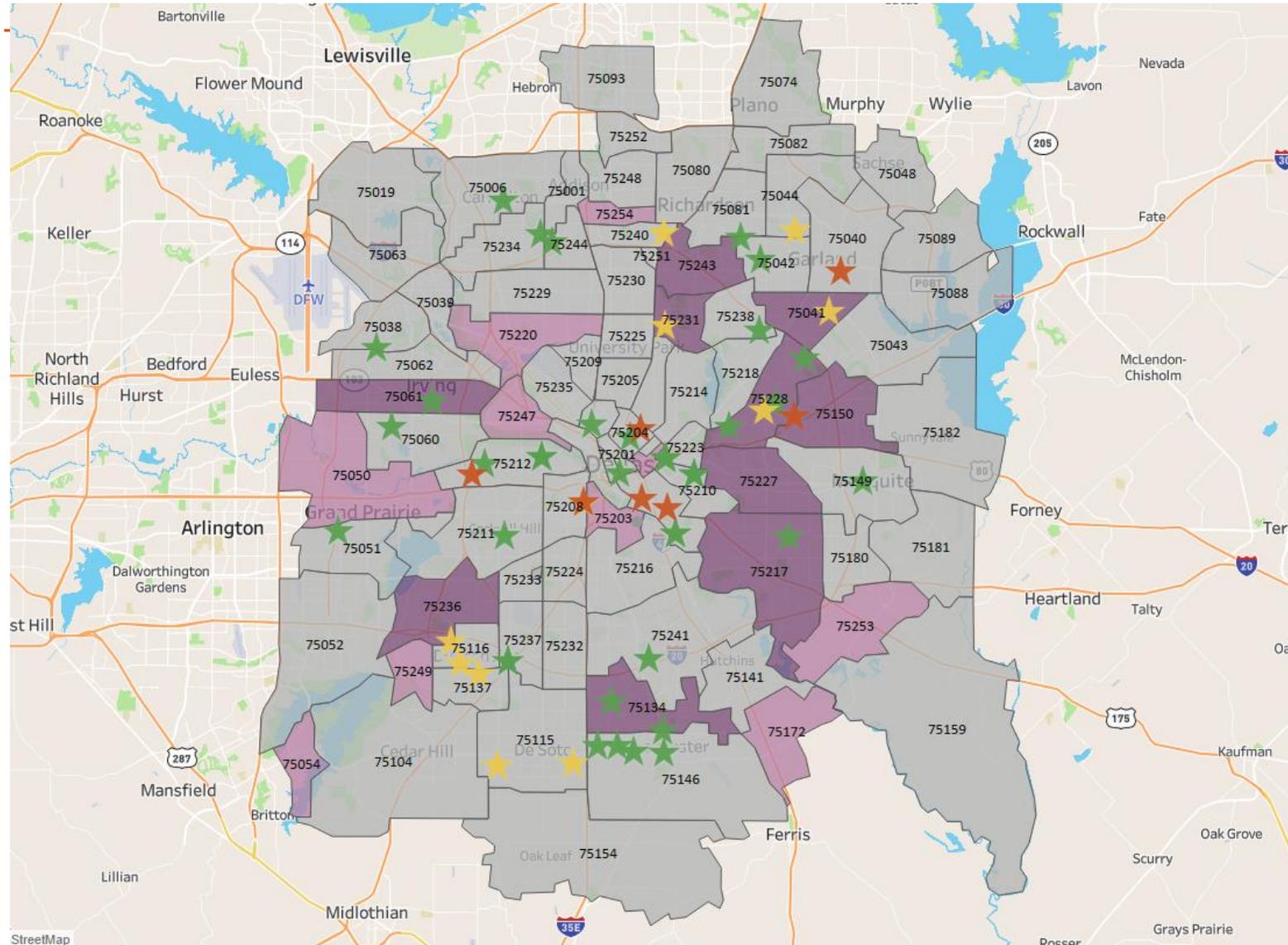
In order to leverage the money in direct care (Direct Care allocations cannot be rolled into Child Care Quality allocations if unspent), **capacity must be increased and more children enrolled.**



Unfortunately, many providers have unfilled child care seats (“**enrollment gaps**”) especially in areas of high need.



Child Care Deserts & Center Locations



- Child Care Deserts**
- TWC Top 10 Child Care Deserts
 - Children At Risk Childcare Deserts
 - Non-Desert Areas

- Center Type**
- CCG Head Start/Early Head Start Centers
 - CCG ISD Head Start/Early Head Start Centers
 - Head Start Greater Dallas Centers

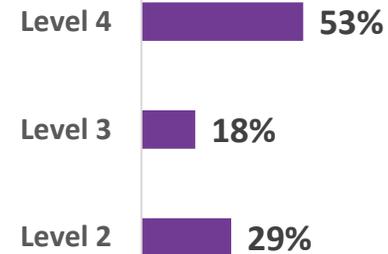
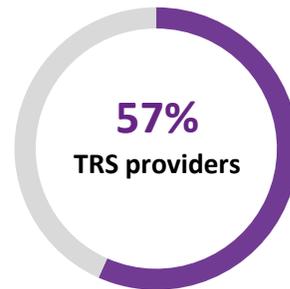
Phone Survey Results – June 2022



Methodology

In June 2022, CCG staff called all providers on Children at Risk Child Care Desert List. 94% response rate with 31 total respondents.

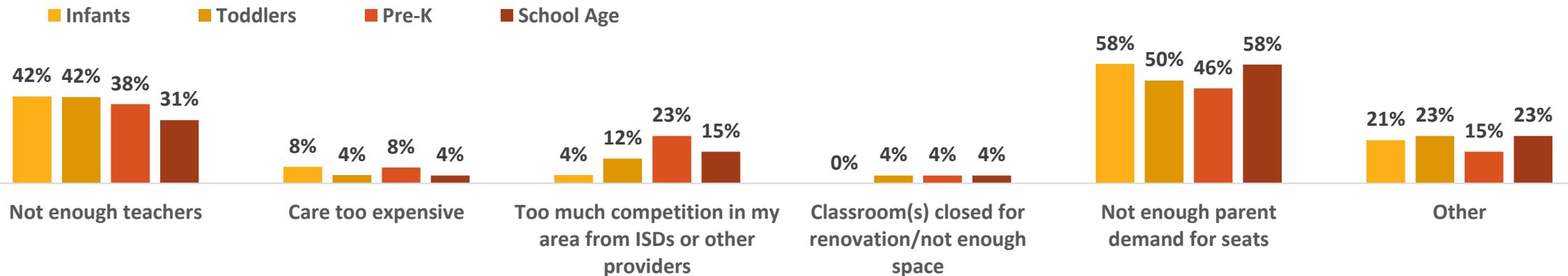
Provider Status



Top 3 Needs (Unaided)

- Better pay for staff
- Advertising to families to improve demand
- Training for teachers and leaders

Reasons For Extra Openings



Increasing Enrollment: Opportunities and Barriers



Overall Goal:

Create a more integrated and robust solution that understands and addresses the 'why' behind the child care enrollment gaps and drills down to understand the community dynamics of the area to develop tailored solutions

Opportunity: Increase enrollment at existing center-based providers

Barriers to overcome

- Parent demand
- Teacher shortage
- Competition with local ISDs (need to align recruiting)

Opportunity: Recruit new licensed providers into subsidy program

Barriers to overcome:

- Administrative burden
- Perception issues
- Oversight frequency

Opportunity: Expand support for home-based providers

Barriers to overcome:

- All of the above
- Current overall supply is low – subsidy and non-subsidy

Possible Strategies and Solutions



Improve Parent Demand & Understanding of Quality

- TWC is developing a **statewide awareness campaign**
- Strengthen local **awareness/outreach efforts** to attract parents to TRS centers
- Provide TRS programs with **outreach materials** to include in their parent onboarding packets

Expand Parent Choice Options

- Include **TRS 3 & 4 star providers** in local ISD preK enrollment campaigns
- Help facilitate and connect child care programs and businesses to the **Child Care Expansion Grant**
- Expand registered/licensed **home-based programs** and **provide business support** through our Wonderschool project

Encourage Involvement & Retention

- Continue offering **incentives and support to providers** to encourage them to join, stay engaged, and pursue quality
- Remind providers to report timely to the **TWC Child Care Availability Portal**

Target High-Need Areas Strategically

- Use parent demand data to identify high-need areas and Incentivize/assist programs in targeted areas to **expand or reopen closed classrooms**
- **Implement Contracted Slots** – especially for centers willing to open infant/toddler classrooms or those offering non-traditional hours

Assist with Teacher Shortage

- Assist providers in addressing staffing shortages by exploring **substitute pool program**
- Connect with **Dallas College Apprenticeship Program** to provide staffing to TRS Centers

Progress toward Goal



Completed

- Understand enrollment gap through provider survey

In process

- Develop onboarding program for new early childhood educators to reduce burden on Directors and provide pre-service and CDA programming

In process

- Add dedicated staff person for child care recruitment

In process

- Conduct parent demand survey to gather key data to build supply/capacity

In process

- Upskill Directors and office staff through business coaching

In process

- Redesign TRS onboarding and retention process:
 - Systems approach with phases and data points at each phase
 - *New position:* Data Analyst

Challenge 2:

Increase Supply of TRS and Overall # of Children in Quality Care

Texas Workforce Commission has recognized the importance of and complexity behind **childcare deserts, including both supply and demand issues**. In June, they will open applications for their Child Care Expansion Initiative.



Despite extensive efforts (e.g., increased reimbursement rates, shared services pilots), many providers have experienced **decreases in their TRS ratings**, which results in financial, reputational and marketing challenges to their businesses

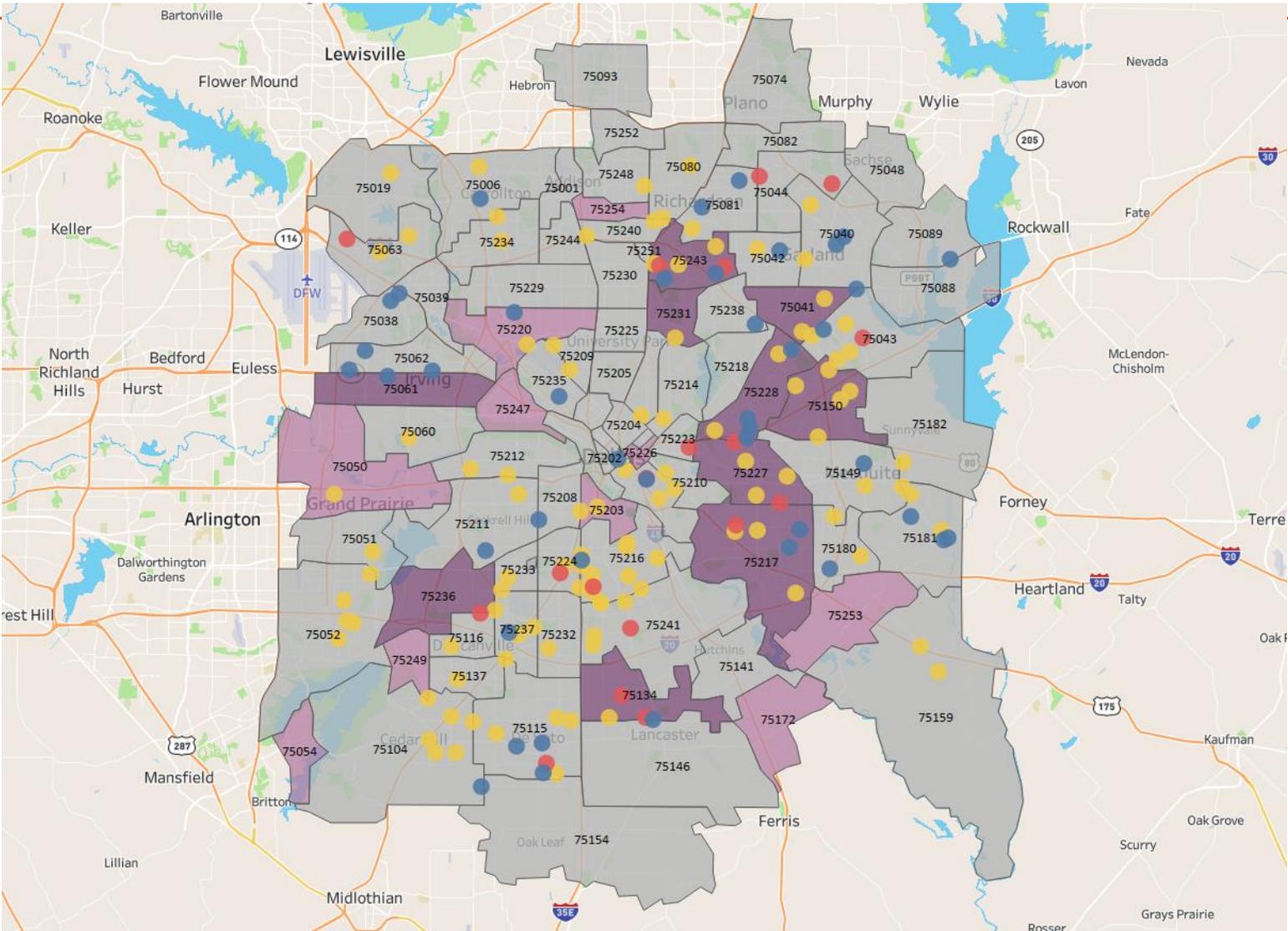


TWC's restructuring of the TRS program requirements, the impact of COVID, and providers' assessment readiness have created a **backlog in both the certification and recertification** of TRS providers



Many providers struggle to achieve and maintain their quality rating.

Child Care Deserts & Texas Rising Star Programs



- Child Care Deserts**
 - TWC Top 10 Child Care Deserts
 - Children At Risk Childcare Deserts
 - Non-Desert Areas
- Texas Rising Star Level**
 - TRS 2 Star
 - TRS 3 Star
 - TRS 4 Star



Increasing TRS: Opportunities and Barriers



Overall Goal:

Increase the number of TRS providers in Dallas County so more of the children we serve are receiving quality-rated care.

- The process of working toward TRS Certification process is **administratively burdensome** – even programs that are prepared and ready for certification can be derailed by teacher turnover and fluctuations in enrollment.
- **Earning a TRS Certification does not automatically result in new/increased enrollment.** CCG is prohibited from referring or directing parents to specific programs.
- Providers with a track record in the community **only want to be assessed if they feel comfortable that the assessment will result in a 4-star rating.**
- **Once a 4-star rating is achieved, maintaining that level can be difficult,** especially on the business side with increasing competition from pre-K in ISDs.
- **Many programs are still operating in crisis mode post-pandemic** with teaching shortages, parent demand not back to pre-pandemic levels, and competition.

Possible Strategies and Solutions



Improve the Economics of Quality in High-Need Areas

- Seek options to **reimburse all TRS star providers at the highest rate** or offer an enhanced rate
- Work with cities to offer **incentives or tax breaks** to encourage programs to open or expand in specific areas
- Work with businesses, nonprofits, and government entities to find **low-rent solutions**

Help Parents Select Quality

- Include TRS 3 & 4 star providers in **ISD preK enrollment campaigns**
- Incentivize parents to choose quality by **reducing the parent co-payment** for TRS programs

Target High-Need Areas Strategically

- Using data on parent demand, Incentivize and **assist high-quality programs in targeted areas to reopen closed classrooms** or expand operations through funds from the expansion grant
- Implement **Contracted Slots** – especially for centers in targeted deserts

Progress toward Goal



Completed

- Developed “Lift Off to Quality” to Streamline Quality Offerings

In process

- Leveraging lessons learned from United Way / PepsiCo First Five Years pilot

In process

- Designing a teacher onboarding pilot to help remove this burden from child care directors

In process

- Aligning recruiting strategy to include criteria to ensure that programs will be eligible and commit to TRS

In process

Redesigning the current system, which includes:

- Rapid Process Improvement workgroups
- Procuring a CRM to manage the programs and collect data not in the current systems

Challenge 3:

Address shortage of TRS programs in 'desert' areas

Subsidized child care is a parent choice program. We cannot dictate where a parent enrolls their child, so even if we increase quality in 'desert' areas there is no guarantee there will be demand for the increased supply .



What is our strategic priority? Do we spend quality dollars on broad quality improvement activities or initiatives focused in certain areas? Prior outreach efforts have been on raising awareness and availability of quality care across the community.



We must continually use data to create **alignment between parent demand and availability of quality seats** in the right areas.



Every Dallas zip code is different, and child care supply and parent demand are often misaligned.

Possible Strategies and Solutions



Recruit new providers into Subsidy System

- Identify eligible non-TRS providers with a high enrollment of subsidy children and **recruit them** into the TRS program

Use a coordinated approach to better understand each zip code's complexities

- Replicate CCG provider survey in additional zip codes to **better understand current availability and providers' understanding of the reasons**
- Conduct market research to identify the **most likely areas for child care expansion**; get buy-in from ISDs, charters and others to drive preK children to TRS 3 & 4 star centers and help ensure their success
- Include TRS 3 and 4 star providers in **Dallas ISD and Dallas Kids First recruitment efforts**

Seek input from parents to better understand their needs & preferences

- Conduct **parent surveys by zip code** to better understand needs and preferences regarding early education and care.
- Understanding parent demand will enable us to **tailor solutions** that are responsive to parent and community needs

Spotlight:

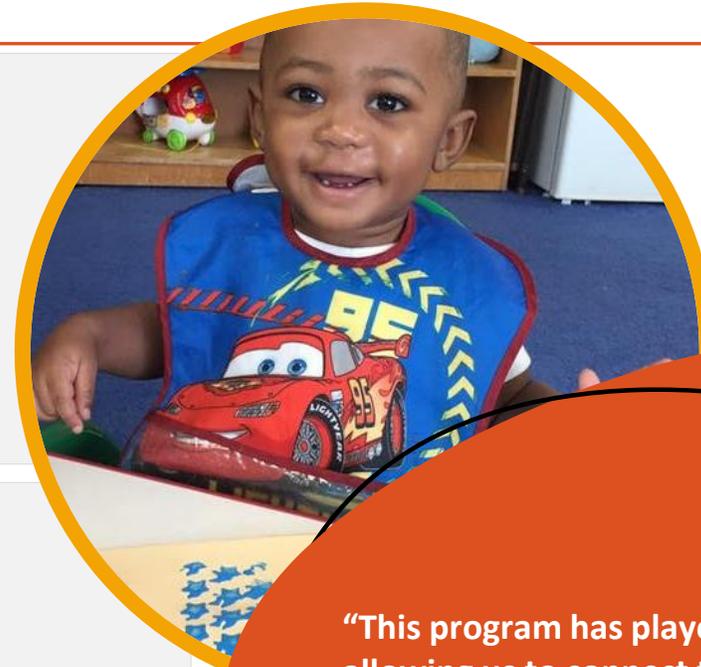
Kids Concepts (4019 W Ledbetter)

Improving quality through Texas Rising Star

No Status	TRS 2	TRS 3	TRS 4
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Maintained TRS 4 Star level throughout program

No Status	TRS 2	TRS 3	TRS 4
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Incredible Wins

- Assisted with medical insurance and benefits for staff to keep them from moving to bigger companies
- Conducted parent surveys to assist with connection to community resources
- Solicited community help to start community garden at child care center
- Conducted a Back-to-School Drive-Thru Event with 40 community partners
- Completed CLASS/CLI Assessments to improve teacher performance

“This program has played a critical role in allowing us to connect to our parents like never before as well as increase and maintain our quality of care through the mentorship provided.”
– Marylis Mitchell, Director

Spotlight:

The Ivy League (7111 Marvin D Love Fwy)

Improving quality through Texas Rising Star



Started with No Status – Now TRS 4 Star level



Success Story

Brandi is a teacher in a 1 year old classroom at The Ivy League Child Development Center, and a parent of a child attending the same center. She expressed her desire to go back to school to get her Child Development Associate (CDA) certification.

“I am so thankful to be part of ChildCareGroup. I feel like my needs are just as important to you all as they are to me. I feel y’all are very concerned with making sure we are able to properly provide for our family and ourselves. I don’t know too many agencies that actual show they care like CCG.” - Brandi



Incredible Wins

- Launched two new DISD Pre-K partnership classrooms
- Conducted a Community Summer Party with 30 parents in attendance
- Solicited community help to start garden at child care center
- Completed CLASS/CLI Assessments to improve teacher performance
- Received new curriculum and software
- Awarded \$1,250 in Winter Storm Grants from Lakeshore Learning

Spotlight:

NV Kids Academy (2602 W Illinois Ave)

Improving quality through Texas Rising Star

No Status	TRS 2	TRS 3	TRS 4
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Started with No Status - Being evaluated in 12/22

No Status	TRS 2	TRS 3	TRS 4
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Incredible Wins

- Completed CLASS/CLI Assessments to improve teacher performance
- Conducted parent surveys to assist with connection to community resources
- Assisted struggling families during COVID-19

“I want to let you know that we as staff and all of our parents appreciate everything that you all did and keep doing through all the resources that were provided to all of us. Thank you!!

– Alicia Reveles, Director



*“If you want to
go fast, go
alone. If you
want to go far,
go together.”*