

**Training / Quality Committee  
Meeting Summary  
January 12, 2009**

**Attendees:** Mark Anderson, Kim Ashley, Beverly Briggs, Colette Brown, Kim Cardona, Lorine Day-Reynolds, Donalda Dodson, Pam Deardorff, Pam Dunn, Pam Everitt, Melinda Frink, Merrily Haas, Gayle McMurria-Bachik, Linda Nelson, Dawn Norris, Dianna Pickett, Rhonda Prodzinski, Sonja Svenson, Rosetta Wangerin, Kim Williams.

**Additions/Corrections to September meeting summary:**

Page 1 – third announcement – Merrily – would be better to just say college credit rather than community college credit

Page 1 – Quality Indicators for family child care will start in 2010

Page 2 – trying to get the new network going with OACCD (not OCCD)

Page 2 – NOTE: for Nov 20 RRCAN, at that time there were no non-English applicants but they did get Russian and Vietnamese/Chinese trainers in attendance.

**ANNOUNCEMENTS**

- Pam Everitt – work for Dept of Education and read in the paper this morning that a teen parent program we fund is being cut. One year after they got a \$25,000 grant, they are now dumping the program. Was very disheartened because it was a big investment. My question to the district, now that you are cutting the program, what will you be providing for teen parents in your district? They are not committed to an specific number of years to provide a program when they get a grant, but there is an expectation that teen parents will get services. Currently trying to think of a school that is putting in a proposal so we can store the materials from the program that is closing; make sure the \$25,000 investment is used.
- Bev – Training of Trainers for RRCAN in November was well attended. 23 to 25 new RRCAN trainers with one Spanish, one Russian, and one Vietnamese/Chinese trainers. 17 trainers are signed up for the February 20 TOT.
- OACCD – Spring conference is March 11-13. Keynote speaker is an attorney from the East Coast – will speak on employment issues. The Fall conference was very well attended. Rosetta – have you thought about opening up the conference to family child care providers that are really mini-centers, as they often have personnel issues. Colette – yes, they are very welcome to attend. Dawn will add that invitation to the announcements going out.
- Lorine – ICC still has subsidy funds left to serve families with children who have disabilities. The subsidy is for a higher level of care for low-income working families. These families are over income for ERDC, but ICC staff also work with families that are on ERDC and have very high needs; ICC does the assessment. Mark – when the subsidy rates went up did you notice more families qualifying? Yes, a few.
- Dawn – CCD will present a report after April 1 on the Registered Family Child Care survey. A small data group is working on the details and a contractor has been hired to write the narrative report. Rosetta requested that Dawn bring the report to the Commission for Child Care when completed.
- Gayle – Head Start is in the Governor’s budget for expansion including funds for Early Head Start. If the budget passes, we will do the expansion with community partners. Good news!

## **OLD BUSINESS – Professional Development System**

- The small group that is working on the public/private partnership for professional development has landed on the name Strategic Investments. The group is working on how private investment can be used in coordination with public funds to improve higher level professional development of the child care workforce.

The idea is to add private investment funds to the Child Care Contribution Tax Credit, Statewide Mentor program funds, and move this concept forward. A more intensive planning meeting is scheduled for January 20 from 10:30 to 2:30. Very aggressive timeline with many details to be worked out; overall goal is to monetarily incent child care providers to get post-secondary training and move toward degrees. Another outcomes is to provide more opportunities to partner with Head Start and Early Head Start so more children can be served in multiple settings. Mark – we are aiming for 2011 for many of the biggest changes.

Dawn – the overall concept also includes improvements to the child care system infrastructure with the ‘centers of excellence’ that will provide an intermediate step toward accreditation. Donalda – had an experience with a private/public partnership a few years ago that fell through; hoping this will be a better experience and follow-through will happen. A partnership with the school district also did not come to fruition – had willing partners and funding but it still was not successful. Gayle – partnerships with Head Start can be difficult. Donalda – we are very willing, just need the right conditions and follow-through. Mark – Head Start is missing from this group – Gayle volunteered to attend if Dell was not able. Mark – we also have very good interest/input from Oregon Community Foundation and The Children’s Institute.

- Center of Excellence concept – The CE concept is intended as a stepping stone to move facilities toward national accreditation. A child care/Head Start crosswalk has been developed that will inform this conversation. Pam – accreditation is just one of the seven quality indicators. There is no rubric or criteria for the CE concept, which is the responsibility of TQC to work on and move forward. We know that child care facilities would like to move toward accreditation, but they do not have the resources. Rosetta – Tom would like us to work on an interim accreditation model and use information from other states or national organizations for development. He would like to start with centers and add family child care later. Many of the pieces are floating around and he would like us to pull them together. Linda – I talked to Tom and mentioned the work that Richard Feeny has done – they have an accreditation model for family child care (have over 300 centers meeting these standards).

Rosetta – I don’t see 20 people working on this project. Seems like a small group could come up with some recommendations and get them to Strategic Investments by Jan 20. Sonja – there is no expectation that a workgroup come up with something that quickly – there is a timeline for the ‘center of excellence’ development that has September as the due date.

**ACTION: Kim Cardona, Gayle McMurria-Bachik, Linda Nelson, Pam Dunn, representative from OCCD, Rosetta Wangerin, Colette Brown, Dianna Pickett comprise the ad hoc workgroup for the ‘center of excellence’ model development. Rosetta and Kim will co-chair.**

- Logic Model/PATT – Sonja presented a high-level document that describes the child care performance and accountability system; plans to make a powerpoint and move it to an ‘elevator speech’ format. Kathy – perhaps rather than going through the historical events, move it to the outcomes. At the end put the history? Dianna – do we have someone that could put together in a

brochure? Rosetta – what about brochure that talks about the child care system – could this be part of it. Dawn – perhaps could be an insert. Merrily – I like the powerpoint that we could use; every time I have to explain how all the committees work, it gets very confusing. If we have a fairly simple document that lays it all out, it would be very helpful. Dawn – not sure about a powerpoint, I see it as something more visual that is a take away. Merrily – with a powerpoint we can get very succinct. Rosetta – what would the CCR&Rs need to get the message across? Pam – we would need to tell a story, but other people would not have an idea of what we are talking about. Need to get to something that is simple.

## **NEW BUSINESS**

- Oregon Registry Steps document – Patsy has a draft of the final version with input from the CCR&Rs and Professional Standards workgroup. Needs to go back to the PD Standards workgroup and will have a final version at the March TQC meeting. Pam – is this more of a clarification or actual changes? Patsy – this is a clarification and a simplification of the Oregon Registry Steps document.
- Child Care Health & Safety curriculum – the review of this curriculum has been undertaken in the past few months. Two people from DHS along with Dianna, Dawn, Sonja, Kim Ashley, and Bev have been working on the revisions. First looked across the nation to see if they could find a curriculum that met Oregon needs without major revisions, also solicited input from the CCR&Rs from a trainer perspective.
  - General input was that the module titles were not that exciting, but recognized this is foundational training for providers.
  - From the trainer’s perspective, felt there were too many handouts, lots of material to juggle, redundancy between the CCHS and RRCAN and First Aid/CPR. Suggested that some of the redundancy be taken out. Think the trainer guides are easy to use but they want powerpoints which are not currently available. Many said they wanted to be on the workgroup that revamped the curriculum.
  - No evaluation of the handbook has ever been done; Dianna is going to do a survey to see if providers use the handbook as a reference or if it just sits on a shelf.

Have come to the conclusion there is nothing to buy from other states because all of them need revisions and are very state specific. Following good practices that Bobbie has provided to us, the review group will do a foundational unit – everything someone needs to know about health and safety – What you absolutely need to know to keep kids safe (people liked this as a title). Along with the foundational unit would be modules on health-specific topics – topical sessions like obesity in childhood, limiting screen time for children.

The CCR&Rs are offering a training called ‘Little bites, Big steps’ that could become a topical module along with the foundational unit. Still need to know how useful the handbook is to child care providers before we jump full-blown into revising it. Looking at all the possibilities. The handbook has two functions – an onsite reference tool, and a training tool. Gayle – can it be used as a self-monitoring too? Dianna – yes, if a check list was included.

Next meeting is February 2 from 1-3 at Legacy Meridian Hospital conference center. Mark – are any local CCR&Rs involved – they will be asked to join after we decide the direction we are going. Kim – CCR&Rs definitely feel the training should be in multiple languages and via distance learning or CDs. We also would like to find out the recurring themes that can be considered. Rosetta – after we get this done, might consider marketing this to other states. We paid Michigan for their toolkits so we know that states are marketing materials they develop.

**ACTION: The Training Review workgroup will report back to TQC in March on the progress toward revisions and next steps.**

- Oregonian Article – talks about the growing issue of obesity in children in Oregon. Cites statistics on the number of children in low-income families that are obese or at risk of being very overweight. Dianna – adiposity rebound – normally thin children gain fat cells around four or five – when it happens at age 2 or 3 it sets a path for children to become heavier as adolescents and adults. Lots of questions about the article because we might have the framework to put regulations in place but how do you monitor and how prescriptive can regulations be in order to be effective but not intrusive. Merrily – the author thought the solution was regulation rather than education of families and providers; the tone the author took was not the answer to the obesity problems. Pam – we could put information into the CCHS curriculum; that is the appropriate way to educate rather than more regulations. Kim C – Lynn Reinoso has a curriculum that addressed nutrition and child obesity – get in touch with her. Linda – Jean Rystrom from Kaiser-Permanente may provide additional information. Dianna – there is a group called Healthy Kids Don't Watch TV; has written grants to find out from child care providers to assess screen time and health issues.
- Rosetta – Commission for Child Care strategic planning meeting is January 23. Rep. Tina Kotek would like the Commission to advocate for the child care subsidy dollars. The CCC cannot advocate against the Governor's Budget Recommendations. We may need to talk about braiding state CCDF dollars with general fund to make sure low-income working families are not hurt.
- Social marketing – Mark, Dawn, Pam Deardorff and several CCR&R staff attended an excellent two-day session on social marketing. All came away thinking child care partners could use what was learned for the CCR&R, Center/PSU and other service delivery and program providers. We (child care system partners) need to understand what we are good at.

Mark – we concluded that our best work was what we do for providers. Need to keep our message simple and focused, concise terms – have providers and parents identify with the CCR&Rs through their brand promise. We are working with partners and will explore this further at the CCR&R Director's meeting on January 22. He stated that the other idea that was good for him was not only the message but who our target audience was. Our target audience is not 'the public,' it is much more narrow. Pam – I totally had this vision that Mark, Dawn and I would come out with a message for the system, but changed my mind. Really understood that honing onto a specific audience with a specific message was the best strategy. I was in the marketing session at the CCR&R Fall conference where an example was Starbuck's, whose brand promise was "a third living space." We need to get to a brand promise AND a brand message. Sounds simple, but it is much more complex than it seems.

Dawn – it is a hard job to get this type of work done; we really need to think through who really is our target audience. From the Family Child Care survey, I really understood that our message is not getting to providers because they really don't understand the child care system and what is offered. Dawn – many don't know what we mean by 'professional development organizations' or 'sets' or much of the jargon we use on a daily basis. How we talk about and market the programs and services our agencies deliver matters. Merrily – it is also how people think about professional development organizations – it is where they go for professional development. Bev – providers said they were accredited when they meant was they were licensed. Merrily – if child care providers don't understand the child care system, how can we expect parents and legislators to understand.

Mark – Could we bring the guy to Oregon to work on marketing, brand promise, and brand message? Pam – we could come up with one for the system and then drill down to each partner.

**ACTION: Sonja will contact the social marketing consultant. (NOTE: Will Novy-Hildesley has been contracted and will deliver a one-day seminar to CCR&Rs on May 27, 2009.)**

- Commission for Child Care – Strategic planning session on January 23; will include a discussion on what the Governor’s Report should contain. The report has been started for this biennium with Meadowlark Communications as contractor (Sheridan McCarthy). We have always had this meeting as an open planning session, thus all partners are invited. For those of you who may not be aware, one of our commissioners, Lynne Angland, was killed in an automobile accident in November. The Governor’s Report will be dedicated to her. Rosetta will be happy to take suggestions for the report. Sheridan met with Bobbie and plans to use the graphic that shows the circles of licensed, exempt, and ‘other’ care. Where are these kids, are they safe?

The Commission has legislation that will be carried by Rep. Tina Kotek:

- ‘Clean box’ legislation for criminal history checks which will enable a person to register once and be checked for all partner agencies
- Three tiered licensing for exempt school-age programs; includes a ‘middle tier’ that tracks school age programs. Requires criminal background checks and notification that the facility is not licensed by the state.

Merrily – we keep talking about Oregon efforts, but there are many efforts being done at the national level to insure that child care is included in the economic stimulus package. Otherwise, we will have to depend on the Governor to advocate for us and make us compete for general funds. We need to get the Oregon message out to Senators Wyden and Merkeley that child care is a key component of economic development. Working parents need care for their children in order to work.

Mark – I have a letter format that we can use to construct a message for our federal representatives. Merrily – we have a chance to really advocate for part of the \$3 billion (as part of the \$800 billion stimulus package) that is part of the Head Start and child care expansion.

## **OTHER BUSINESS/UPDATES**

- Articulation – Friday, April 24-25 is an articulation summit at Lane Community College. Community colleges are doing a great deal of work to articulate two year into four year degree programs.
- FFN – Kim had a preliminary report from Steve Rider who is evaluating the FFN Tool Kits. We found that FFN providers would not necessarily attend a training, but they would participate in library sponsored programs such as SMART. About 75 percent of the providers that filled out the pre-survey have library cards. FFN is working on a partnership with libraries as a result.
- PD Standards – Oregon Registry credentials update. Issue Briefs in 2008 for Director’s and Infant/Toddler professional credentials. Hired staff in November to move forward with implementation; Jackie Jones has been plowing forward. Have set up timelines for credentials, forms, and draft application packets. Defining the approval process, who will review, how it connects to the database. Field test piece will need to be completed by the end of June 2009. Will be rolling it out in the next fiscal year.

- Training Gaps – reviewed work plan today. Moving forward an RFP to develop CPR/FA training that can be created in English and then translated into alternate languages for use statewide.
- Training Review – just working on the CCHS curriculum at this time.

**Next meeting agenda items**

- Updated Oregon Registry Steps document
- Report on CCHS
- Draft Gov’s Report
- Center of Excellence workgroup report out
- CCR&R advisory – changes to the mentoring program
- Report on Investment Strategies
- Social Marketing / Branding update

**2009 Meeting Dates – All meetings at Willamette Education Service District - Salem**

**March 9**

**May 11**

**June 8 (if needed)**

**September 14**

**November 9**