

Shared Infrastructure in Early Childhood Programs: Common Applications and Beyond

Michigan Department of Education
Office of Great Start
February 23, 2015



Welcome



Amanda Menzies, Senior Consultant
Public Sector Consultants Inc.

Presenters

- ▶ **Jacque Eatmon:** Coordinator, Kalamazoo County Great Start Collaborative
- ▶ **Susan Clark:** Coordinator, Calhoun County Great Start Collaborative
- ▶ **Mary Gehrig:** Assistant Superintendent, Early Childhood Services, Calhoun Intermediate School District
- ▶ **Kathy Szenda Wilson:** Co-Executive Director, BC Pulse
- ▶ **Maria Borden:** Co-Executive Director, BC Pulse



KALAMAZOO COUNTY

PRE-K

KALAMAZOO COUNTY PRE-K

Kalamazoo County
Great Start
Collaborative

DREAM BIG, START SMALL



KALAMAZOO COUNTY
PRE-K

**Ready
Set
Enroll!**



dreambigstartsmall.org



Why Joint Recruitment?

- ❖ To offer “one stop shopping” for families, no wrong door
- ❖ To insure that **eligible** families who need or want a tuition free program for their child is informed of their options
- ❖ To make sure the best staff resources are used
- ❖ To ensure that all programs remain full
- ❖ To establish a universal waitlist so families are enrolled in programs according to mandated priorities
- ❖ To establish a centralized recruitment number for families
- ❖ To move the application through the process rather than parents having to chase the applications through the process



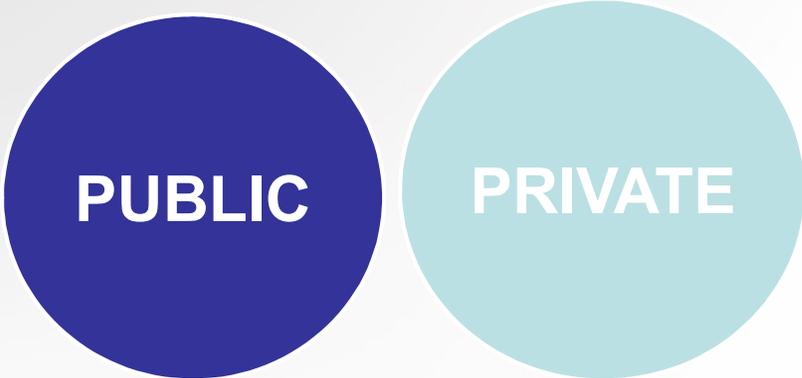
KALAMAZOO COUNTY

PRE-K

- Kalamazoo Resa Head Start**
- Great Start Readiness Programs**
- Kalamazoo County Ready 4s**
- Kalamazoo Private Providers**
- Child Care Scholarships**
- Northside Pre-K Programs**



Partnership



PUBLIC **PRIVATE**

Kalamazoo County Ready 4s / private; Kalamazoo RESA acquired Head Start in addition to GSRP; Northside Preschool Programs



Slots Available

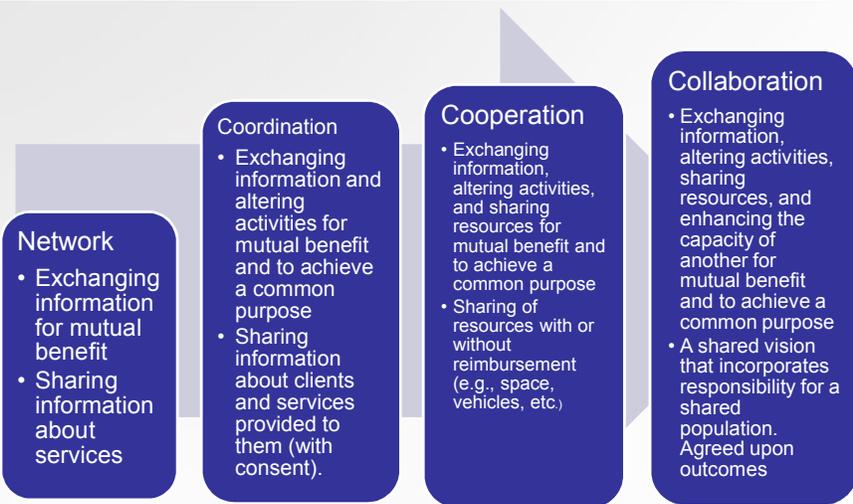
Total number of children age 4 in Kalamazoo County

3006
(2014)

- **Total slots funded – 2094**
- **Total public - 1266**
- **Total private – 788**
- **% in private – 38.3%**
– (Community Based Organizations – CBO)



From Network to Collaboration



Child Plus training, enrollment flow chart; recruitment messaging; shared data



Leveraging Dollars

- In approximately 2012 Kalamazoo Great Start Collaborative became partners with the Learning Network of Greater Kalamazoo, a division of Kalamazoo Community Foundation
- As a partner the GSC served as a convener for the local early childhood network.
- With this partnership we had access to a backbone team and funding
- Through this partnership the GSC was able to put dollars on the table to leverage additional funds for recruitment.



The Backbone Team for Recruitment

- Public relations Dept of Kalamazoo Community Foundation
- Graphic Artist of Kalamazoo Community Foundation
- Public Relations Officer for Kalamazoo RESA
- Graphic Artist for Kalamazoo RESA
- Marketing Contractor for Learning Network
- Evaluation Team for the Learning Network



The Recruitment Team

- The Back Bone Team
- Great Start Parent Coalition (2)
- Kalamazoo RESA's Early Childhood Administrator
- Head Start Director
- Head Start Operations Director
- Head Start Health Coordinator
- Head Start Enrollment Coordinator
- GSC Director
- KRESA's Early Childhood Administrative Assistant
- Kalamazoo County Ready 4s Director
- Kalamazoo Public Schools GSRP Early Childhood Director



Types of Recruitment Activities

- | | |
|-----------------------------|-----------------------------------|
| • Common application | • Speakers bureau |
| • Joint brochure | • Festivals and resource fairs |
| • Common phone number | • Mothers of Hope Picnic |
| • Joint video | • Email signature line |
| • Common software program | • Pre-k stickers |
| • Ads on the back of busses | • Facebook messages with pictures |
| • TV Morning news | • Website |
| • Radio interviews (5) | • Project Connect |
| • Physician's Grand Rounds | • Flyers |



Where do I Start?

With the Application!



Kalamazoo County Pre-K Common Application

1/1/2013 PREKINDERGARTEN APPLICATION Kalamazoo County
Great Start Readiness Program Head Start KC Ready 4's

Child's Legal Name (Last, First, Middle): Preferred Name: Gender: Male Female

Date of Birth: Program Preference: Part Day Full Day (Not available in all programs; priority given to parents working or going to school full time)

Section 2: Address Information (Include apartment complex name, if applicable.)
Address: City, State, and zip: County:

Apartment Complex Name: Child's Pick-up Address (if different): Child's Drop-off Address (if different):

Section 3: Child Information

Race (Check all that apply)	Ethnicity	Family Language
<input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Native Hawaiian/other Pacific Islander	<input type="checkbox"/> Asian <input type="checkbox"/> White <input type="checkbox"/> Unspecified (Other)	<input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Not Hispanic or Latino <input type="checkbox"/> Parent or Legal Guardian Needs an Interpreter

Section 4: Family Information

Child Lives with: Mother Father Both Parents Joint Custody (If Joint, Physical or Legal)
 Foster Care Legal Guardian Grandparent Child Has a Sibling in Head Start Other (Explain):

Parent or Legal Guardian Information	Parent or Legal Guardian Information
Full Name: Date of Birth: Type: (Circle one) Phone Numbers w/Area Code:	Full Name: Date of Birth: Type: (Circle one) Phone Numbers w/Area Code:
Home Work Cell Message: Birth or Adoptive <input type="checkbox"/> Step Parent <input type="checkbox"/> Foster Parent <input type="checkbox"/> Legal Guardian <input type="checkbox"/> Other Caregiver	Home Work Cell Message: Birth or Adoptive <input type="checkbox"/> Step Parent <input type="checkbox"/> Foster Parent <input type="checkbox"/> Legal Guardian <input type="checkbox"/> Other Caregiver
Education (Check highest level): <input type="checkbox"/> No High School Diploma - Highest Grade <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> GED or High School Diploma <input type="checkbox"/> Associate's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Doctoral Degree	Education (Check highest level): <input type="checkbox"/> No High School Diploma - Highest Grade <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> GED or High School Diploma <input type="checkbox"/> Associate's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Doctoral Degree
Employment or Other (Check all that apply): <input type="checkbox"/> Employed part-time (Less than 35 Hours per week) <input type="checkbox"/> Employed full-time (More than 35 hours per week) <input type="checkbox"/> Home by Choice <input type="checkbox"/> Home by Choice <input type="checkbox"/> Unemployed	Employment or Other (Check all that apply): <input type="checkbox"/> Employed part-time (Less than 35 Hours per week) <input type="checkbox"/> Employed full-time (More than 35 hours per week) <input type="checkbox"/> Attends School or College <input type="checkbox"/> Home by Choice <input type="checkbox"/> Unemployed
Provides Financial Support <input type="checkbox"/> Yes <input type="checkbox"/> No	Provides Financial Support <input type="checkbox"/> Yes <input type="checkbox"/> No

Please enter emergency contact information for each parent or legal guardian:

Emergency Contact: Name & Phone Number w/Area Code:	Emergency Contact: Name & Phone Number w/Area Code:
Emergency Contact: Name & Phone Number w/Area Code:	Emergency Contact: Name & Phone Number w/Area Code:

Section 5: List Other Children and Other Family Members Supported by Income

Last Name:	First Name:	Date of Birth:	Gender:	Relationship:	If child, age of parent when child was born:
			M F		
			M F		
			M F		
			M F		
			M F		

Section 6: Family's Current Living Situation

Is the child or your family currently living: in your own or rented home in a hotel/motel in a temporary housing situation with another family due to loss of housing or economic hardship in a shelter without a fixed nighttime residence

OVER



Where can you find us?



Churches



Early Childhood Offices



Schools



Private and Public Childcare Centers



WHERE TO TURN YOUR APP IN?

- **Kalamazoo RESA**

- Service center
 - 1819 E. Milham Ave
Portage, Mi 49002
- West campus
 - 4606 Croyden Ave
Kalamazoo, Mi 49006
- KRESA Website – www.kresa.org

- **Child Care Resources**

- 268 E. Kilgore Rd # D
Portage, Mi 49002



**Uploading documents by
phone with the online
application**



When do you enroll?

Now!



Required paperwork for Pre-K registration

- **Pre-K Application**
- **Birth Certificate**
- **Proof of County Residency**
 - driver’s license
 - utility bill, lease/mortgage agreement
 - currently homeless--a written letter from the shelter where you are living
 - a signed affidavit of residency in a Kalamazoo County school district
- **Documentation of all family income** (parents/guardians supporting child)
 - 2012 tax return or end of the year W-2
 - Year to date paystub
 - Proof of receipt of public assistance/food stamps/ WIC/child care assistance
 - Proof of receipt of SSI
 - College scholarships



New State guidelines for age eligibility

Program	2013-2014	2014-2015	2015-2016	2016-2017
GSRP	Age 4 on or before November 1st	Age 4 on or before October 1st	Age 4 on or before September 1st	Age 4 on or before September 1st
KINDERGARTEN	Age 5 on or before November 1st	Age 5 on or before October 1st	Age 5 on or before September 1st	Age 5 on or before September 1st

Focus groups were held



GSRP Programs

- **KPS-PEEP**
 - Greenwood Elementary School
3501 Moreland Street
Kalamazoo, MI 49001
- **Vicksburg-B4K**
 - Indian Lake Elem
11901 S 30th St.
Vicksburg MI 49097
- **Portage**
 - Woodland Elementary
1401 Woodland Dr.
Portage, MI 49024
- **Galesburg**
 - Galesburg-Augusta Primary School
315 W. Battle Creek St.
Galesburg, MI 49053
- **Gull Lake**
 - Richland Elementary.
9476 E M-89
Richland, 49083
- **Comstock**
 - Community Learning Center
1046 River Street
Kalamazoo, MI 49048
- **Parchment**
 - Parchment Early Learning Center
Northwood Elementary (East wing of the building)
600 Edison St.
Kalamazoo, MI 49004
- **Climax Scotts**
 - Climax Scotts Elementary School
11245 East QR Ave
Scotts MI. 49088
- **Learning Village**
 - 215 Lake Street, Kalamazoo, MI 49048
- **Schoolcraft**
 - Schoolcraft Early Elementary School
300 East Cass
Schoolcraft, MI 49087



Head Start

3299 Gull Road
2nd Wing 3rd floor -- room 310
For application information, please call 269-373-5066.

Center Locations:

- Comstock**
5196 Comstock Ave, Kalamazoo MI
(269) 345-1816
- Eastside**
1301 E Main St, Kalamazoo MI
(269) 373-5069
- Lake Street**
3616 Lake St, Kalamazoo MI
(269) 978-5203
- Northglade**
1914 Cobb Ave, Kalamazoo MI
(269) 373-5069
- Parchment at Central**
516 N Orient St, Kalamazoo MI
(269) 373-5069
- Peoples**
1758 N 10th St, Kalamazoo MI
(269) 373-5069
- Portage**
325 E Centre Ave, Portage MI
(269) 345-1816
- Richland**
9476 East M-89, Richland MI
(269) 978-5203
- St. Joe**
936 Lake St, Kalamazoo MI
(269) 978-5203
- Vicksburg**
11901 S 30th St, Vicksburg MI
(269) 345-1816
- Westwood**
538 Nichols Rd, Kalamazoo MI
(269) 373-5069

KC Ready 4s

222 S. Westnedge Avenue (Michigan Works! Building, lower level)

- Learning Village – Lake Street**
215 Lake St.
Kalamazoo, MI 49001
- Great Explorations Preschool**
3355 Westcove Dr.
Portage, MI 49024
- Learning Village – Fairfax Street**
202 Fairfax St.
Kalamazoo, MI 49001
- The Montessori School**
750 Howard St.
Kalamazoo, MI 49008
- Nature's Way Preschool**
4442 Oakland Dr.
Kalamazoo, MI 49008
- TLC Licensed Childcare & Preschool**
10570 Stadium Dr.
Kalamazoo, MI 49009
- YWCA Children's Center**
353 E. Michigan Ave.
Kalamazoo, MI 49007





Kalamazoo County Pre-K

It's time to SIGN up for 2013/2014 Preschool

2013/2014 preschool programs are open to 3 & 4 year olds born on or before November 1, 2013

Recruiting Events

All events run from noon to 6 p.m.

Tuesday, March 26th
KRESA West Campus
 4606 Croyden Ave
 Great Start Entrance off of Drake Rd.

Thursday, April 25th
Portage Community Center
 325 E. Centre Ave

Tuesday, April 16th
Kalamazoo County Health & Community Services
 3299 Gull Road

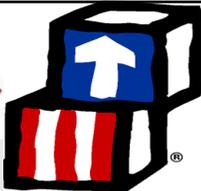
Thursday, May 16th
Kalamazoo Family Health Center
 117 W Paterson St
 Burdick & Patterson

The following agencies will be available at each event to provide free services:

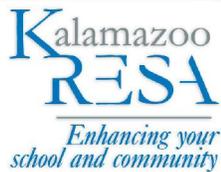
- **The Kalamazoo County Health Department**
 - Free Vision and Hearing screenings!
- **The Kalamazoo Public Library**
 - Free children's books and Library Cards!
- **Michigan Works**
 - Free information and resources to assist job seekers in finding employment:
 - Resume Assistance
 - Job Search Assistance
 - Work Readiness Workshops
 - Employability Skills Classes
 - Career Counseling
 - Training Opportunities



Free T-Shirts



Head Start



Kalamazoo
 County
 Pre-K





Calhoun County Birth to Five Services Application

Data and Enrollment Hub

www.calhouncountygreatstart.org

FUNDING PROVIDED BY W.K. KELLOGG FOUNDATION AND CREATION BY
CALHOUN INTERMEDIATE SCHOOL DISTRICT TECHNOLOGY DEPARTMENT

A little history...

Back in 2007, Calhoun County's Early Childhood Community faced
two of the same challenges many communities see today:



1. Preschool application process was difficult / not accessible for families
2. Not all eligible children were enrolled in preschool programs
3. Some families were not aware the programs were even available



1. Lack of coordinated communication between preschool programs
2. Unknown to the programs, children could be enrolled in two programs
3. Difficulty in assuring GSRP and Head Start enrollment guidelines were met:
(collaborative /coordinated enrollment process with informed family choice)

Creation and Implementation of the COMMON APPLICATION

In 2010....

The plan to bring that application ONLINE application was in place - the result of collaborative problem-solving by ISD, Head Start and individual school district staff

Launched in 2011, the BIRTH TO FIVE (B-5) Services Application provides:

- ✓ One place for families to access the application for early childhood services
- ✓ The ability to assign or transfer applications to programs, classrooms, teachers
- ✓ A data portal to track what services children receive prior to kindergarten
- ✓ Mobile enrollment services – Laptops at enrollment events
- ✓ **Easier ACCESS for families – better COORDINATION of services**

Connections
Supporting Calhoun County's Youngest Citizens.

Collaborative
Calhoun County

Welcome to the Calhoun County
Birth-To-5 Services
Application Page

Click here to begin the application...

CALHOUN COUNTY BIRTH TO FIVE APPLICATION

Calhoun County
**Birth to Five
Services
Application**

Click to fill out application

This applies to all children living in Calhoun County ages birth to five, including preschool and those not yet in kindergarten.

To complete the application, parents go to <https://b25.calhounisd.org> or go to the Calhoun Great Start webpage and click on the bulls eye



connections
Supporting Calhoun County's Youngest Citizens.

Submitter Information

Please provide the following information about yourself:

Your Name:
First Last

Email (optional):

Are you the child's legal guardian? Yes No

Your relationship to the child:

If Other, please specify:

If child is accepted into a program, will you be able to provide transportation? Yes No

School Year Interest:

Where did you hear about this application process?

Here is an example of what the parent will see when completing the application



early childhood connections
Supporting Calhoun County's Youngest Citizens.

Welcome to the Calhoun County Birth-To-5 Services Administration

User Name:

Password:

Login

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Staff login to a separate password-secured site to access the applications.



Connections
Supporting Calhoun County's Youngest Citizens.

Calhoun Co. Birth-To-5 Services - Administration

My Profile ▶ Users ▶ Admin ▶ Children ▶ Reports Logoff

Select Child

Child Demo Full Name:
First Middle Last

Parent/Guardian Other Names:

Family Address: Apt/Lot:

Income City: ZIP: County:

Health Gender: Male Female UIC:

Risk Factors Birthdate: January 01 2015

Reading Birthplace:
City State Country

Agency

Child is of Hispanic/Latino Origin

Race: Black White Asian
 Native Amer. Pac. Islander

Children are assigned to programs based on age and income.

How is the B-5 system currently being used in Calhoun County?

- Child enrollment
- Identifying children living in Calhoun County
- Tracking address changes
- Assigning children to individual programs, classrooms or home visitors
- Tracking child services and data collection
- Generating reports for grants, programs and quality improvement efforts
- Child program to program transfer

Supporting Calhoun County's Youngest Citizens. Calhoun County

Reading in the Home

1) How often do you read to your child?

I do not read to my child because:
(check all that apply)

- Child is an infant
- I don't enjoy reading
- I can't read as well as I'd like
- Not comfortable reading aloud
- No children's books at home
- I do not have time
- Other

I do read to my child:

How often?
-- Select One --

Usually how long?
-- Select One --

2) If you do not read to your child as often as you would like, what might make it easier?
(Select all that apply)

- Having more books for my child in my house
- Being more comfortable with reading aloud
- Having better reading skills
- Having more time
- Other reason:
- I feel I read to my child often enough



Opportunities for Community Data Collection
Literacy Data collected here and used for reporting and grant writing (i.e. WK Kellogg Foundation Raising a Reader grant, Community Literacy Collaborative and The Coordination Council Community Report Card).

Additional Benefits of the “Data Hub” Element of the B-5 Services Application in Calhoun County:

- ✓ All children in the system assigned a UIC code - Enrollment in the online system is the start of the child's birth to graduation digital data portfolio
- ✓ Digital program and service tracking, monitoring & transfer system – used to track ASQ scores, immunizations, hearing/vision screening for Early Childhood Connections home visiting participants
- ✓ One application used for 3 and 4 year old preschool
- ✓ **Increased ACCESS and COORDINATION of Early Childhood Services**

Questions?

Contact

Mary Gehrig or Susan Clark

Calhoun ISD Early Childhood Services

269-660-1606

gehrigm@calhounisd.org

clarks@calhounisd.org



BC Pulse focuses on:



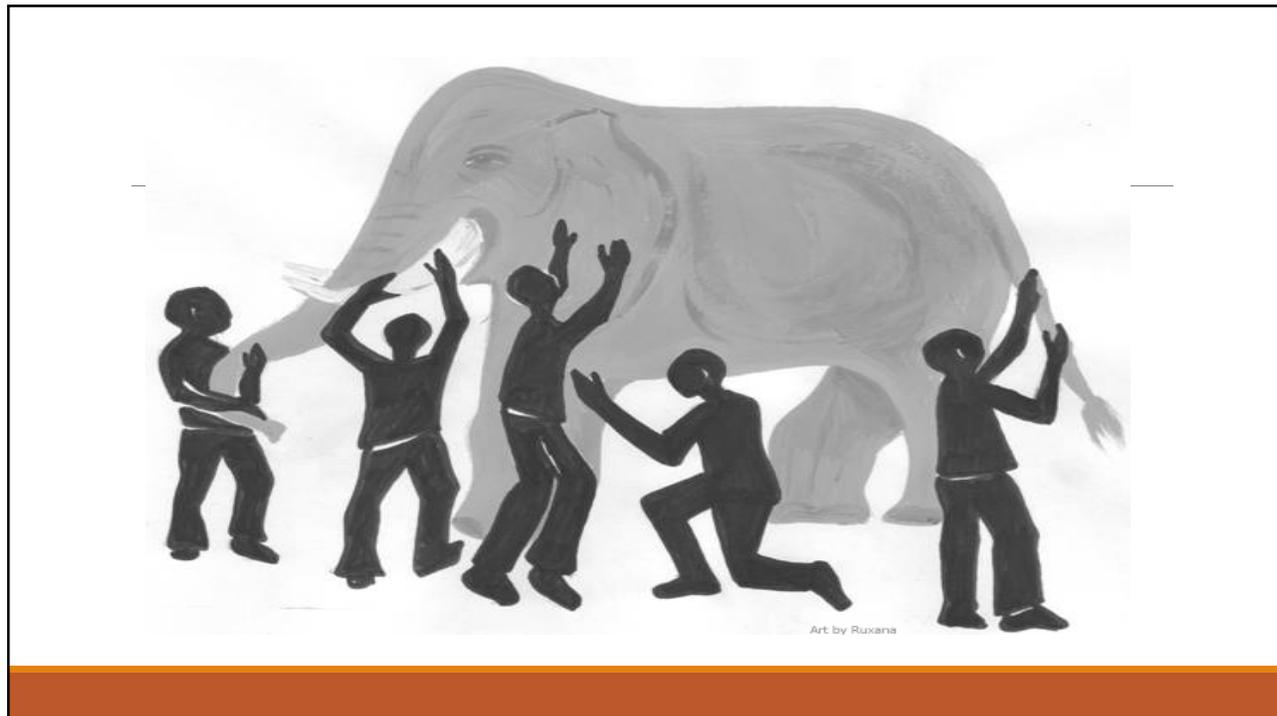
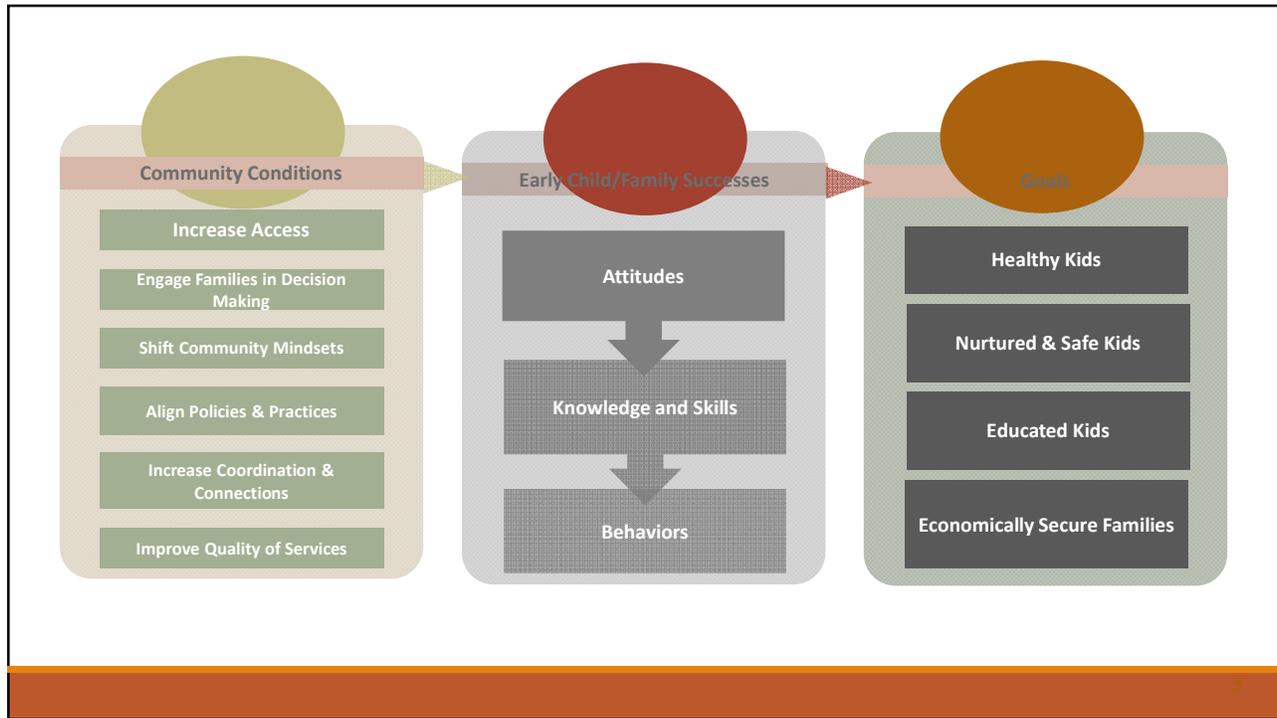
LEARNING TO INFORM ACTION

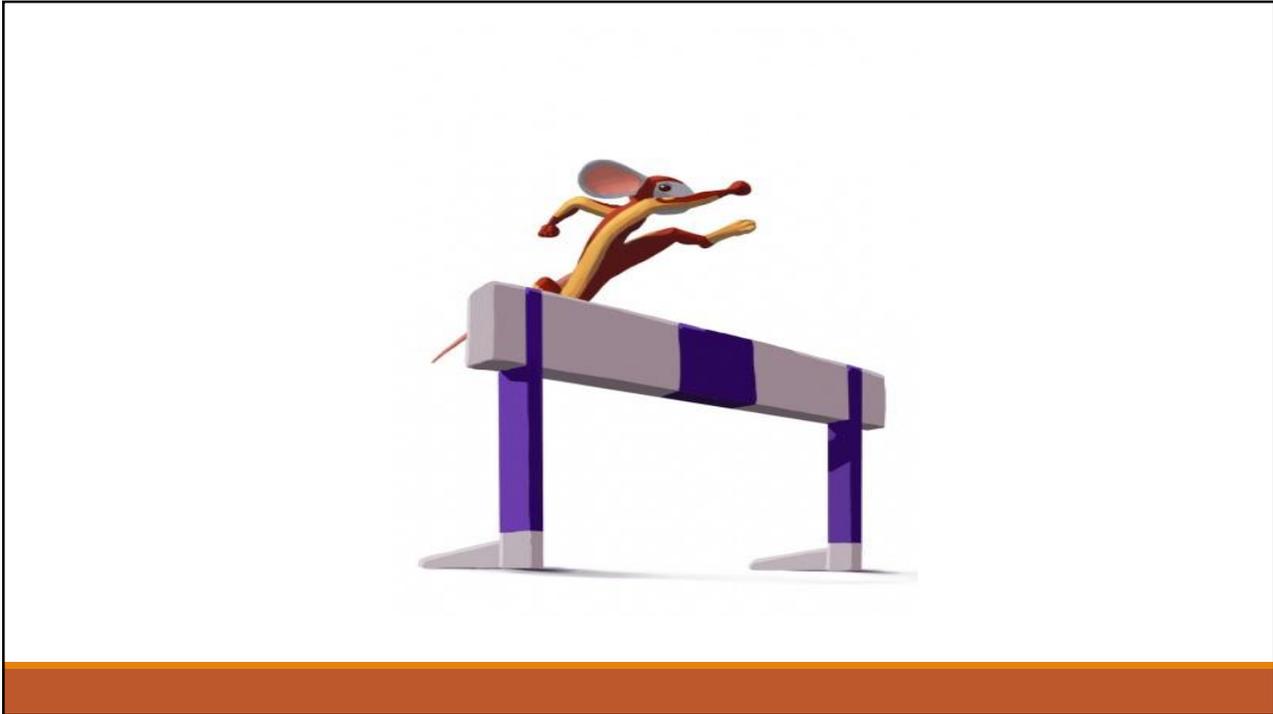


ACTION INFORMED BY LEARNING



ENGAGEMENT THAT EMPOWERS





www.bcpulse.org

October 10, 2014

Maura Corrigan, Director
Department of Human Services
235 South Grand Avenue
PO Box 30027
Lansing, MI 48909

Susan Broman, Director
Michigan Office of Great Start
Michigan Department of Education
608 West Allegan Street
PO Box 30006
Lansing, MI 48909

Dear Directors Corrigan and Broman:

Michigan has greatly benefited from the increased allocation of resources to support preschool slots. This allocation addresses one part of a very complex equation (the need) and requires local partners consider access, alignment and coordination. Calhoun County has made great strides in their collective intent to ensure that every child has equal opportunity to experience quality learning, health, safety, nurturing care and economic stability. It is with that goal in mind that we collectively request that the Department of Human Services consider a shift to the current MI Bridges system that will allow families to directly connect to Calhoun County's (shared) Birth-to-Five Application.

As a group deeply engaged in addressing the systemic challenges facing families with young children in Calhoun County, we know that a significant barrier to experiencing quality early learning is access to the programs that are thankfully plentiful in our community such as the Great Start Readiness and Head Start/Early Head Start Programs. While we have collaborated strategically to reach as many families as we can, we know that we are still not reaching all. In fact, this past year left us with 130 unfilled slots through the Great Start Readiness Program. We are confident that by leveraging each other's points of contact with these families, we can better connect those most in need with the opportunity that will best align them for future success. We know that many of the families we are struggling to reach are recipients of services and supports within the Department of Human Services (DHS). While we've explored opportunities to intentionally connect DHS clients with our Great Start Readiness and Head Start/Early Head Start Programs, we are aware of the local limitations placed on how to do this effectively and efficiently. This proposed connection will ensure that every qualifying family is reached and connected to this promising opportunity.

As a collective voice, we welcome a conversation to deepen our connections across communities and agencies as we work together to ensure that we're leveraging our existing resources to provide our youngest residents every opportunity to be successful. Should you have any questions or would like to set up a time to discuss further, we can be reached through our partner BC Pulse: Early@bcpulse.org or 269.441.5288.

With appreciation,
Bottle Creek Public Schools, Dr. Linda Hicks
Bromson Bottle Creek, Mark Crawford
Calhoun County Health Department, Jiri Rutherford
Calhoun County Public Schools, Mary Gade

City of Battle Creek, Michelle Williamson
Community Action, Michelle Williamson
Department of Human Services, Shaun Culp
Family & Children Service, Rosemary Gardner
Family Enrichment Center, Marylou Bas
Family Health Center, Dr. Al Jones
Lakeview School District, Devin Peterson
SNAP Preschool, Mary Wallace
Summit Pointe, Ely Brisker
Urban League of Southwestern Michigan, Kyra Wallace
YSCC, Kate Flores
Woman's Co op, Teresa Mornence
Woodlawn Preschool, Pattie Walter

cc: Deputy Directors

Words: 515

QUESTIONS?

BC Pulse

www.bcpulse.org

Maria Borden

maria@bcpulse.org

Kathy Szenda Wilson

kathy@bcpulse.org