Shared Infrastructure in Early Childhood Programs: Common Applications and Beyond

Michigan Department of Education
Office of Great Start
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Welcome

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

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

- Total slots funded – 2094
- Total public – 1266
- Total private – 788
- % in private – 38.3%

_{3006 (2014)}_ (Community Based Organizations – CBO)

**From Network to Collaboration**

**Network**
- Exchanging information for mutual benefit
- Sharing information about services

**Coordination**
- Exchanging information and altering activities for mutual benefit and to achieve a common purpose
- Sharing information about clients and services provided to them (with consent)

**Cooperation**
- Exchanging information, altering activities, and sharing resources for mutual benefit and to achieve a common purpose
- Sharing of resources with or without reimbursement (e.g., space, vehicles, etc.)

**Collaboration**
- Exchanging information, altering activities, sharing resources, and enhancing the capacity of another for mutual benefit and to achieve a common purpose
- A shared vision that incorporates responsibility for a shared population. Agreed upon outcomes

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

With the Application!

Kalamazoo County Pre-K Common Application
**Where can you find us?**

- **Churches**
- **Schoo**ls
- **Early Childhood Offices**
- **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](http://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

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<td>GSRP</td>
<td>Age 4 on or before November 1st</td>
<td>Age 4 on or before October 1st</td>
<td>Age 4 on or before September 1st</td>
<td>Age 4 on or before September 1st</td>
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<tr>
<td>KINDERGARTEN</td>
<td>Age 5 on or before November 1st</td>
<td>Age 5 on or before October 1st</td>
<td>Age 5 on or before September 1st</td>
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Focus groups were held
GSRP Programs

- **KPS-PEEP**
  - Greenwood Elementary School
    - 3501 Moreland Street
      - Kalamazoo, MI 49001

- **Vicksburg-B4K**
  - Indian Lake Elem
    - 11201 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 49004

- **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

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Head Start

2329 Gull Road
2nd & 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**
  - 3618 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

- **People**
  - 1758 N 10th St, Kalamazoo MI
  - (269) 373-5069

- **Portage**
  - 325 E Center Ave, Portage MI
  - (269) 345-1816

- **Richland**
  - 9476 East M-89, Richland MI
  - (269) 978-5203

- **St. Joe**
  - 908 Lake St, Kalamazoo MI
  - (269) 978-5203

- **Vicksburg**
  - 11001 S 30th St, Vicksburg MI
  - (269) 345-1816

- **Westwood**
  - 588 Nichols Rd, Kalamazoo MI
  - (269) 373-5069

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KC Ready 4s

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

- **Great Explorations Preschool**
  - 3355 West Ave Dr.
    - Portage, MI 49024

- **Learning Village – Fairfax Street**
  - 202 Fairfax St.
    - Kalamazoo, MI 49001

- **Learning Village – Lake Street**
  - 215 Lake St.
    - Kalamazoo, MI 49001

- **The Montessori School**
  - 750 Howard St.
    - Kalamazoo, MI 49008

- **Nature’s Way Preschool**
  - 4442 Oakdale Dr.
    - Kalamazoo, MI 49009

- **TLC Licensed Childcare & Preschool**
  - 19575 Stadium Dr.
    - Kalamazoo, MI 49009

- **YWCA Children’s Center**
  - 353 E. Michigan Ave.
    - Kalamazoo, MI 49007

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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

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
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

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

Staff login to a separate password-secured site to access the applications.
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
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
Community Conditions
- Increase Access
- Engage Families in Decision Making
- Shift Community Mindsets
- Align Policies & Practices
- Increase Coordination & Connections
- Improve Quality of Services

Early Child/Family Successes
- Attitudes
- Knowledge and Skills
- Behaviors

Outcomes
- Healthy Kids
- Nurtured & Safe Kids
- Educated Kids
- Economically Secure Families

Goals
- Healthy Kids
- Nurtured & Safe Kids
- Educated Kids
- Economically Secure Families
Advocacy Alert
Act Now!