



[ANNUAL REPORT
fiscal year 2003-2004]



[When life works, work benefits.]

[A MESSAGE from the chair]


FLORIDA BUSINESS OWNERS ARE REALIZING THAT LOW-WAGE EARNING EMPLOYEES SHOULD NOT BE THOUGHT OF AS DISPOSABLE. In fact, ensuring their satisfaction is an essential element of profitability. As a business owner for more than 36 years, I know that these frontline employees are the bedrock of a business and can make or break a company's reputation. As competition among businesses heats up, ensuring positive employee client relationships is even more crucial. Employees, after all, are the public face of any organization.

Helping working parents balance work responsibilities and family demands is a new philosophy taking hold in company cultures across the state. Affording quality child care is a major concern for low-wage earning parents. By assisting employees with child care expenses, parents not only are able to work more consistently, but also more efficiently. Ensuring child care for working parents enables stores and offices to remain open, improves customer satisfaction and gives business owners peace-of-mind that their employees will be performing at their best.

It is in the best interest of employers that employees have access to affordable, high quality child care. For many companies and small businesses operating on slim margins, the solution to retaining and recruiting top-notch, low-wage earning employees cannot be limited to merely increasing wages. Instead, companies must think creatively and rely on employee-focused solutions.

Since 1996, the *Child Care Executive Partnership (CCEP)* program has been helping employers build a bridge between employers and employees. As we look forward to the next year, it is imperative to strengthen programs that help both small businesses and large corporations realize the full potential of their work force. From Florida's retail and hospitality industries, to professional and trade industries, the rewards of the *CCEP* program are being realized in virtually every type of business.

[When life works, work benefits.]



Sincerely,
JOEL L. ROSEN





[THE CCEP Spotlight]

POWER IN NUMBER

The Collier, Charlotte, De Soto and Lee County Early Learning Coalitions joined forces to educate businesses about the CCEP program by partnering to bring together key business leaders and decision makers. The coalitions worked together to host an Early Learning Consortium luncheon where CCEP participants were able to share their success stories with others.

[THE CHILD CARE Executive Program]

The *Child Care Executive Partnership (CCEP)* program is a strategic, public/private partnership that helps employers meet the needs of a growing segment of their work force—working parents. This exciting program leverages relationships between businesses and families that want to work and succeed.

In 1996, the Child Care Policy Research Consortium launched a Florida-based study that examined the employment patterns of recipients of child care subsidies. Through this study, experts determined that working parents who receive subsidized child care share like professions in industries such as banking, food and beverage and retail. The results of this study were significant because it identified the correlation between a low-income family's dependence on affordable, quality child care and their ability to maintain employment.

Through these findings, the Children's Forum embarked on an educational movement targeting lawmakers, statewide business leaders and employers about the critical role consistent, quality child care plays in maintaining and supporting a strong work force. To that end, the Florida Legislature implemented the Child Care Executive Partnership Act in 1996.

[THE CCEP MISSION]

Promote public and private partnerships to ensure that the children of Florida are provided safe, high quality, developmentally appropriate and enriching child care while parents work to remain self-sufficient.

[THE CCEP PURPOSE]

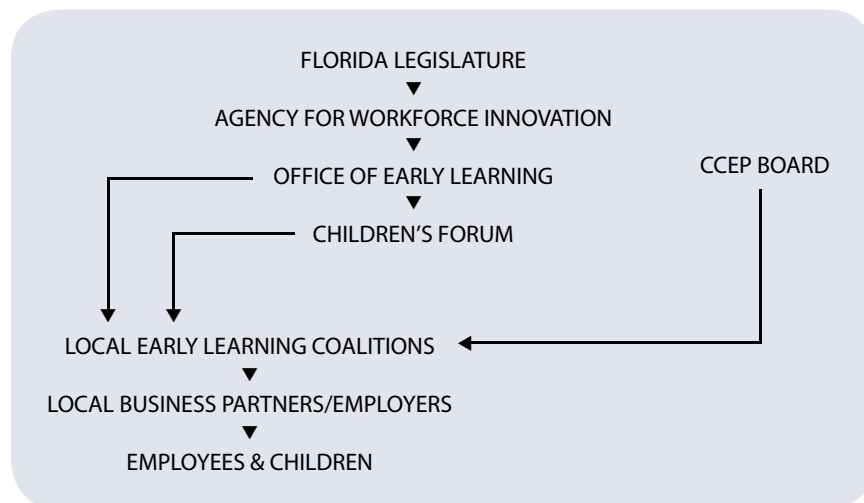
- Encourage private employers to explore innovative ways to assist employees in securing quality child care.
- Expand the availability of child care options for working families by providing incentives for employers to meet the needs of their employees' families by matching public dollars available for child care.
- Encourage private employers to invest in the future of Florida by providing employee child care benefits.

[HOW THE CCEP is managed]

At the state level, the CCEP is administratively assigned to the Agency for Workforce Innovation (AWI). Funding is authorized by the Legislature through the Agency for Workforce Innovation's Office of Early Learning. This funding is part of the federal Child Care and Development Fund, a portion of which, the AWI Office of Early Learning designates to fund the CCEP program.

The CCEP is governed by a board of directors who make policy decisions regarding the administration of the program. The AWI Office of Early Learning contracts with the Children's Forum to provide board staff support, marketing and technical assistance. At the local level, early learning coalitions administer the program through local child care resource and referral agencies and work with local CCEP participants to manage contract terms.

[THE STRUCTURE]



Florida Legislature: has CCEP budget authority

Agency for Workforce Innovation: provides program oversight and is the designated agency for CCEP

AWI Office of Early Learning: manages CCEP program functions

Children's Forum: staffs CCEP board, provides technical assistance and marketing

CCEP board: receives authority to distribute funds, appointed by Office of the Governor

Local Early Learning Coalitions: engages businesses, supports and manages program at local level

Local Business Partners: matches donations and contributions

Employees & Children: receives child care assistance



[THE CCEP
Spotlight]

**INNOVATIVE CHILD CARE
SOLUTIONS FOR CITY EMPLOYEES**

The City of Jacksonville was awarded the Outstanding Development Award at the Children's Forum 13th Annual Leadership Conference for providing affordable child care solutions for city employees. The City of Jacksonville recognizes not only the value of child care solutions for working parents, but also the importance of quality early learning opportunities for young children.

The City of Jacksonville invests in city employees by paying a portion of their employees' child care expenses. As a participant in the CCEP program, the City is giving children the opportunity to receive valuable learning opportunities, while at the same time, maintaining and creating a productive work force.

"There is no better investment than an investment in children," said Jacksonville Mayor John Peyton. "Through education and early literacy we can prepare our children and our community for the future. By making use of innovative ideas and programs such as the CCEP program, the City of Jacksonville is investing in our city's greatest asset for the future—our children."

Peyton, who launched RALLY Jacksonville!, otherwise known as the Mayor's Literacy Initiative, believes that young children will be better prepared for kindergarten if they have access to quality early literacy experiences and opportunities.



[THE CCEP
Spotlight]

**ROSEN HOTELS & RESORTS
PROVES CHILD CARE IS GOOD
FOR CHILDREN AND BUSINESS**

For the third consecutive year, the Rosen Hotels & Resorts participated in the CCEP program by paying a portion of their employees' child care costs. Rosen Hotels & Resorts is not only giving children the opportunity to receive valuable learning opportunities, but also is maintaining and creating a strong employee infrastructure by securing reliable child care. The CCEP program is an innovative public/private partnership program that leverages state and federal funds to help employers meet the needs of low-income earning employees.

"Our associates do their best work for our guests and clients when they are able to balance the many competing demands in their lives," said Kimberly. "We want to do all we can to create a positive work environment for our associates. It's part of our commitment to achieving higher standards for our guests and our community."

Rosen Hotels and Resorts currently owns and operates six properties in the Orlando destination market.

"The CCEP program is a win-win for working parents, children and our company," she added. "Employees need to be thought of as a family unit. What's good for children is good for employees," said Kimberly.

Rosen Hotels & Resorts leads Florida's hospitality industry by successfully integrating children and family into their overall business policies, principles and community initiatives.

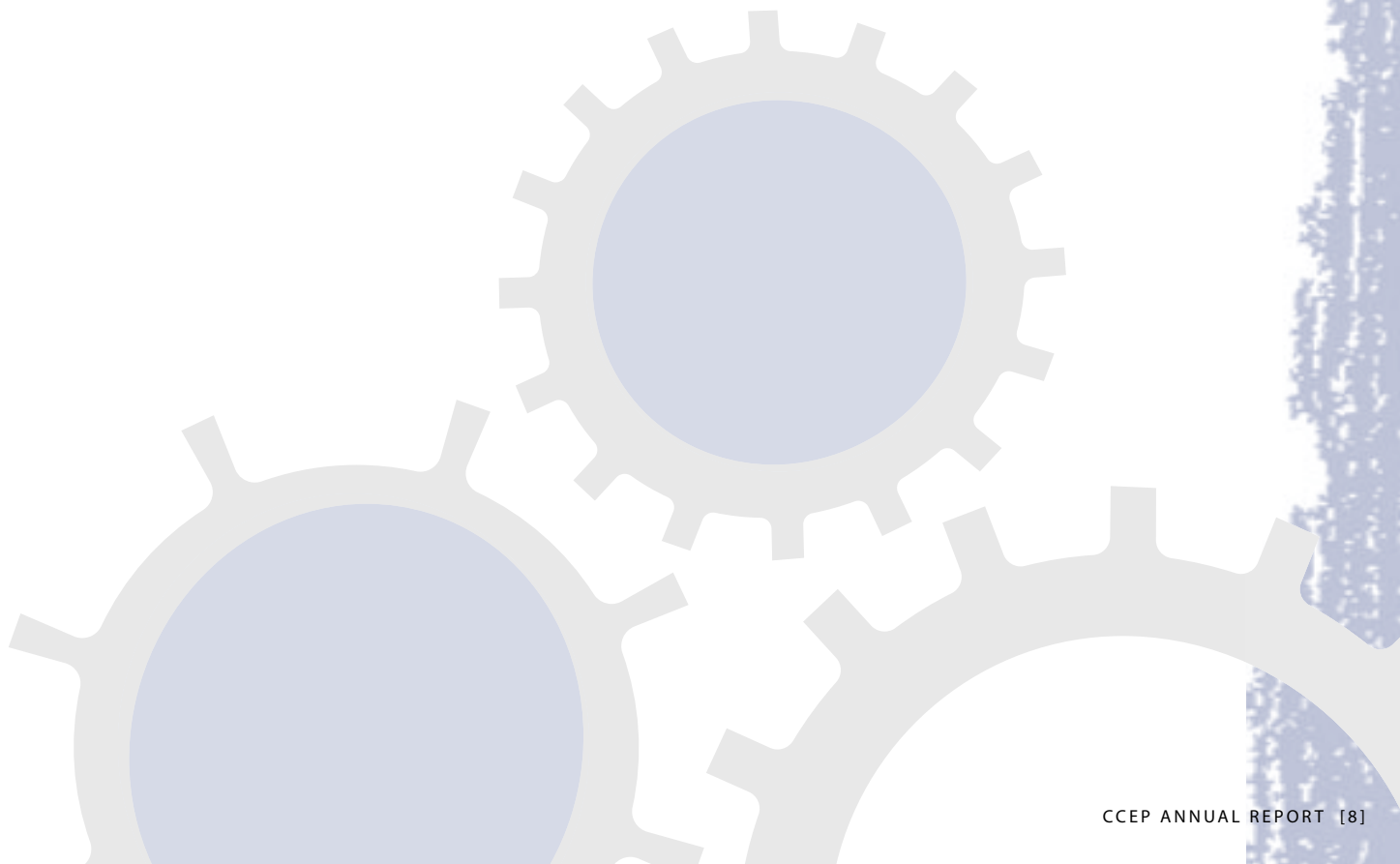
***There is no relation between CCEP chairman Joel Rosen and Rosen Hotels and Resorts.*

[PARTICIPATION and funding]

Employers, local governments, individuals and charitable foundations may participate in CCEP program in two ways: employee benefit participation or charitable purchasing pool contribution.

- **EMPLOYEE BENEFIT** participation enables participants to directly assist low to moderate wage earning employees with their child care expenses. The funds contributed by the employer are matched on a dollar-for-dollar basis by the state and federal Child Care and Development Fund dollars. Parents pay a portion of the cost based on a sliding fee scale. As such, employees, employers and the state all share the costs of child care for an employee.
- **PURCHASING POOL** contributions serve as general funding sources to assist low to moderate wage earning families whose children are on the community child care waiting list. Funds contributed by businesses, nonprofits, individuals, and/or government entities are matched by the state and distributed according to the early learning coalition's priorities.

More than 26,000 children received child care during the 2003-2004 fiscal year. In Florida, it is estimated that nearly 40,000 children are waiting to receive a child care subsidy slot at any given time. That's why employee benefit and corporate partnerships are so important —funding is literally doubled.

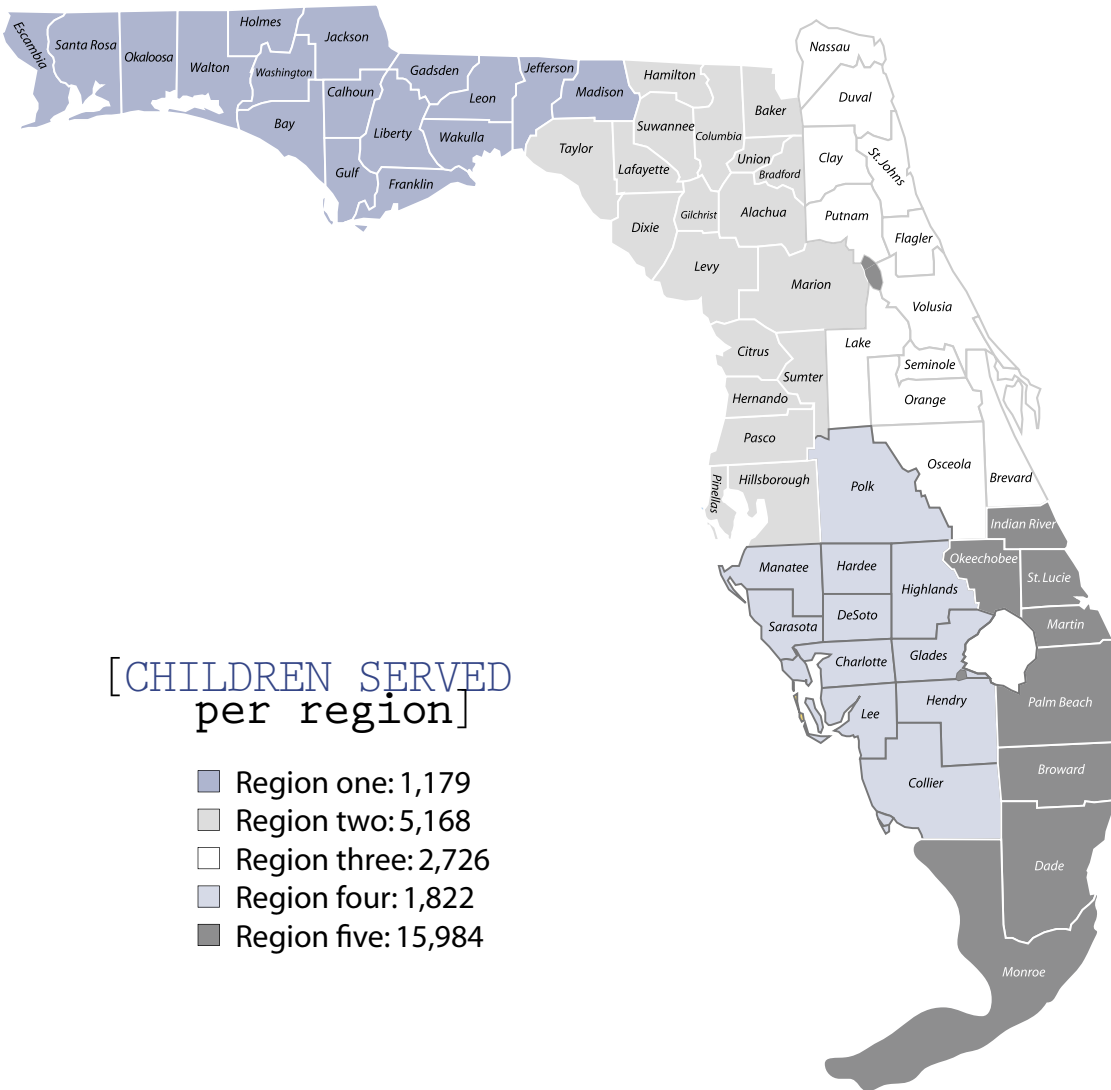


[GROWTH and stability]

Due to the popularity of the program and development of new partnerships, state funding for the CCEP program has increased since its inception. While legislators initially allocated a \$2 million annual budget in 1996, the 2003-2004 fiscal year budget was \$19 million— an 850 percent increase since the initial allocation.

More than 26,000 children from low to moderate income earning families received child care during the 2003-2004 fiscal year.

The CCEP program maximizes dollars for Florida's children because monies are leveraged through the program's public/private match. For this reason, the CCEP program is a national model program recognized by the U.S. Department of Health and Human Services, Administration for Children and Families, and the U.S. Department of the Treasury.



[GETTING the word out]

Educating business leaders, working parents and policy leaders at the statewide level about the CCEP program was critical for supporting local CCEP outreach efforts during the 2003-2004 fiscal year. This statewide approach was three-fold:

1. INCREASE AWARENESS about the societal need to support early care and education efforts and why it is beneficial;
2. CREATE A BUZZ about the economic benefits businesses garner by providing work-life benefits for employees; and
3. PROMOTE SUCCESS STORIES of businesses and families participating in the CCEP program.

By facilitating technical assistance and marketing trainings with local early learning coalitions and producing high-impact marketing materials, business leaders, human resource professionals and working parents were introduced to the concept of CCEP and its benefits.



NEWS RELEASE



FOR IMMEDIATE RELEASE:
November 3, 2004

Child care is good for children and business

JACKSONVILLE--The Florida Children's Forum, a statewide nonprofit organization dedicated to improving the quality of child care for all children, awarded the City of Jacksonville the Outstanding Development Award at its 13th Annual Leadership Conference, held just this last, for providing affordable child care solutions for city employees.

"Working parents make up a significant percentage of Florida's work force," said Phyllis Kaldor, president of the Florida Children's Forum. "The City of Jacksonville recognizes not only the value of child care solutions for working parents, but also the importance of quality early learning opportunities for young children."

The City of Jacksonville awards its city employees by paying a portion of their employees' child care costs through the Child Care Executive Partnership (CCEP) program. The City of Jacksonville is one of the few cities in Florida that has a CCEP program. The program is a partnership between the City of Jacksonville and the Florida Children's Forum. The program is a partnership between the City of Jacksonville and the Florida Children's Forum. The program is a partnership between the City of Jacksonville and the Florida Children's Forum.



[EMPLOYEE benefit program]

ALACHUA COUNTY

- A Child's World
- Alachua County Child Care Center
- Bell Day Care
- Little Hearts
- Little Ones Development
- Little Ones Development and Learning Center, Inc.
- Pinewood Day Care
- O2B Kids Child Care
- O2B Kids College 2
- O2B Kids College 3
- O2B Kids Midtown
- Step by Step
- Small World
- Tower Hills Executive Suites

BAY COUNTY

- Bay Bank and Trust Bank
- City of Panama City
- People's Real Estate/Bank
- Royal American
- Sallie Mae

BREVARD COUNTY

- Armstrong's Restoration Services
- Berri Patch Preschool, Inc.
- Berri Patch II, Inc.
- Creative Years Early Learning Center
- Doorway to Learning
- Health First
- Housing & Human Services Department
- Jelly Bean Junction
- Parrish Medical Center
- Melbourne Preschool
- Perkins Family Restaurants

CITRUS COUNTY

- America's Angels
- Kid's Stuff Preschool, Inc.
- Koala-Tee Day Care, Inc.
- Play Care Day Care & Preschool
- Small World Learning Center
- Wee Care Day
- Wonderland Preschool

DUVAL COUNTY

- Aramak
- Baptist Health of Northeast Florida
- City of Jacksonville
- Jacksonville Greyhound Racing, Inc.

ESCAMBIA COUNTY

- Carpenter's Campers
- Montessori
- McDonald's
- Listener Group

FLAGLER COUNTY

- Flagler County School Board
- Trinity Loving Care

LAKE COUNTY

- Hospice of Lake and Sumter Counties
- Kiddie Castle

LEE COUNTY

- All Aboard Child Care Center
- Brightest Horizons
- Lee Memorial Health System

LEON COUNTY

- All Stars
- Annsworth Academy
- Children's Forum

MARION COUNTY

- New Beginnings Child Care and Learning Center
- Oakcrest Early Education Center
- TLC Learning of Anthony

ORANGE COUNTY

- Rosen Hotels and Resorts

PALM BEACH COUNTY

- Academy for Child Enrichment
- Apostolic Child Development Centers, Inc.
- Building Blocks I and II

• Children's Academy of Lake Worth

- Discovery Kids of Jupiter
- ECGP Corporation
- First Learning Academy
- HM Mist Enterprises
- JFK Medical Center
- Kids Club (Lake Worth)
- Kids Club (Royal PB)
- Life Care Retirement Communities, Inc.
- Loving Care Learning Center, Inc. of Lake Worth
- Loving Care Learning Center, Inc. of West Palm Beach
- Office Depot Inc.
- Palm Beach Transportation
- ProChild Early Learning Center, Inc.
- Professional Learning Center of Boca Raton
- Professional Learning Center of Juno Beach
- Professional Learning Center of Jupiter
- RMR Management Enterprises, Inc.
- Sneh Kapila, M.D.
- Tiny Kingdom Preschool
- Tiny Tots, Inc.
- Whiz Kidz Child Development Centers North and South

PINELLAS COUNTY

- Coordinated Child Care of Pinellas, Inc.

SARASOTA COUNTY

- Sarasota Memorial Hospital

VOLUSIA COUNTY

- Child's World of Learning
- Imagination Station
- Receway Food Corporation

[LOCAL purchasing pools]

BAY COUNTY

- Boys & Girls Club
- Early Education and Care

BROWARD COUNTY

- Broward County Children's Services Administration Division
- Children's Services Council of Broward County

CITRUS COUNTY

- Child Care of SW Florida
- Moorings Presbyterian Church

ESCAMBIA COUNTY

- City of Pensacola
- Escambia County Commission

FLAGLER COUNTY

- County of Flagler
- United Way of Volusia-Flagler Counties, Inc.

HENDRY

- United Way of Lee County

HILLSBOROUGH COUNTY

- AdvanceAbility Solutions/MSO
- Boys & Girls Clubs
- Child Abuse Council
- Helping Hand Day Nursery
- St. John Presbyterian Learning Center
- Tampa YMCA

LEE COUNTY

- Brightest Horizons
- Child Care of SW Florida

LEON COUNTY:

- All Stars
- Boys & Girls Clubs of the Big Bend
- CHSP- United Way of the Big Bend
- Jolly Jo's
- Kids R It

- Kids Incorporated of the Big Bend
- Miracle Years
- Refuge House (Children with Wings)

MANATEE COUNTY

- Manatee County Government

MARTIN COUNTY

- Children's Services Council of Martin County
- Dr. Mark Lively
- First National Bank and Trust
- Nina Haven Foundation
- YMCA of the Treasure Coast

MIAMI-DADE COUNTY:

- Miami-Dade County Board of County Commissioners

ORANGE COUNTY

- Orange County Citizens Commission for Children
- Orange County Review Panel

PALM BEACH COUNTY

- Palm Beach County Children's Services Council

PINELLAS COUNTY

- Coordinated Child Care of Pinellas, Inc.
- Juvenile Welfare Board of Pinellas County

POLK COUNTY

- Polk County Board of County Commissioners

SANTA ROSA COUNTY

- Santa Rosa United Way

SARASOTA COUNTY:

- Gulf Coast Community Foundation of Venice
- Sarasota Board of County Commissioners

ST. LUCIE COUNTY

- First National Bank
- YMCA of the Treasure Coast

ST. JOHNS COUNTY

- St. Johns County Board of County Commissioners
- United Way of St. Johns County

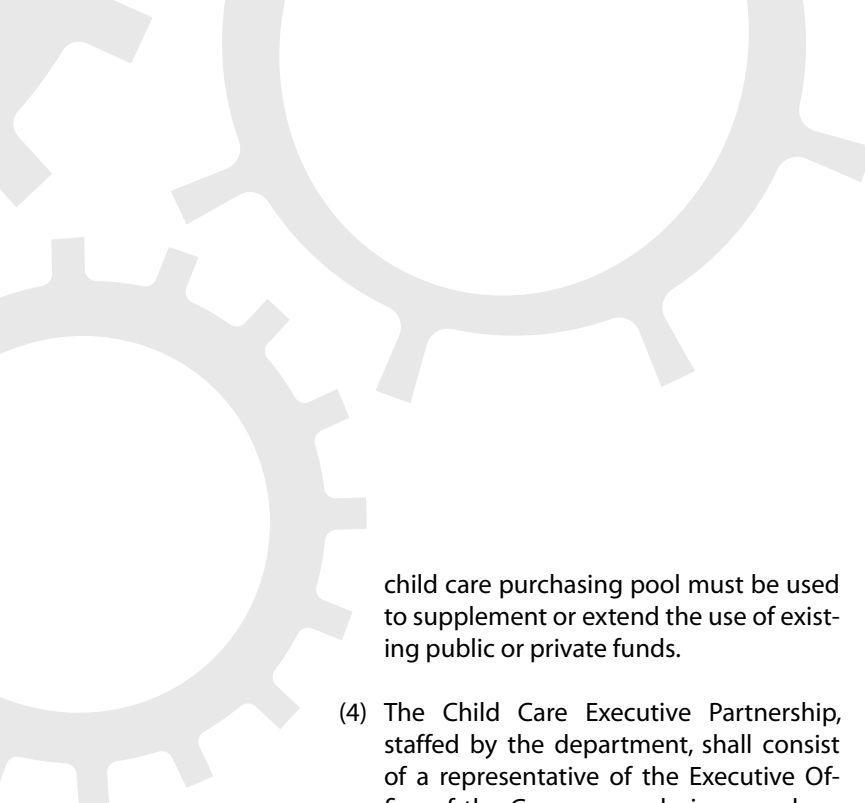
VOLUSIA COUNTY

- United Way of Volusia-Flagler Counties, Inc.

[APPENDICES]

THE 2003 FLORIDA STATUTE 409.178 CHILD CARE
EXECUTIVE PARTNERSHIP ACT: FINDINGS AND INTENT;
GRANT; LIMITATION; RULES.—

- (1) This section may be cited as the “Child Care Executive Partnership Act.”
- (2) (a) The Legislature finds that when private employers provide onsite child care or provide other child care benefits, they benefit by improved recruitment and higher retention rates for employees, lower absenteeism, and improved employee morale. The Legislature also finds that there are many ways in which private employers can provide child care assistance to employees: information and referral, vouchering, employer contribution to child care programs, and onsite care. Private employers can offer child care as part of a menu of employee benefits. The Legislature recognizes that flexible compensation programs providing a child care option are beneficial to the private employer through increased productivity, to the private employee in knowing that his or her children are being cared for in a safe and nurturing environment, and to the state in more dollars being available for purchasing power and investment.
 - (b) It is the intent of the Legislature to promote public/private partnerships to ensure that the children of the state be provided safe and enriching child care at any time, but especially while parents work to remain self-sufficient. It is the intent of the Legislature that private employers be encouraged to participate in the future of this state by providing employee child care benefits. Further, it is the intent of the Legislature to encourage private employers to explore innovative ways to assist employees to obtain quality child care.
 - (c) The Legislature further recognizes that many parents need assistance in paying the full costs of quality child care. The public and private sectors, by working in partnership, can promote and improve access to quality child care and early education for children of working families who need it. Therefore, a more formal mechanism is necessary to stimulate the establishment of public-private partnerships. It is the intent of the Legislature to expand the availability of scholarship options for working families by providing incentives for employers to contribute to meeting the needs of their employees’ families through matching public dollars available for child care.
- (3) There is created a body politic and corporate known as the Child Care Executive Partnership which shall establish and govern the Child Care Executive Partnership Program. The purpose of the Child Care Executive Partnership Program is to utilize state and federal funds as incentives for matching local funds derived from local governments, employers, charitable foundations, and other sources, so that Florida communities may create local flexible partnerships with employers. The Child Care Executive Partnership Program funds shall be used at the discretion of local communities to meet the needs of working parents. A child care purchasing pool shall be developed with the state, federal, and local funds to provide subsidies to low-income working parents who are eligible for subsidized child care with a dollar-for-dollar match from employers, local government, and other matching contributions. The funds used from the



child care purchasing pool must be used to supplement or extend the use of existing public or private funds.

- (4) The Child Care Executive Partnership, staffed by the department, shall consist of a representative of the Executive Office of the Governor and nine members of the corporate or child care community, appointed by the Governor.
 - (a) Members shall serve for a period of 4 years, except that the representative of the Executive Office of the Governor shall serve at the pleasure of the Governor.
 - (b) The Child Care Executive Partnership shall be chaired by a member chosen by a majority vote and shall meet at least quarterly and at other times upon the call of the chair.
 - (c) Members shall serve without compensation, but may be reimbursed for per diem and travel expenses in accordance with s. 112.061.
 - (d) The Child Care Executive Partnership shall have all the powers and authority, not explicitly prohibited by statute, necessary to carry out and effectuate the purposes of this section, as well as the functions, duties, and responsibilities of the partnership, including, but not limited to, the following:
 1. Assisting in the formulation and coordination of the state's child care policy.
 2. Adopting an official seal.
 3. Soliciting, accepting, receiving, investing, and expending funds from public or private sources.
 4. Contracting with public or private entities as necessary.
 5. Approving an annual budget.
 6. Carrying forward any unexpended state appropriations into succeeding fiscal years.
 7. Providing a report to the Governor, the Speaker of the House of Representatives, and the President of the Senate, on or before December 1 of each year.
- (5) (a) The Legislature shall annually determine the amount of state or federal low-income child care monies which shall be used to create Child Care Executive Partnership Program child care purchasing pools in counties chosen by the Child Care Executive Partnership, provided that at least two of the counties have populations of no more than 300,000. The Legislature shall annually review the effectiveness of the child care purchasing pool program and reevaluate the percentage of additional state or federal funds, if any, that can be used for the program's expansion.
 - (b) To ensure a seamless service delivery and ease of access for families, the community coordinated child care agencies or the state resource and referral agency shall administer the child care purchasing pool funds.
 - (c) The department, in conjunction with the Child Care Executive Partnership, shall develop procedures for disbursement of funds through the child care purchasing

pools. In order to be considered for funding, the community coordinated child care agency or the statewide resource and referral agency must commit to:

1. Matching the state purchasing pool funds on a dollar-for-dollar basis; and
 2. Expending only those public funds which are matched by employers, local government, and other matching contributors who contribute to the purchasing pool. Parents shall also pay a fee, which shall be not less than the amount identified in the department's subsidized child care sliding fee scale.
- (d) Each community coordinated child care agency shall be required to establish a community child care task force for each child care purchasing pool. The task force must be composed of employers, parents, private child care providers, and one representative from the local children's services council, if one exists in the area of the purchasing pool. The community coordinated child care agency is expected to recruit the task force members from existing child care councils, commissions, or task forces already operating in the area of a purchasing pool. A majority of the task force shall consist of employers. Each

task force shall develop a plan for the use of child care purchasing pool funds. The plan must show how many children will be served by the purchasing pool, how many will be new to receiving child care services, and how the community coordinated child care agency intends to attract new employers and their employees to the program.

- (6) The Department of Children and Family Services shall adopt any rules necessary for the implementation and administration of this section.

History.--ss. 4, 5, ch. 88-337; s. 43, ch. 90-306; s. 85, ch. 96-175; s. 195, ch. 97-101; s. 3, ch. 98-165; s. 20, ch. 2000-253; s. 12, ch. 2001-89.



[2003-2004 Board Members]

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VICE-CHAIR

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Once Upon A Time Preschool
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SUSAN PAREIGIS
Executive Director
Agency for Workforce Innovation
Representative of the Executive Office
of the Governor

DAVID A. HARRIS
Director of Florida Philantropy
Palm Beach Gardens
Removed: 04/04

CYNTHIA M. CHESTNUT, PH.D
Director
Education & Community Outreach
Shands Eastside Community Practice
Gainesville
Resigned: 04/03

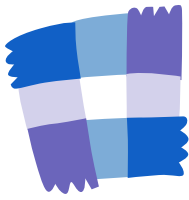
SHERRY L. PIASECKI
Owner
TLC Preschool
Palm City
Removed: 04/04

KATHY SPARKMAN
Alumni Services Manager
Leadership Florida
Tallahassee
Removed: 04/04

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