

# Child Care Executive Partnership

A 3D puzzle graphic is centered on the page. The puzzle pieces are white with blue highlights, and several pieces are highlighted in a light blue color. The background is a dark blue gradient with abstract, glowing blue shapes.

**Making the Pieces Come Together**

**Marketing Tactics and Operational Procedures**

**Child Care Executive Partnership- State Board Meeting**

**Tuesday, January 23, 2006**



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Presented By:  
Family Central, Inc.  
CCEP Program  
Management Team

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You gain greater insights of the whole by understanding the linkages and interactions between the parts.

*Systems Approach to Management and Problem Solving*



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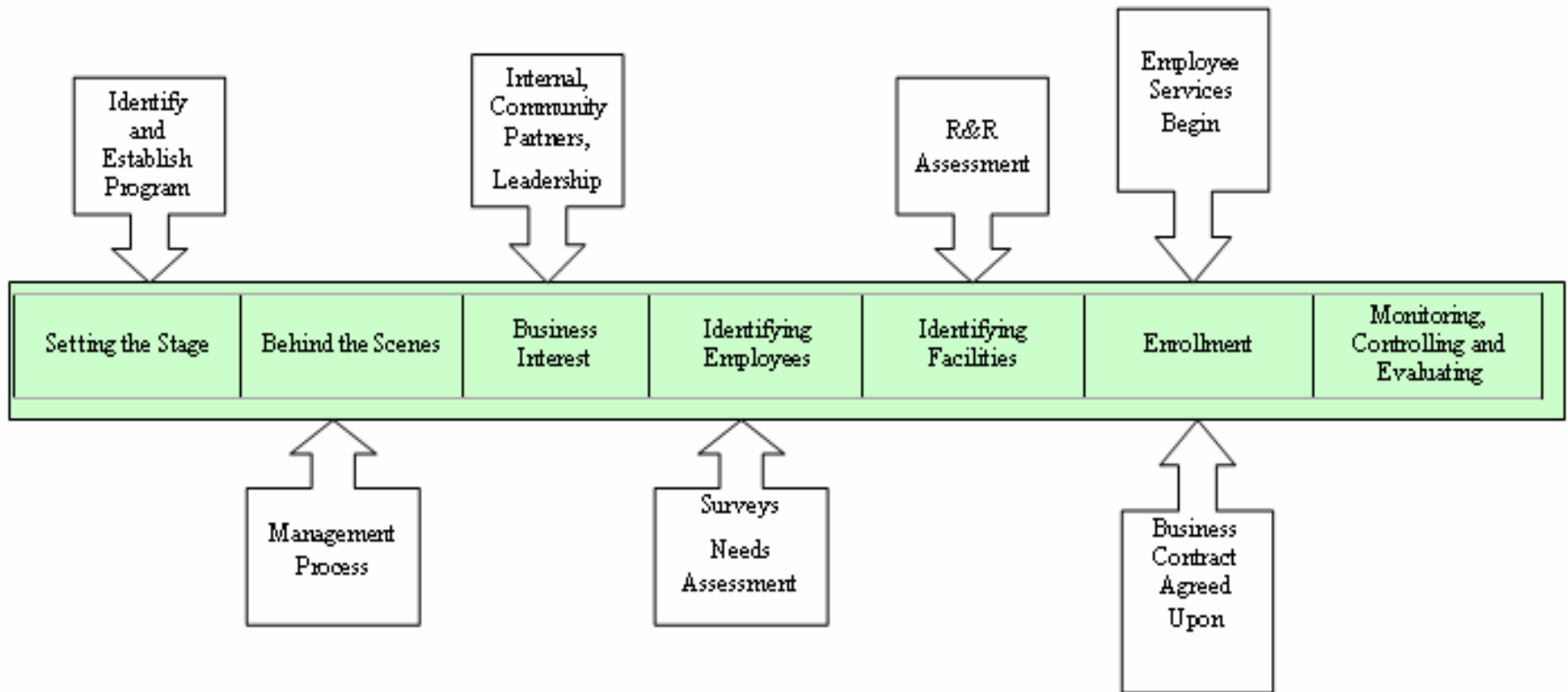
## Overview

- Setting the Stage
- Behind the Scenes
- ID Potential Employees
- ID Available Facilities
- Scenarios
- Best practice marketing tactics
- Review



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## Timeline of the CCEP Process





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## Setting the Stage

- Identifying business community
  - Potential sponsors
  - Leading business people
- Establish contact procedures
  - Who will coordinate and track progress
  - Follow-up (See Attachment)



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## Palm Beach County CCEP Tactical Monitoring and Evaluation Tracking

<b>Status key:</b>	<span style="display:inline-block; width:15px; height:15px; background-color:green; border:1px solid black;"></span> On track/completed as planned
	<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span> Areas that need attention/improvement but do not foresee a delay the deliverables
	<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> Areas that need to be reviewed/changed and will (or most likely will) delay deliverables

### CCEP Requirements

Task	Goal Amount	YTD Complete	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Status	Comments
Recruitment of new CCEP business participants	10	13	1	2	1	0	0	1	2	3	2	1				
Recruitment of non-child care based business participants	2	3	0	0	0	0	0	0	1	0	1	1				
Percent of invoice collected	88%	84.00%	96	92	72	60	65	86	90	96	94	92				
Percent of slots utilized	95%	84%	80	85	82	79	72	79	86	92	94	94				

### Accomplishments

### Barriers

### General comments:



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## Behind the Scenes

- Business recruitment and retention tasks
  - Business contact and process
  - Employee contact and process
- Invoicing
  - Responsible party for sending, tracking, collecting
  - Method of payment, auto deductions, frequency, delivery process



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**CCEP Invoice for Month, Year**

**BUSINESS**

**Name of Business**

Parent/Employee Name	Child Name	Month	# Days	Total Cost	Bus. Match	Adj	Provider
SMITH, JUDY	SMITH, WILL	Jun-05	19	\$220.00	\$110.00	N	ABC CARE
SMITH, JUDY	SMITH, WALDO	Jun-05	22	\$591.58	\$295.79	N	LITTLE KIDS
MOORE, SUSAN	MOORE, DOUG	Jun-05	16	\$178.92	\$89.46	N	PALM BEACH SCHOOL
GRACIE, SAMATHA	REYES, SANDY	Jun-05	22	\$573.98	\$286.99	N	CARE FOR KIDS
				\$1,564.48	\$782.24		

**Total Amount Due**

**\$782.24**

**Make Checks Payable to:**

**Early Learning Coalition of Palm Beach County**

**Mail Checks To:**

**Early Learning Coalition of Palm Beach County**

**3111 S. Dixie Hwy, STE 244**

**West Palm Beach, FL 33405**



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## Identifying Potential Employees

- Employee needs assessment
  - Employee surveys (See Attachments of Short and Long)
  - Payroll identification (See Attachment)
- Employee workshops/presentations/displays
  - Brown-bag luncheons, flyers and brochures in common areas, participating in employee fairs/open enrollment periods



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## Example of Identifying Need

### Personnel Breakdown

Qualifying Range: Based on salary and FPL standard of Family of Four (4)

Below 150% (\$30,000)

150% to 200% (\$40,000)

Employee Positions

308

Employee Positions

418

Total Employees within FPL guidelines = 726

*Numbers are based on the assumption that the employee is the sole income provider and that the household contains four (4) members.*

Caption of departments with high qualifying percentages within above criteria

Name of Department	% of Dpt. Eligible	Potential Employees *
Parking Meter Enforcement	96	15
Sanitation	94	61
Grounds Maintenance	85	23
Landscape Architecture	84	53
Customer Service	82	18
Drainage	82	14
Street Maintenance	79	14



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## Identifying Available Child Care Facilities

- Resource and referral assessment
  - Business inquiry (See Attachment)
  - Employee inquiry
- Verifying facility assessment
- Negotiate or leverage additional child care slots for non-CCEP employees



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## Scenario #1

A parent hears about the CCEP program through her child's provider. The provider gives the parent a CCEP pre-screening form. The parent completes the form and faxes it to you.

You note that you have not had any contact with this company.

You call the company and speak to someone in HR but learn that in order for the company to proceed, you must go through the main office, located outside of your local area (possibly outside the state).

What do you do with this case?



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## Scenario # 2

You attend a local meeting and discuss the CCEP program with a local business manager. The manager mentions and interest and states that the company has employees that could benefit from the program.

You meet with the manager and a few employees to discuss the details. You provide the employees with pre-screening forms. You receive completed forms from the employees and determine that they are qualified.

You hear from the manager that he/she is waiting for the final approval from the business owner.

Unfortunately, the owner does not call and all calls to manager are not answered. How do you proceed at this point and what could have been done differently?



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## Scenario #3

The owner of a participating child care business has an employee that has an infant and a school-aged child.

Provider does not offer infant care but does offer care for school-aged children.

The child care owner wants to know if he/she can sponsor both children.

If no, why not. If yes, how are payments and coding addressed?



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## Marketing tactics

- Local business groups
  - Chambers of Commerce, Economic Development Councils, City/County Committees
- Internal programs and services
  - R&R counselors, field staff, provider orientations/meetings and associations
- Current business participants
  - Recruit as ambassadors of child care programs and employee benefit programs
- Participating child care facilities
  - Placement of flyers



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## In Review

- Identifying and establishing program
- Setting management process and communications
- Satisfying the interest of the employer and fulfilling the needs of the employees
- Utilizing available resources to increase the scope of the program
- Learning from real scenarios
- Benefiting from existing marketing practices and tactics



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## Review of the System Process



Instead of analyzing a problem in terms of input and output -

Look at the whole system of input, process, output, feedback, and control.

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Thank You

