



Early Learning Coalition of Broward County, Inc.
Program Review Committee Meeting Agenda
 Virtual Meeting via GoToMeeting
March 17, 2021 – 11:00 AM

MEETING CALL IN: 1 (872) 240-3412 ACCESS CODE: 952-864-781

Members are reminded of conflict of interest provisions. In declaring a conflict, please refrain from voting or discussion and declare the following information: 1) Your name and position on the Board, 2) The nature of the conflict and 3) Who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

PAGE			
I.	Call to Order		Khalil Zeinieh, PRC Chair
II.	Roll Call		Elsy Silvestre, Executive Assistant
III.	Consent Agenda a. Approve December 10, 2020 meeting minutes	1	Khalil Zeinieh, PRC Chair
IV.	Regular Business a. PRC213RB1 – Waitlist Update/Enrollment Strategy Update b. PRC213RB2 – CLASS Observations Update c. PRC213RB3 – Business Process/Roundtable Discussions Update d. PRC213RB4 - Parent Ambassador Update e. PRC213RB5 - BLI Contract Renewal f. PRC213RB6 - Book Club for Families with Young Children	6 7 8 9 11 15	Keisha Dunn-Pettis Allison Metsch Howard Bakalar Keisha Dunn-Pettis Howard Bakalar
V.	FYI Scorecard Quarter 2, first 3 Pillars Under separate link.		
VI.	New Business Matters from the Committee Matters from the Chair Public Comment Next PRC Meeting: June 7, 2021 at 10:00 AM Adjourn		

Please Note: Agenda subject to revisions and additions per the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions. **Members of the Public:** Please sign up at the entry desk for public comments to be made on particular agenda items no later than five minutes after the Coalition meeting has been called to order.



Early Learning Coalition of Broward County, Inc.
Program Review Committee Minutes
December 15, 2020 – 2:00 PM
 Virtual Meeting
 Via GoToMeeting

Members in Attendance	Chair, Khalil Zeinieh; Dawn Liberta, Cara Cerchione
Members Absent	Laurie Sallarulo, Renee Podolsky; Richard Campillo; Laurie Rich Levinson; Cindy Arenberg-Seltzer
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Hubert Cesar, CIO; Howard Bakalar, CPO; Judith Merritt, COO; Keisha Dunn-Pettis, Director of Family Services; Allison Metsch, Director of Education and Quality; Pablo Calvo, Director of Community Engagement; Elsy Silvestre, Executive Assistant
Others in Attendance	Jacob Jackson, General Counsel

Item	Action/Discussion
Welcome & Call to Order	Chair, Khalil Zeinieh called the meeting to order at 2:02 PM. Roll was called and a quorum was not established. Because a quorum was not established, voting on the Consent Agenda was skipped. Committee Chair commenced with Regular Business/Waitlist Enrollment.
CONSENT AGENDA a. Approve September 2, 2020 Meeting Minutes	Quorum was not established. There was no discussion or voting of Consent Agenda.
REGULAR BUSINESS a. PRC212RB1 – Waitlist Update/Enrollment Strategy Discussion b. PRC212RB2 – Business Process Update c. PRC212RB3 – CLASS	<u>PRC212RB1 Waitlist Update/Enrollment Strategy Discussion:</u> Keisha provided an update. We were allocated \$9.8M in School Readiness dollars. We were able to enroll over 500 children from 336 families. Parents were notified via email, multiple robocalls, and text messages. An email account for questions was also established in addition to our phone lines to ensure waitlist parents were supported throughout the process. In addition to 500 children pulled on November 4, we were able to do a second pull on December 2 and that was for an additional 400 children. Tomorrow, an additional 400 children will be pulled. To date we have enrolled 219 children. We have added additional contacts to be made that include 20-day robocall reminder; 15-day call made by

<p>Observations Discussion</p> <p>d. PRC212RB4 – Scorecard Quarter 1, first 3 Pillars</p>	<p>staff to encourage unresponsive parents/guardians to complete the application process and an additional robocall 10 days before expiration. These additional reach out strategies will result in a successful enrollment initiative.</p> <p>To date, 143 children from the initial pull of 504 have been enrolled into the School Readiness Program. With the December 2 pull, 401 children were sent a funding notification bringing us through April 13 of this calendar year. That is pretty remarkable and as such we will end up clearing our waitlist. We will do everything to get more families on waitlist. Referral agencies and referrals have gone down significantly because parents are reluctant in participate in their programs and there is a 50% decline for services.</p> <p>There was a discussion about why are parents not enrolling their kids when they are off of the waitlist. The parents are very slow to respond and the pandemic is playing a big role as parents are uncomfortable sending their kids back to school.</p> <p><u>PRC212RB2 Business Process Update:</u></p> <p>As the ELC took services in-house, it needed to set up its business systems quickly. As time has passed, EFS Mod has become something we are used to, for better or worse, and operations have stabilized, we now need to focus more attention on working with the child care businesses on a closer level, and training them more often and more intimately concerning “doing business” with us. We want to help our childcare providers and it is time to make sure we are all on the same page and understanding everything. We want our providers to not be confused and want them to understand our business practices and be responsive to their changing needs.</p> <p>There was a conversation about child care operators’ ability to easily see when children are about to terminate out of child care. That way Cara could speak with the family to recertify. Hubert, Keisha and Howard met to discuss how to problem solve and to brainstorm on how to make the process more user friendly. They realized they had a good temporary solution, but it hadn’t been communicated well to providers. And, it was not the permanent solution housed in EFS that everyone wanted. This one issue illustrated how more frequent and more personal meetings with providers in a roundtable problem solving discussion could be a way to both solve pressing issues and to have us work better together. The first Roundtable meeting was a great opportunity for all involved to honestly and freely voice the positives and negatives of our business process. Based on this meeting, we will be launching a series of trainings for providers focused on how to better understand our processes, from contracting through payment. We want an overall satisfaction and understanding from our childcare providers. We want them to become more satisfied customers.</p>
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Hubert mentioned OEL and the redetermination conversation. Hubert emailed OEL and all other coalitions are participating in this conversation. Hubert got an email from OEL that they are working on adding redetermination to the portal. We are part of this important change to come up with solutions that work for our providers.

Cara thanked everyone for listening. Committee Chair thanked everyone for their update and all the work being done to help the providers.

PRC212 RB3 CLASS Observations Discussion:

Allison provided an update. During FY 2019-2020 the OEL started to use CLASS Observations as a main indicator of quality, by assigning rate differentials to child care facilities that scored high and not allowing contracts with facilities that scored below the state dictated threshold for quality. For the last three years, ELC has been responsible for directly managing the CLASS Observations. Because of the pandemic, we have not done CLASS observations this year. However, OEL has not made any adjustments to the requirement that CLASS Observations must be done annually, and a necessary for all contracts for Providers serving more than 20 percent subsidized population. Health and safety are the priority right now. We are looking at ways to do CLASS Observations. We just don't feel that right now is the right time to go in to do CLASS Observations due to the pandemic. The Office of Head Start also put a stop to class assessments because of the pandemic. ELC is hopeful that OEL will follow suit.

There was a discussion about virtual CLASS Observations. OEL has not approved that yet. OEL is in talks with Teachstone, the authors of CLASS, to consider this, however, there has been no approval as of yet for it. We have over 1,000 classrooms that we have to observe.

OEL has not changed its requirement that all child care providers determined to need a CLASS Observation have one completed by June 30, 2021. Renee has appealed to Shan Goff to reconsider this requirement due to the pandemic, however, Shan has not done so as of yet.

PRC212RB4 Scorecard Quarter 1, first 3 Pillars:

First quarter shows we are on track on items that are not COVID suspended. High level targeted outcomes mid to upper 50th percentile. COVID has changed how we do business. This will change our test scores, class scores. ELC is on track to meet the goals it can meet in light of the pandemic.

Pillar 1: 99% of parents who responded to survey reported being satisfied or very satisfied with our services.

88% of center calls were answered.

Pillar 2: 80% of educators who participated in workshops showed a mastery in subjects and we conducted 3 community practice workgroups with center directors.

DRAFT

NEW BUSINESS	No discussion.
MATTERS FROM CHAIR	No discussion.
MATTERS FROM COMMITTEE	No discussion.
PUBLIC COMMENT	There was no comment.
NEXT MEETING DATE	March 17, 2021 at 11:00 am
ADJOURN	The meeting adjourned at 3:00 PM

These minutes contain the action items of the Board meeting of the Early Learning Coalition of Broward. They do not include all the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken prior to approval at the next meeting.

ITEM #:	PRC213RB1\Program Review Committee Meeting
MEETING:	Program Review Committee
MEETING DATE:	3/17/2021
SUBJECT:	Enrollment/Waitlist Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Keisha Dunn-Pettis

Background

As previously reported, in mid-October OEL awarded ELC Broward \$9.8M from a \$60M Statewide funding pool for enrolling new children into School Readiness from the waitlist. Broward’s waitlist had approximately 3,500 children listed as of July 1, 2020 when OEL compiled their analysis and funding methodology for this effort to the Legislature. OEL has indicated that the funds may be recurring, but the amount is unknown and subject to appropriations within the annual State budget.

Current Status

This allocation will pay for slots for approximately 1,925 new children to be enrolled by year end in June 2021. Staff began notifying families currently on the waitlist the first week of November, with an initial mail-out to parents of more than 500 waitlist children. Parents have a one-month window to upload eligibility documents to the OEL portal after receiving their waitlist notification. As of March 12th, 1,035 children have been enrolled, and the waitlist is 2,029, down from 2,461 reported at the December 21st board meeting.

Because response/eligibility rates tend to fall between 40-50 percent, ELC is sending notifications to families of approximately 400 children every two weeks. Additionally, ELC Family Services staff are calling and emailing parents who were sent notification, as a reminder and to offer assistance in producing/uploading necessary documentation. Parents have also been offered the option of scheduling virtual meetings via Teams with Family Services Specialists for more in-depth conversations and questions. And, beginning next week, parents can make appointments to come to the ELC office and receive help with scanning documents if they are having trouble with their own technology options.

ITEM #:	PRC213RB2\Program Review Committee Meeting
MEETING:	Program Review Committee
MEETING DATE:	3/17/2021
SUBJECT:	CLASS Observation Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Allison Metsch

Background

As reported at the last PRC meeting, each year, the ELC is required to conduct CLASS Assessments of all child care providers who serve a population of children where at least 20 percent of the children are receiving a School Readiness subsidy, and/or any provider who has received a Class 1 licensing violation. In March, when the surge of the pandemic began and our office and many child care providers began closing, ELC staff stopped visiting child care facilities to conduct CLASS Observations. As child care facilities began re-opening, for safety and other purposes, they were not in any condition to be CLASS observed. And, the safety of the facility staff and the children in their care, and of the ELC field staff, was and remains a higher priority than the completion of CLASS Observations.

Unfortunately, the Office of Early Learning had not changed its requirement that all child care providers determined to need CLASS Observations have them completed by June 30, 2021. Repeated appeals from multiple Coalitions were made to OEL requesting a rule change that would allow the latest prior existing CLASS scores to be used in FY 2021-22 contracts, acknowledging the slowdown in both the observations and in the industry caused by the pandemic.

Current Status

The Office of Early Learning has now revised the program assessment rules for CLASS observations. OEL is now proposing allowing scores from CLASS Observations conducted during FY 18/19, 19/20 or 20/21 to be used (towards the CLASS requirement) in next fiscal year's contracts. They are also suspending the rule passed last year that would have moved up the minimum acceptable CLASS score threshold for contracting with the ELC's from a 3.5 to a 4. This will impact 38 of Broward schools that received a score of between a 3.5--4 before we suspended observations due to the pandemic. Those schools will be placed on a Quality Improvement Plan for the next year. For the 20 providers who scored between a 3 – 3.5 before we suspended CLASS Observations will be put in a waiver, which will allow them to contract on a Quality Improvement Plan to allow them an additional year to improve their score.

ITEM #:	PRC213RB3\Program Review Committee Meeting
MEETING:	Program Review Committee
MEETING DATE:	3/17/2021
SUBJECT:	Business Process/Provider Roundtable Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Howard Bakalar

Background

This fiscal year, the ELC began gauging its efforts to increase child care provider understanding of our business practices and their satisfaction with our business units’ responsiveness to their differing needs. While we have gauged satisfaction with the performance of certain departments in previous years, we have not done this from an agency-wide perspective, nor have we examined how well we meet the needs of our different types of providers, from small homes to large chains, and from schools that only provide VPK classes to schools that provide School Readiness, VPK, and other contracted services.

Making the conscious decision to move closer to our customers, the child care businesses with whom we contract, the ELC has begun an organized effort to:

- Create and/or increase the amount of trainings it provides concerning doing business with the ELC. — from contracting through payment processing;
- Host regularly scheduled roundtable sessions with providers, including our provider representative board members, to have solution-focused discussions about specific issues these businesses are having with our processes. And to achieve results by listening to each other;
- Make our website a more useful tool for child care providers by posting information important to their businesses places that are user intuitive, and to do this in a timely fashion.
- Be prepared to offer additional support and be open to feedback as we continue to automate our own processes.

Current Status

The ELC held its third Provider Roundtable March 5th, and progress has been good. In all honesty, they lose some of the great back and forth conversation that can happen in a small in-person group, but we manage. The creation of the A-Team was cheered on by this group. We had a huge win from a statewide level, as OEL has now programmed EFS to make identification of children’s redetermination dates easy for Providers to see. This was a direct result of the Roundtable cheerleading Hubert to advocate heavily at the statewide level for this change. At the March 5 meeting, we did a semi-deep dive with the participants in what we actually analyze in terms of data on attendance in all the different categories of care month over month and year over year.

In terms of satisfaction surveying the group, we are measuring participant satisfaction with the A-Team trainings, and course correcting when necessary, based on participant comments. Satisfaction has been extremely high. Provider satisfaction is also measured by both OEL and individual ELC departments. At the next Provider Roundtable meeting, the Roundtable members’ satisfaction with the gains made toward finding solutions to business issues and fostering greater understanding of the “business of ELC” will be an agenda item to be discussed by the group.

ITEM #:	PRC213RB4\Program Review Committee Meeting
MEETING:	Program Review Committee
MEETING DATE:	3/17/2021
SUBJECT:	Parent Ambassador Program
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Keisha Dunn-Pettis

Background

Engaging and partnering with the families we serve is essential to our mutual success. The ELC's Family Engagement Plan is submitted to the Office of Early Learning annually and highlights that one of the goals of family engagement is to put into practice the mission and vision of the agency. As we as an agency continue to try and get closer to those we serve, the ELC is introducing the Parent Ambassador Program.

Parent Ambassadors are individuals in their respective communities who are interested in promoting the importance of parent/child engagement, and the importance of having a voice when it comes to the quality of early learning services funded through the Office of Early Learning (OEL) as well as local contractors such as the Children’s Services Council and Broward County Florida.

Coalition staff will be intentional about engaging families so that they feel confident, competent, and empowered as the experts in their child’s life. Parents will learn to importance of self-advocacy and having a voice. Coalition staff will also focus on the importance of building positive relationships while providing platforms to parents/guardians to help facilitate partnerships, build positive relationships, and affect change in the community.

Parent Ambassador Program	
Parent Ambassadors Must:	What will a Parent Ambassador Do?
Be a parent/guardian receiving subsidized childcare and/or VPK services	Participate in free ambassador leadership and advocacy training
Be community-oriented with a commitment to providing service to others	Attend subsidized childcare and VPK training to learn the programs from the provider and ELC side
Communicate effectively with a diverse group of parents	Be present at existing childcare/school site parent meetings to support the objective of family engagement
Attend some evening and weekend trainings and meetings	Partner with ELC’s Family Services eligibility program staff on program improvement that includes developing communication strategies
Support and partner with the ELC in expanding its presence in the community	Partner with ELC’s Education and Quality program staff to identify personal family goals, as well as promote equity, inclusion and developmentally appropriate expectations for your child(ren)

Attachment: Parent Ambassador Program Recruitment Flier

New Program For Parents!

Parent Ambassador Program

The Early Learning Coalition of Broward County (ELC Broward) recognizes that parents/guardians are the most important people in their children's early lives. As such, we wish to partner with families currently receiving services through the ELC (School Readiness subsidized childcare services and/or VPK services) who are interested in being ambassadors of change in the learning and development of their child(ren).



Who Are Parent Ambassadors?

Ambassadors are individuals in their respective communities who are interested in promoting the importance of parent/child engagement, and the importance of having a voice when it comes to the quality of early learning services funded through Florida Office of Early Learning (OEL) as well as local contractors such as the Children's Services Council and Broward County Florida.

Parent Ambassadors Must:

- **Be a parent/guardian** receiving subsidized childcare and/or VPK services.
- **Be community-oriented** with a commitment to providing service to others.
- **Communicate effectively** with a diverse group of parents.
- **Attend** some evening and weekend trainings and meetings.
- **Support and partner** with the ELC in expanding its presence in the community.

What will a Parent Ambassador Do?

- **Participate** in free ambassador leadership and advocacy training.
- **Attend** subsidized childcare and VPK training to learn the programs from the provider and ELC side.
- **Be present** at existing childcare/school site parent meetings to support the objective of family engagement.
- **Partner** with ELC's Family Services eligibility program staff on program improvement that includes developing communication strategies.
- **Partner** with ELC's Education and Quality program staff to identify personal family goals, as well as promote equity, inclusion and developmentally appropriate expectations for your child(ren).

Want to get involved? Join us!

[Click here to fill out our Parent Ambassador Interest Form.](#)

ITEM#/MEETING	PRC213RB5 /Program Review Committee
MEETING DATE:	03/17/21
SUBJECT:	Business Development Training for Child Care Operators
FOR ACTION:	YES
RECOMMENDED ACTION:	Approve renewal of contract with Business Leadership Institute for Business Development Training for Child Care Operators
FINANCIAL IMPACT:	\$50,000
STAFF LEAD:	H. Bakalar

Background Information:

At its December 19, 2019 meeting, the ELC board selected the Business Leadership Institute’s (BLI) proposal to conduct business development training for child care operators. The board approved an initial contract for BLI that began in February 2020 and ends June 2020, with two (2) optional 12-month renewal periods for FY 2020/21 and FY 2021/22 (subject to ELC Board approval). During this initial contract, BLI was to create program collaterals, application forms, and measurement instruments with ELC staff approval, and to jointly interview and choose, with ELC staff, a cadre of at least twenty (20) program participants. Once chosen, these program participants would participate in a minimum of eight (8) daylong workshops designed to build business acumen. Participants would also receive assistance creating an individualized business plans; and receive support and guidance through a BLI mentor (program alumni operating successful child care businesses, assigned to each participant).

Current Status

The Business Leadership Institute worked closely with ELC staff through its initial contract to develop and agree upon program collaterals, applicant questionnaires, and measurement indicators and tools. BLI and staff jointly interviewed applicants for the FY 20/21 class, and agreed on twenty-three participants. Additionally, ELC staff and BLI agreed upon the outcomes and measurements recommended by the ELC’s Program Review Committee and approved by the ELC board.

As it has with all other aspects of work and life, the pandemic made it necessary to shift plans a bit. All workshops have been conducted virtually, with BLI hosting through a zoom platform. BLI uses Zoom effectively, giving all participants opportunities to ask questions, and strategically using break out rooms for small group exercises. Additionally, all participants must have their cameras turned on to ensure full engagement in the workshops. As stipulated in the contract, all students have been assigned a mentor, and mentors work with students to reinforce lessons learned during the workshops.

BLI began its monthly classes in September, and recognizing the partnership created in the rollout of these courses, ELC staff has been attended the majority of the classes. ELC staff also conducted a 3 hour training during one of the modules, and this became the precursor to its bi-monthly A Team training series. Based on questions and feedback from the BLI students, ELC modified its training to more directly address specific aspects of doing business with ELC.

Outcome Attainment to Date

At this point in the fiscal year, the only outcome currently measureable is student attainment of newly acquired skills, following each workshop, using a pre/post measurement instrument. In the first four workshops of the 8 workshop year, post-test skill attainment is at an average level of 66 percent. This is due to only a 50 percent skill attainment registered for one workshop. That workshop’s test questions,

as well as the content, is being reviewed by BLI and workshop presenters for quality improvement purposes.

Additionally, while the plan originally was to use amount of staff turnover as one measure of business success, the pandemic has made this measurement insignificant and impossible to determine this year, and possibly next year, as the industry has not yet begun to stabilize. Staff is recommending this outcome requirement be suspended in both the current contract and the FY 2021/22 contract.

Recommendation

Staff recommends the Committee approve the contract renewal with BLI for Business Development Training for Child Care Operators for FY 21-22.

Supporting Documentation:

- Contract Fact Sheet

BUSINESS AND LEADERSHIP INSTITUTE (BLI) CONTRACT FACT SHEET

The information provided in this document identifies the major contract components including: cost; scope of work; deliverables and goals. The document is being provided for ease of review, but is not the approved contract. A copy of the full contract is available upon request.

CONTRACT NAME: Business Leadership Skills Training

CONTRACT NUMBER: TBD

POINT OF CONTACT: Robyn Perlman
Founder and CEO, BLI

PROCUREMENT: Request for Proposals

CONTRACT TYPE: Consultant

BUDGET AMOUNT: \$50,000

METHOD OF PAYMENT: Cost Reimbursement by Invoice

PAYMENT SCHEDULE: Upon Completion of Milestones, not more often than monthly

TERM: July 1, 2021 to June 30, 2022

PARTICIPANT

ELIGIBILITY: A cadre of at least twenty (20) students who are either child care owners or directors, or who have the potential to become owners/directors in the near future. Students must apply for acceptance as cadre members, and all applications must be jointly approved by both BLI and the ELC.

SCOPE OF WORK: Contractor will provide a minimum of eight (8) workshops, either in-person, virtual, or a combination of both, that will last a minimum of five (5) hours in duration each. It is expected that each five hour workshop will cover a range of topics under one general heading. For example, termination of employees and successful onboarding may be two topics covered under a Human Resources workshop.

The workshop headings are:

1. Growth Mindset: How Successful People Think
2. Introduction to Creating a Sound Business Model: An Overview of Components for Success
3. Contracts, Reimbursements, Reconciliations, and Risk Management
4. Child Care Compliance; Conversion and Closing: The Sales Cycle

5. Business Development: Pursuing Leadership and Success
6. Marketing
7. Financial Management: Minding Your Business and Your Money
8. Human Resources: Investing in Human Capital
Real Estate: Location, Leasing, Owning, and Negotiating

These workshops will take into account the changing landscape caused by the global pandemic, and business models, as well as these workshops, will be created and led with this game changing factor in mind. Also, program participants will be issued Continuing Education Units (CEU's) for completion of these workshops.

In addition to the workshops, all cadre members will work with assigned mentor/alumnus of BLI to reinforce lessons learned during the training series, to develop and review business plans, and to gain general business acumen.

DELIVERABLES:

Provide written reports to accompany monthly invoices tracking attendance (virtual or in person) of both the cohort members and any/all other attendees at all workshops, pre and post-test data for each workshop, and report monthly on progress on each performance measure listed below.

PERFORMANCE MEASURES:

- Student Cadre Training Participants will demonstrate progress toward attainment of at least 50% of organizational goals six (6) months post program completion.
- 75% of Student Cadre Training Participants will gain business knowledge from assigned Coaches/Mentors, using a measurement instrument approved prior to contract execution.
- Positive difference in assessment of Business Financial Viability, including a decrease in staff turnover, using a measurement instrument approved prior to contract execution.
** this outcome expectation will be suspended until the FY 22-23 contract.
- 85% of Student Cadre participants will report being Satisfied or Highly Satisfied with the Business Training Program, using a measurement instrument that will include comment boxes, and will be approved prior to contract execution.
- 75% of all workshop participants will demonstrate newly acquired skills, following each workshop, using a pre/post measurement approved prior to contract execution.

ITEM #:	PRC213RB6\Program Review Committee Meeting
MEETING:	Program Review Committee
MEETING DATE:	3/17/2021
SUBJECT:	Book Club for Families with Young Children
FOR ACTION:	Yes
RECOMMENDED ACTION:	Approve Program Concept, with Direction to Seek Bids
FINANCIAL IMPACT:	Undetermined
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Howard Bakalar/Christine Klima

Background

The global pandemic has caused instability in all of our lives. With the fear of catching COVID coupled with job loss, food insecurity, and a pretty endless list of other pandemic related issues, many families have chosen to keep their children home from preschool through the pandemic, even after most of the preschools reopened. Through the lens of the Early Learning Coalition, we know that, more than 6 months after the start of the school year, approximately 1,400 of our School Readiness children are not attending, and compared to a normal year, our VPK attendance is down by more than 3,400 children.

At the last Executive Committee meeting, board members discussed this very serious issue, worried about the very real possibility of learning loss across both our early childhood spectrum and across the entire K-12 spectrum. ELC staff was challenged to bring programming to the Program Review Committee that could in some way help combat learning loss occurring across the early childhood population.

Current Status

Concept:

ELC staff is proposing to coordinate a Summertime Book Club for Broward families with children age 0-5. Packets of books and accompanying activities based on the book themes would be mailed directly from a large publisher/distributor of children’s books to the families’ home addresses. We will make every effort to ensure these books packets respect and reflect the racial, ethnic, and language diversity of our community. ELC education staff, as well as prominent members of our community, would then lead scheduled online activities including “read-a-longs,” and modeling the activities listed in the mailers.

Communication:

We would advertise this opportunity through multiple venues, including print ads and social media, and we would also rely on our community partners, especially the partners involved in the Broward Reads initiative, to spread the word. Interested families would be directed to the ELC’s website, where sign-up would be formatted in a way where information, including mailing information and language preference, would be easily obtainable. As what we hope would be an added benefit to the families, if they agree to allow us to continue to send them helpful information about early childhood development, etc., we would put them on our mailing list. Additionally, if they agree to share their information with our Broward Reads partners, this could hopefully create a continuum from successful early reader to successful elementary and beyond reader.

Tested Model:

Luckily, we have a successful program from which to model our book club. Modeling the School District’s program. Our partners at the Early Learning Language Acquisition Dept. at Broward County Schools organized almost exactly the same project for families of children age pre-k through 2nd grade attending

Title 1 Schools. Based on the Superintendent's vision, they worked with their chosen vendor, Scholastic, to direct mail 40,000 packets of 5 books and activities to Broward families, at a total cost of \$748,500. This included a contribution of 10,000 book packets from Scholastic. This made the total book packet cost \$18.71 per packet, including mailing. Scholastic's proposal for the School District is attached for reference.

Estimating the Interest

While the School District did not need to broadly estimate the number of families attending pre-K through 2nd grade in Title 1 Schools, our estimate of the number of families that would take advantage of this reading opportunity is much more broad. Based on data from the American Community Survey from 2019, there were 169,831 Broward households with children under the age of 18. Of those, 19.4% of those households had children age 6 and under. So, approximately 32,000 families with children under 6 years old living in Broward. While we can't predict the exact percentage of families that will register to receive books, we feel relatively confident that number would not exceed 25,000.

Partnership Potential

The ELC will take every opportunity to promote the major partners in early childhood literacy, including the Children's Services Council and the Broward Reads Initiative and its members, in the rollout and possible continuation of this project. We will include multiple agency/initiative logos and information, and will share registration information, if at all possible.

And, depending on the project's success, this may be the second book packet mailout in a coordinated effort to get books in the hands of more Broward families throughout the year, creating multiple ways for each agency and municipal partner to contribute in multiple ways.

Timeline

The School District was able to roll this program out in approximately two months, from program concept to first mailing. If possible, the ELC will rely on the procurement already conducted by the School District. If this is possible, allowing for 4-6 weeks of communications outreach and family registration, we expect books can be mailed by mid-June.

Recommendation

Staff recommends the Committee approve the Program Concept of Book Club, and move it to the Finance Committee to approve a funding amount.

Attachment(s)

Open a World of Possible Book Pack Proposal: Learning Never Closes (for reference purposes only)

Open A World of Possible Book Pack Proposal: Learning Never Closes

Goal: Ensure that Broward County Public School’s PreK through Second Grade developing readers in Title One Schools have access to books and support to guide their reading development.

Proposal: Provide a pack of five books with family guide and journal to PreK-Second Grade students at BCPS Title One Schools by directly mailing book packs to students’ homes.



Scholastic “My Books Every Day: Open A World of Possible” Book Packs: 40,000 total packs

- Book Packs will include five high interest and culturally responsive books, one student journal, and one family guide. Book Packs support grade level skills and family literacy skills to support reading at home.
- Books will be mailed directly to the student’s home to the attention of “BCPS (Grade Level) Student in the Home”
- Supportive and Supplemental Resources will be created through the Title One and Literacy Departments and provided to support at home learning, including Read-Aloud Videos, Read Aloud Tips, Targeted Instructional Tools aligned with the books, and resources that can be integrated into Canvas.
- Book Packs are available from Scholastic at a reduced price of \$18.71 per pack for a total of \$748,500 for 40,000 packs. Funding is available through Title One. See details below and in full proposal document.

DESCRIPTION	Per Student Price	Gratis Quantity	Broward Quantity	Gratis Offer	Total	Scholastic Contribution	Price per Pack	Broward Purchase
Pricing for 40K Packs: My Books Every Day Shipping to Student Homes								
<i>Best Price 30,000+ Packs, Scholastic contributes 25% Gratis</i>								
My Books Every Day THEME- Open a World of Possible. The learning pack includes 5 high interest and culturally responsive books, one student journal, and one family guide. The learning packs support grade level skills and family literacy skills to support reading at home.	\$ 24.95	10000	30000	25% Gratis	\$998,000.00	\$249,500.00	\$18.71	\$ 748,500.00

Grade Level Book Packs

Pre-Kindergarten	Kindergarten
<ol style="list-style-type: none"> 1. Not a Box 2. R is for Robot 3. Penguin and Pinecone 4. Think Big 5. This Book Just Ate My Dog! 	<ol style="list-style-type: none"> 1. Whistle for Willie 2. Fish is Fish 3. Dream Big Little Pig! 4. Boy + Bot 5. The Paper Crane
First Grade	Second Grade
<ol style="list-style-type: none"> 1. Giraffes Can't Dance 2. Immi's Gift 3. Exclamation Mark 4. Pete the Cat and His Magic Sunglasses 5. Sky Color 	<ol style="list-style-type: none"> 1. Amazing Grace 2. Flat Stanley 3. Long Shot 4. Super Dog 5. The Disappearing Wok



Book Packs include:

- ✓ Family Guide with Reading Tips, Family Literacy Support, and Overall Reading Strategies
- ✓ Student Journal with Reading Motivation and Book Response Pages Aligned with the Book Pack Books