Building a Community Child Care Center

FREDERIC SCHOOL DISTRICT'S JOURNEY
WIRSA ANNUAL CONFERENCE 2018
Provide a safe, healthy and nurturing environment that is developmentally appropriate
Each child is an individual and will be allowed to learn at their own pace in their own way
We will support each individual child’s physical, social, emotional and cognitive development.
So What’s Our Current Reality?

- **63** Children in **Daycare** (Ages 0–3 in the daycare)
  - 11 infants  
    - (6 are full time)
  - 13 One year olds  
    - (9 are full time)
  - 15 Two year olds  
    - (9 are full time)
  - 24 Three year olds  
    - (11 are full time)

- **17** Children in **4K Wrap**

- **90** school age children K-5th grade **Kids Club & School’s Out** programs

Umbrella Program with 3 components
- Daycare
- 4K Wrap
- Before and After School Care
Currently Reality

- **170 Children** are being served through our programming
- **113 Families** are being served through our programming
- **Waitlist** - We currently have a waitlist for rooms ages 1-3, and there are 2 infants with reserved spots.
Current Reality

- **Attendance**
  - June, July, August
    - Daycare ages 0-4: Average 40 children per day
    - School's Out: average 28 children per day
  - School Year
    - Daycare ages 0-4: Average 50 children per day
    - AM Kids Club: Average 26 children per day
    - PM Kids Club: Average 38 children per day

- **Open Enrollment Numbers**
  - 17 open enrolled student use our program
    - 6 students are in 4K and use the 4K wrap around care
    - 4 students have younger siblings in our daycare
    - 1 family has 2 younger siblings on the waitlist to get into the daycare

- **Staff Use**
  - 25 staff members use our programs
  - 20 have children ages 0-4
Current Reality

**Staffing**
- 1 Director
- 21 staff ranging from 20-40 hours per week
- 2 high school student assistants
- 2 college students-seasonal hires

**Financials**
- Fund 80 is being utilized to support having a community child care center
- Maintain a competitive tuition with area childcare providers
- July 1, 2017-June 30, 2018 Summary
  - Revenues $360,026.67
  - Expenses $488,962.04
  - Fund 80 $200,000
Current Successes

- Utilizing space effectively and efficiently.
  - Roots and Branches occupies 6 rooms.
  - One of these is an indoor playground named the Treehouse!

- Kid’s Club programming expanded to include activities involving
  - daily arts and crafts
  - walking on the Gandy Dancer trail
  - public library visits
  - science experiments, bubbles, fun Fridays
  - Animal Wellness Center presentation

- New family handbook implemented July 1
  - Families now required to contract for specific days of care
  - Families must pay in full at each billing period
Current Challenges

- **Staffing Turnover**
  - 18 hires have moved on from Roots and Branches in 26 months
  - Most have moved on to pursue other employment opportunities

- **Collecting Tuition**

- **Continuing education and training for all staff**

- **Lack the staff and expertise to accommodate students with special needs.**
Current Opportunities and Goals

- **YoungStar** – Increasing involvement with Wisconsin’s Child Care Quality Rating and Improvement System.
- On-line and Direct deposit payment options through EZ-Care management software.
- Increase community involvement to offer more opportunities to children
- Building upon center-wide themes and programming
- Increase communications with families
- Creating a staff handbook to supplement the District’s employee handbook
- Train and employ high school students
- Partner with Wisconsin Indianhead Technical College
Our Need

- We have been losing families out of our small community/district because of the lack of available child care.
- Turnover approximately 10% of students during the school year.
- We have a negative open enrollment ratio.
- District has approximately 450 students.
- 50-60% free and reduced rate – Highest poverty rate in CESA 11.
- Declining enrollment for approximately 20 years.
Our Process (4-5 Months Out)

- Identify the need
- Failing to receive the 21st Century Community Learning Center Grant
- Finding a passionate, knowledgeable person to lead the implementation
- Finding the space
- Board approval to begin and utilize Fund 80 levy
- Meeting with community members and existing providers
- Learning/Research/Visiting Other Centers/State Requirements
- Startup expenses
- Hiring staff
Our Process

- Opened August 1
- Began with great flexibility, almost as if we were doing the community, staff, and parents a favor
- Tightened that flexibility over time
- Moved our original director to the 6-12 principal position
- Moved a Roots and Branches employee into the Director position
- Currently working to replace the Director position due to an upcoming vacancy
- Providing information to other districts looking to implement a program
Considerations

- Employee Pay Rate
- Scheduling Employees
- Food Service
- Working with the State
  - Wisconsin Department of Children and Families Division of Early Care and Education
  - YoungStar
  - Fire and Health Inspection
- Space
- Safety
- Business or Service Model?
# Questions & Contacts

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<thead>
<tr>
<th>Current Director</th>
<th>Founding Director</th>
<th>Superintendent</th>
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<tbody>
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