

Child Care Resource & Referral of Central Wisconsin *and* Child Care Connection

2013 Annual Report



Effective January 1, 2014 Child Care Connection and
Child Care Resource & Referral of Central Wisconsin merged
to become one organization - Childcaring, Inc.



Childcaring Office Locations:

Wisconsin Rapids Office: 1107 West Grand Ave., Wisconsin Rapids, WI 54495

Merrill Office: 407 W Main Street, Merrill, WI 54452



In 2013, 1,057 families with 1,602 children received child care referrals from CCR&RCW.

Service to Parents

During 2013, **1,057** families with **1,602** children received child care referrals from CCR&RCW. Of the 1,057 referrals, 42% of the families who used the service, had a family income under \$30,000 per year and 42% were single parents. The state of our economy along with high unemployment rates have impacted the numbers of families needing child care.

CCR&RCW & CCC also offered technical assistance to **671** parents. Both referrals and technical assistance were

provided to over **1,000** families in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara and Wood Counties.

The highest numbers of referrals were provided for children age two and younger **864** (54%). **392** (24%) referrals were to help find care for school age children.

The Scholarship Aid program funded through St. Joseph's Hospital Ministry Fund, United Way

of Inner Wisconsin, Marshfield United Way and Community Grants Fund through Incourage Community Foundation helped families who are struggling to pay the high cost of child care. This program assisted with payments for **34** families with **55** children in 2013.

In addition, CCR&RCW received funding from Marshfield Clinic to offer enhanced referrals to **15** of their employees.

Category	Adams	Clark	Langlade	Lincoln	Marathon	Marquette	Portage	Taylor	Waushara	Wood
2013 Referrals	32	26	35	99	299	12	167	11	22	354

Service to Providers

A quote from a provider who attended a training in 2013 ~

“Wisconsin Model Early Learning Standards will help me better observe my student and keep track of what milestones are being met.”

CCR&RCW & CCC provided over 100 instances of technical assistance to potential child care providers in 2013.

CCR&RCW and CCC continue to work on increasing child care capacity in areas which may be lacking sufficient care. The agencies offer individualized consultation and technical assistance to potential providers.

In 2013, providers in our 10 county area received over 30,000 contacts regarding a variety of early childhood issues.

Training is one tool that CCR&RCW and CCC used to retain existing child care programs and improve program quality. In 2013, CCR&RCW offered **49** training events which attracted **900** child care providers. CCC offered **47** trainings with **741** participants.

Additional services include a resource lending library, quarterly newsletter and agency Facebook pages.

CCR&RCW & CCC offer high quality training on content including:

- Wisconsin Model Early Learning Standards
- Strengthening Families
- The Pyramid Model for Social Emotional Development
- Ages and Stages Questionnaire (ASQ)
- Environment Rating Scales
- Child Portfolios
- Early Literacy
- Darkness to Light



- SCAN-MRT
- Hand Washing
- Developmentally Appropriate Practice
- Shaken Baby Syndrome Prevention
- Sudden Infant and Death Syndrome

Category	Adams	Clark	Langlade	Lincoln	Marathon	Marquette	Portage	Taylor	Waushara	Wood
Regulated Programs	13	30	19	31	170	9	75	20	21	127

Making a Difference ~

Parents ~ *We Look Forward to Helping You ...*

Sometimes listening to a parent's story during the referral process can be quite sad. One such referral this past November was from a father in Central Wisconsin whose wife recently passed away. He was calling for a child care referral for his infant son. The father tried to start his son in care and it was not a good experience. The first provider he took his son to closed a week after his son started care. They tried another provider, but this one gave her two weeks' notice the day the man's son started. With all of the sad experiences that his son has been through, the father emphasized how important it was for his son to have some child care provider stability if at all possible. We talked about how as he looks for care for his son, it is important to communicate with the provider right from the start and tell them how much this child has been through. The father sounded relieved to have more options, and thankful he could talk with someone about his experience.



Providers ~ *Thank You for the Care You Provide Every Day!*

A Day in the Life of a Child Care Provider



The alarm rings at 5:15am but you're already awake thinking about whether or not you'll be able to take the kids outside today because the forecast calls for heavy rain. You're also not sure if the little girl you sent home yesterday with a 101 degree temperature, vomiting and diarrhea will make it back today. The lunch menu calls for apples and you realize that your own family ate the last of the apples last night. You also need to make that call to the parent who never paid you for last week's child care. You get ready for the day. The phone rings at 5:51am. The mom who usually arrives at 6:00am with her baby and preschooler is running late. The day goes on with play time, snack, lunch and nap or quiet time (and don't forget the one-on-one time while diapering the

18-month-old). You didn't make it outside because of the rain so at 3:30pm you put on a dancing music CD and everyone dances to Tom Pease. The last child is out the door at 5:58pm. Dad arrived at 5:30pm but it was really important to talk about his child's day and share how his child tasted and actually ate spinach for lunch today. You also had to make sure Dad signed his child out on the new sign in and out log because the licensing specialist visited two days ago and kindly pointed out that all children need to be signed in and out and the parents need to sign the form. One of the many calls you missed today while you were busy with the children was your YoungStar Consultant calling to schedule your first visit.

Whew! Your days are long and the work is hard. It takes a really special, gifted person to be a child care provider. Not only do you need a tremendous amount of patience, kindness and people skills, research tells us that a college degree in early childhood combined with the right personality makes the highest quality child care provider. You're making a huge difference in the lives of every child in your care, but especially for those who experience violence, hunger or pain. You know your work is really important and you wish everyone understood the impact of influencing children before they reach age 5.

Take time to acknowledge those around you who make the choice to spend their days with young children! If you are especially interested in sharing your time, expertise or resources with area child care programs, please contact Childcaring.

The above article was written by Childcaring Executive Director Kelly Borchardt and published in local newspapers in 2013.

Service to Community

CCR&RCW and CCC were heavily involved in community planning. The agencies helped communities, school districts, employers, W-2 agencies and others develop solutions to complex child care problems. CCR&RCW & CCC were represented on several collaborating groups in 10 counties; combined staff from both agencies attended **288** community planning meetings in 2013.

The agency used various forms of media to inform the public about services and disseminate information on child care issues. Look for an early childhood column in the Marshfield, Wisconsin Rapids, Stevens Point, and Wausau newspapers.

CCR&RCW & CCC were also represented at the following events throughout the community:

- Ministry Saint Michael's Hospital Pregnancy Fairs and New Mom's Class
- Children's Festivals in: Adams Co., Marquette Co., Waushara Co., Merrill, Wisconsin Rapids and Marshfield
- Child Development Days in: Wisconsin Rapids, Stevens Point, Spencer, Abbotsford, Medford, Rib Lake, and Neillsville
- CommUNITY Fest - United Way of Marathon Co.
- Leading the Way Early Childhood Educators Conference



www.facebook.com/ChildcaringInc

YoungStar Collaboration :

Child Care Connection partnered with the Marathon County Early Years Coalition – Quality Child Care Action Team and Northcentral Technical College to provide support to child care providers in Marathon County to earn the educational requirements for 3 Stars or higher in YoungStar, by collaboratively offering the Infant and Toddler Credential. As a member of the collaboration, we are excited about this opportunity for local child care providers.

Marathon County providers were notified of this opportunity through mailings, community outreach, and training. The collaboration held a meeting for providers to learn more about the credential, determine the best dates and times to hold the classes, and also learn about financial assistance opportunities through T.E.A.C.H. United Way of Marathon County plays an important role in this collaboration, expressing a high value on quality child care experiences for children, and by making an investment to help offset the costs of tuition for providers working in Marathon County. While the funding is intended to support both Family Child Care Providers and Group Child Care Staff in Marathon County, the Infant and Toddler Credential was available for any early childhood professional.

Marathon County providers had a chance to attend an in-person, registration night at NTC to register for the first course of the Credential and complete the T.E.A.C.H. Scholarship Application. It also provided an opportunity to ask questions and network as professionals. The collaboration of CCC, NTC, Marathon County United Way, and all organizations of the Quality Child Care Action Team, truly believe this is a community effort toward supporting quality early childhood care and education and the individuals who care for our children.

Child Care Connection, Marathon County, Northern YoungStar Region

YoungStar

In 2013, **354** programs in central WI participated in YoungStar, Wisconsin's Quality Rating and Improvement System.

Using the results of the programs self-assessment, providers completed YoungStar quality improvement plans by identifying three to five outcomes to work on and developed an action plan around these areas.

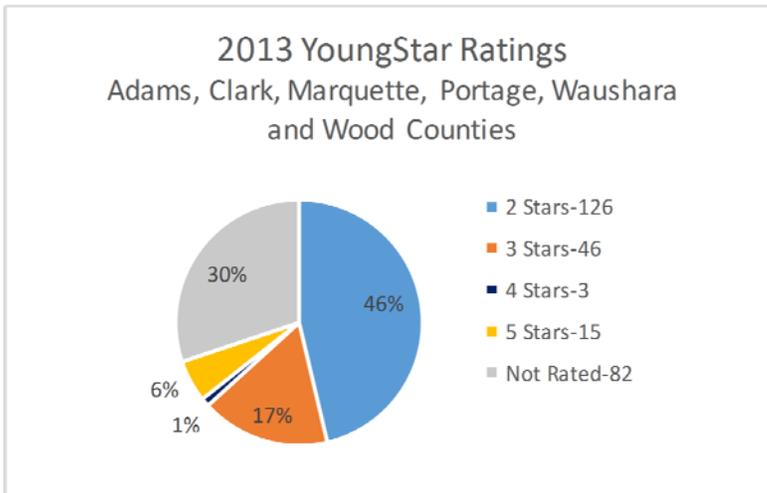
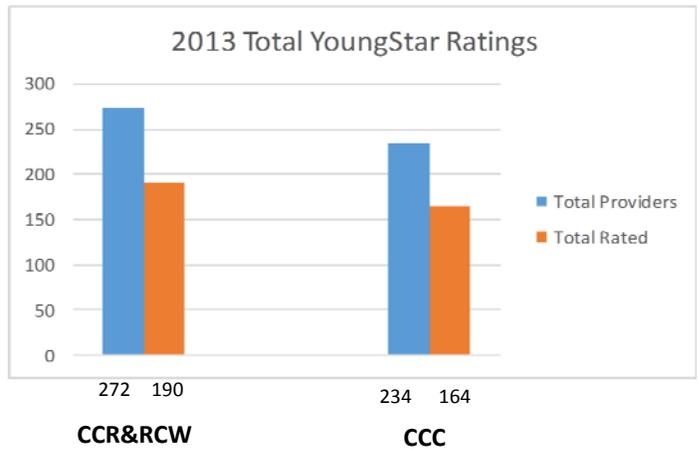
Child care providers participating in

YoungStar were asked to describe specific ways YoungStar has enhanced their work with children.

One provider answered,

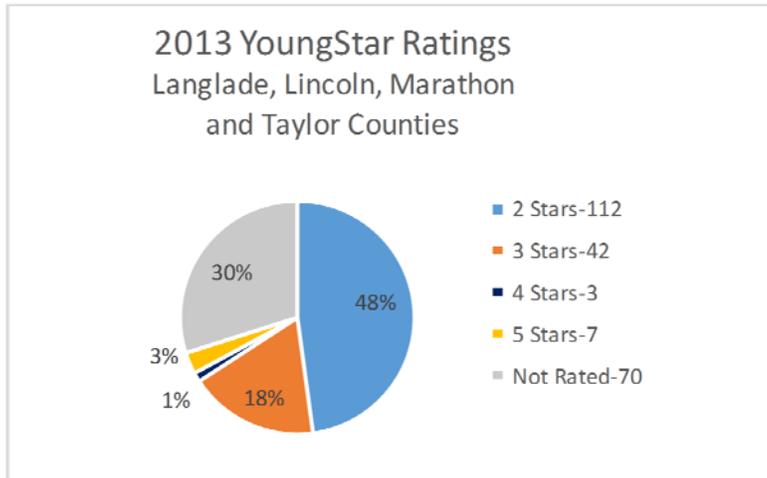
"My staff really enjoyed their time with the consultants in the classrooms to help them brainstorm ideas to benefit the kids."

-Wood Co. YoungStar Participant



"My technical consultant helped me tremendously with arranging activity centers so the children could play as well as learn more constructively. She also helped me with lots of advice and showing me more resources that are very helpful in bettering our center."

- Marquette Co. YoungStar Participant



"The information provided on how to improve my child care helped me become more aware of areas that needed change. The YoungStar technical consultant always did a nice job answering my questions and was always very respectful to me and my home."

-Lincoln Co. YoungStar Participant

Child Care Resource & Referral of Central WI Mission

To be the key resource of comprehensive services to enhance quality child care in Central Wisconsin.

2013 CCR&RCW Staff

Kelly Borchardt
Executive Director

Linda Francis
Resource & Referral Manager

Tracy Verjinsky
Resource & Referral Specialist

Shelley Weiler
Resource & Referral Assistant

Gayle Schizik
Training Coordinator/Certifier

Kristine Manternach
Quality Improvement Specialist

Lori Shafranski
Quality Improvement Specialist

Carrie Steinke
Quality Improvement Specialist

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Funding Sources

- Supporting Families Together Association through the Wisconsin Department of Children and Families
- St. Joseph's Hospital Ministry Fund
- Incourage Community Foundation
- Marshfield Clinic
- Adams, Portage, Marquette Co. Human Services
- Community Foundation of North Central WI
- United Way

Child Care Connection Mission

To respond to needs and deliver services that improve and support a quality child care system.

2013 CCC Staff

Micki Krueger
Executive Director

Rachele Cherek
Resource & Referral Specialist

Jessica Nass
Office Assistant

Bobby Jo Mork
Quality Improvement Specialist

Peggy McMahon
Quality Improvement Specialist

Mary Olson
Quality Improvement Specialist

Kao L. Xiong
Quality Improvement Specialist

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