FY20 Early Childhood Action Agenda – Ingham Great Start Collaborative (Outcome 3)

Targeted Problem: Not all children are developmentally ready to succeed in school at time of school entry
Key indicators:
- Two out of twelve IISD local school districts meeting 80% expectation of children meeting fall literacy benchmark
- 67% of K at meeting Phoneme Segmentation Fluency Benchmark on AIMSweb– Winter 2016
- 62% eligible 4 year olds in high-quality Early Learning Settings; includes Head Start and GSRP

Goal: Promote a shared understanding of school readiness.

Objective: Key information about school readiness reaches families and "early educators" (including professionals who have contact with children birth to 3rd grade).

Strategy 1: Use multiple mediums to promote shared understanding of school readiness across stakeholders. **Prioritized Root Causes related to the Objective and addressed by this strategy:** • Some families may not have knowledge of school readiness. (Resource) • Some families don't value or place importance on early education. (Mindset) • Some families don't think school readiness begins at birth. (Mindset) • If materials are only in English, are we actually increasing inequity? (Component)	**Performance Measures (results from Strategy 1):** • Increase in percentage of Kindergarteners meeting fall literacy benchmarks

Activities	Persons or Groups Responsible	Target Dates	Resources Needed	Progress Measures (outputs of Activities):
1.) Identify new and different locations for distribution of the Ingham Early Learning Calendar (IELC). Ask volunteers to use the talking points to engage parents instead of just leaving them sitting out. - Connect with families in targeted areas (WIC, pediatric offices, Highfields Community Services, etc.) who have a child from birth to five years old to distribute an Ingham Early Learning Calendar and /or a Kindergarten Readiness Packet that makes it easy to create a positive school readiness environment.	School Readiness Advisory Committee, Capital Area District Library, GSC Partners, Trusted Advisors, GSQ Central RC	March 2020	Kindergarten Readiness Packet, Ingham Early Learning Calendar Staff time	List of locations where we can connect with parents who don't have Calendar 500 Calendars and Kindergarten Readiness Packets distributed Increase in the number of families and early educators who have been provided with information about knowledge that school readiness begins at birth

11/20/19 Progress and Next Steps:
- Whose role is it to support school readiness?
- Jamie reported she distributed appx. 20 Calendars.

01/22/20 Progress and Next Steps:
- Mother Baby packets having sample calendars—Kae contacted Sparrow and is waiting to hear back. Kae will follow up w/ Jennifer at Sparrow.

02/19/20 Progress and Next Steps:
- Casey did a Parenting Presentation in Leslie on Nurturing Social Emotional Development.
- Natalie is providing Ingham Play & Learn group info to families at Library Baby Time.
- Natalie is doing preschool book rotation through East Lansing Library GSRP and Head Start.
- Can we get Head Start data by month for a given year (18-19). Is there "why" data related to attendance that we could see?

2.) Work on ways to connect families with electronic versions of Calendar
  - Outreach item with IELC web address or Calendar App (once developed) that could be given to parents with newborns
  - Continue discussion with software development companies to identify and move forward with development of App for Calendars
Identify and meet with programs to discuss having link to Calendars in handbook/orientation/onboarding process
	School Readiness Advisory Committee, Capital Area District Library, GSC Partners, Trusted Advisors, GSQ Central RC, Outcome 3, Ingham ISD IT Department. CAUW grant	September 2020	Funding to purchase Outreach item
			
			Funding through CAUW grant
			
			Calendars, Staff time, programs
				Number of Outreach items distributed
				
				Calendar App development discussions occur and next steps determined

09/18/19 Progress and next steps:
- Turnkey Products: possible additional option
- Demos being set up w/ Daryl Tilley of Ingham ISD 10/10/19

11/20/19 Progress and next steps:
- Ready Rosie may be the turn-key App option. Cost and sustainability is being explored. YouTube as a form of promotion can be explored as progress is made on App development for Calendar.
    - Show Ready Rosie videos at next meeting.
- Jennifer - will call two leads on App development. (01/22/20 Jennifer spoke w/ UofM professor who needs details/specs.)

12/18/19 Progress and next steps:
- For Calendar App/turnkey (through K Roundup sign ups)
    - Connect with Dewpoint via Lansing Promise
    - Jay/Wendy – MSU Capstone App/project Ready Rosie and IELC (pilot/get feedback)
    - Resources? Build own? Maintaining?
    - Corrie to talk with Livingston for usage data for Ready Rosie
        - Feedback during Round Robin – cannot fine tune Ready Rosie (used in Head Start Programs with lots of benefits, but cannot customize; some data and/or analytics but not specific; notices minimal use with families, high cost; consider other Apps; use Remind App and write own content).
    - Barb – check into kinship care for licensing
- Commercials – Expand access

01/22/20 Progress and Next Steps:
- Ready Rosie will be coming to Ingham families, available to EFEL families as a pilot. The App is turn-key and can be customized. Will be funded through CAUW Grant. Wendy has been given info from MSU for potential development of initial App idea. Jennifer spoke w/ UofM professor who needs details/specs.
- GSQ connected with Kinship Care and will distribute flyers. Wendy and GSQ connected and sent information for literacy and home visitor support.
- Can we use subs to fill the licensed childcare requirement? Kristen will give us some possible sites. Wendy will follow up with Mason. Can LLC fill the requirement? Jennifer will chat with Wendy about potential licensed space and providers.

02/19/20 Progress and Next Steps:
- Ready Rosie Roll-Out with EFEL in March. Demo to Collaborative in March or April.
- Do we have an Instagram account?

05/27/20 Progress and Next Steps:
- ReadyRosie—Has become a focus during Stay At Home Order. Get information—similar to sheets used for EFEL—to schools. Information sheets could include:
    - What is RR; Where/how do families get connected?
    - Logo should be included on materials to increase visual familiarity.
    - Teachers can share with families on what/how to register.
    - Identify who, within GSC, has existing relationships with families to extend reach because of higher credibility (due to existing relationships).
    - Identify who, within GSC, has existing relationships with those who work in schools/districts.
    - Plan on sharing with cultural brokers in different languages to connect with families in their languages.

06/17/20 Progress and Next Steps:

- Early Learning Calendar link shared with six (6) playgroups via email in the 5/29/20 newsletter.
  - Approximately 160 families receiving the playgroup emails at this time (Holt=28; Mason=30; Stockbridge=15; 1855=28; E. Lansing Library=17; Haslett=42). Newsletters are being saved in SharePoint for Early On and Great Parents, Great Start home visitors to use with families.
- Info re ReadyRosie invitation emails also shared with six (6) playgroups via email in the 5/29/20 newsletter.
- June (Outdoor Play) was highlighted on the 6/11/20 playgroup newsletter.
- ReadyRosie
  - Community access is available for families to self-register. Link is https://www.inghamisd.org/downloads/covid19/rr_registrationflyer_iii.pdf. Some families have received invites for the classroom model, including those participating in PNL groups, the EFEL Literacy Program, a couple of GSRP community-based organizations, and Stepping Up Together.
  - GSC Webmaster is working on creating a message about RR. (Hope is to update website in time for 6/17/20 GSC meeting.)
  - RR has been shared at Ingham ISD Instructional Leaders' meeting 6/1/20; Lansing GSRP staff meeting on 6/4/20; and GSRP Administrative Council on 6/17/10. An email re RR will be sent to families who completed an Ingham Preschool Application for the 2019-2020 and the 2020-2021 school year.

07/15/20 Progress and Next Steps:

- Connect families with Early Learning and K-1 Calendars—including digital Calendars; and connect families to ReadyRosie (while working remotely). Note: Although ReadyRosie is digital and works well virtually, outreach is difficult at this time, as the initial engagement is difficult when done remotely.
  - Mari - Interested in helping promote ReadyRosie through CADL. Could send emails through marketing department, include information in newsletters, FB posts, and reach out to infant/toddler's reading program.
  - LLG – Promote to families and partners
  - Is there *funding for sponsored Ads for ReadyRosie? Probably not through GSC—but possibly through Ingham ISD.
    - *Current RR funding (through CAUW Grant) ends June 2021. Any families enrolled prior to June 2021 will continue to have access to the App after the contract has ended.
  - WKAR – Offered to run a story on ReadyRosie. Could they also include RR info at the end of Early Learning Calendar interstitials?
    - Follow up with Robin Pizzo.

08/19/20 Progress and Next Steps:

- ReadyRosie:
  - Need to reword activity of developing a custom App since we chose to use ReadyRosie (RR)instead of going with custom option.
  - GSC has RR badge posted on website.
  - WKAR to include RR in weekly newsletter to help promote.
  - Head Start continues to promote RR through home visits and via Family Advocates.
  - RR info included in bags for childcare providers—no feedback available yet. Need to discuss how to engage providers and think about how to market.
  - Kristen to check with Barb if RR info can be shared in quarterly communications.
  - CADL is willing to promote RR using short videos on Facebook.

09/16/20 Progress and Next Steps:

- Some virtual programs are including RR in their daily choice boards and have enrolled families to gain full access.
- Jamie is promoting RR to virtual PNL groups and sending monthly newsletters that include free-public access RR clips.
- Wendy and Corrie include RR in their signatures to help with promotion.
- Wendy was interviewed on CADL CAST to promote RR.
- Mari included public access clips on CADL website to link back to RR and is also promoting to the staff.
- WKAR is including RR Through their weekly Community Calendar.
- Mari to further promote RR in Storytime and other CADL activities.

3.)	Connect with Secretary of State to meet and discuss including Calendar Interstitials (short, educational videos that WKAR produced) and/or other messages of school readiness on digital signage	GSC partners, School Readiness Advisory Message, Ingham ISD / Local Districts	September 2020	Staff time, Developed message	Meeting with Secretary of State occurs
11/20/19 Progress and Next Steps:					

4.)	Work with GSC webmaster to develop and post monthly Facebooks posts with messages from each month of Ingham Early Learning Calendar	GSC webmaster, Outcome 3 group	December 2019	Staff time	Monthly Facebook posts focused on IELC

5.)	Identify targeted locations with low preschool enrollment to share messages of school readiness beginning from birth and connecting with preschool	Outcome 3	December 2019	Data on low preschool enrollment locations, School readiness messages	Low preschool enrollment areas: Stockbridge, Dansville, Lansing 48933 & 48912 receive school readiness messages through various mediums

6.)	Connect with Sue Kalchik at Sparrow MIHP via Lisa Chambers to see if newborn packets could include Ingham Early Learning Calendar. Possibly have a sheet explaining the importance of early learning and an example of one month on the back for distribution to the newborn families.	Outcome 3, Lisa Chambers	March 2020	Staff time, Copies of Calendars for distribution	Meeting with Sue Kalchik occurs

7.) Meet with birthing classes to discuss distribution of Ingham Early Learning Calendar or information about why the calendars are important to use.	Willow Tree, Health Department, Sparrow/McLaren Lansing Doula Network	June 2020	Staff time	Connection with 2 baby class locations: after one year do follow-up survey with participants. Consider incentives for families to complete survey.

8.) Design childcare provider cafés to focus on quality and school readiness. Explore partnering with local chapter of AEYC to offer provider cafe during the fall tour of providers.
 	
Partnership with Head Start for Parent Café sites and collaboration for parent education
  a. Angie Vandecar in Mason: Possible Parent Café site
  b. Mandy Woodward at Grand River EHS as contact for Parent Cafes
	GSC partners Parent Liaison, Trusted Advisors
	
	Family Coalition, Head Start staff
		December 2019	Staff time, Parent Liaison time
			
			Parent Liaison and parent leaders time
				Minimum of 3 new café sites Identified, 20 families attend Parent Cafes
				
				Establish partnership with EHS for new locations for Parent Cafes

8.) Discuss rebranding or how to share messages of "school readiness" to resonate with families of children from birth-3. Gather data from parents and providers (non-Head Start and GSRP or accredited or star rated) re: how to include families of infants/toddlers to be part of preparing children for success in kindergarten starting from birth.	Child Care Providers GSC Members, Family Coalition	September 2020	GSC Partners that serve families from birth to three	Input from families is used to "rebrand" school readiness.

9.) Now that the Ingham Kindergarten Readiness Packet has been distributed to licensed child care providers, follow-up with child care providers to gather data on how they are being used and distributed – develop survey to gather data	Central Resource Center, School Readiness Advisory Committee	May 2020	Kindergarten Readiness Packet, child care providers	Updated Kindergarten Readiness Packet, List of licensed providers who received the Kindergarten Readiness Packet

Strategy 2: Educate and engage childcare providers in Michigan's designated quality rating system.	**Prioritized Root Causes related to the Objective and addressed by this strategy:** - Some families don't have access to high quality childcare/preschool. (Component)	**Performance Measures (results from Strategy 2):** - Increase in child care providers who participate in or who increase their star rating in the Great Start to Quality star rating system by two

Activities	Persons or Groups Responsible	Target Dates	Resources Needed	Progress Measures (outputs of Activities):
10.) Plan collaborative event with Great Start to Quality (GSQ), Family Coalition, and GSC to target providers not participating in GSQ. (Possible structure could be three-part session - session 1 – training, session 2 – SAS, session 3 – training to increase number of quality providers, parent communication and celebration. Other structures of the event may also be considered) Identify high need areas which could include high numbers of children 0-5: home providers don't exist or low partici-pation in GSQ rating system.	Great Start to Quality Central Resource Center, GSC Outcome 3 group, Family Coalition	June 2020	GSQ website, data from www.childcaredesert.org website	Provide one event within a high needs area of Ingham County to promote awareness of Michigan's QRIS, Resource Centers and GSC resources.
02/19/20 Progress and Next Steps: • Connect with Barb Monroe regarding this Activity.				
11.) Create "Did you know" poster during Outcome group work about quality child care – connect with star rated provider to display poster at provider location	Outcome 3, GSQ Central Resource Center	December 2019	Content for poster, Outcome group work time	Poster created
05/27/20 Progress and Next Steps: • Quality childcare, star rating, and virtual training are flyers we could create/focus on during this time. • Connect with start-rated provider to display poster at provider location.				
12.) Develop a Play and Learn group tub or Lending Library tub with theme of "Supporting quality preschool and childcare" for providers	Great Start to Quality Central Resource Center, GSC Outcome 3 group, Family Coalition, Play and Learn Group facilitators	September 2020	Ideas for materials to include in tub, Funds for purchasing materials,	Lending Library tub developed
05/27/20 Progress and Next Steps: • Barb Monroe reported creating Lending Libraries is currently suspended (due to Covid-19).				
13.) Connect GSTQ licensed exempt providers to Family Coalition events and activities through the parent liaison attending monthly orientation trainings.	Great Start to Quality Central Resource Center, GSC Outcome 3 group, Family Coalition	March 2020	Family Coalition	5 Licensed exempt providers participate in the Family Coalition

05/27/20 Progress and Next Steps:
• All license-exempt trainings are virtual through June (due to Covid-19). There is a need for connection for GSCs. Virtual trainings and connections could include sharing collaborative resources.
07-15-20 Progress and Next Steps:
• Jessica Baker to attend license-exempt trainings again to connect providers and families with the GSC.
• Effie will present a training (through MiRegistry) on racism.
    o Ensure preschool is included in the plans for Safe Schools Roadmap; Dive deeper into the root cause of why children are not ready to succeed upon school entry and how racism plays a role.
08/19/20 Progress and Next Steps:
• Training for license-exempt providers being done virtually. Kristen reached out to Jessica, but awaiting word. 9/16/20 would be a good opportunity for Jessica to attend.
• Barb is working on training for license-exempt providers linking racism and back to school.
    o Effie is willing to be the trainer, and can have guest trainer; Kristen needs training content for approval.
09/16/20 Progress and Next Steps:
• Re Racism and Equity Training:				

12/18/19 Connection to McKinney-Vento/Kinship Care; How can we get MKV info our re Kinship Care?

01/22/20 How/Who to Engage in Outcome Group Work?

- Red Cedar Insurance Company (for funding?)
- RDC representative
- Big Brothers Big Sisters (potentially Outcome 2?)
- Capital Area Mentoring Partnerships (CAMP)
- Foster care has previously been represented by Christina Redmond.
- Faith community who sees hard-to-reach families
- Providers – Wendy will reach out to Cradles 2 Crayons and Small Folks.

02/19/20 Data Review Notes:

- Next meeting, Corrie will share MKEO data for Ingham County.
- Long waiting lists for childcare/preschool are barriers.
- Increase family knowledge to access childcare assistance.

08/19/20 How does HVNA data related to inequity align with the Outcome Group and discussions on racism?

- Data shows not all family's needs are being met and if their basic needs are not met, their ability to succeed academically will be greatly hindered.
- When needs are not being adequately met, priorities need to shift.