

# Child Care Services Association

2013-2014  
Annual  
Report



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*Above and Left: CCSA honors outstanding teachers and early care and education advocates in the Triangle Area at the 2014 Triangle Child Care Awards breakfast.*



*Right and Below: North Carolina child care providers and teachers gather at the 2014 ASK Conference: A Day for Child Development Professionals.*





Dear Friends,

We appreciate this opportunity to highlight for you some of the exciting work that is underway at Child Care Services Association. It is difficult to capture in an annual report all of the activities that occur in an agency. Our goal is to provide you with some snapshots of the work that we are doing, as well as links to our website for a more detailed description of the projects that are underway. We did want to point out a few items that make us especially proud. The first is the upcoming 25-year anniversary of the T.E.A.C.H. Early Childhood® Project. From its humble beginnings in 1990, T.E.A.C.H. has grown to be an essential support for our early educators to be able to further their education and improve their classroom practices with the children in their care. This past year, almost 16,000 teachers across the country were able to further their education through a T.E.A.C.H. scholarship.

We also want to touch briefly on the work that we are doing to support infants and toddlers. For ten years we have managed a project that oversees highly trained infant/toddler specialists across the state. Research has shown that the quality in the classrooms of our youngest children continues to be lower than in classrooms of older children. We see significant improvements in that quality when child care programs have access to a specialist who can work with them on targeted areas such as basic care routines, as well as teacher-child interactions. You'll read more about that in this report.

Across the country there is far-reaching support and agreement on the importance of quality early childhood education. The work that we do at CCSA provides a range of supports for teachers, families and children. These supports include teacher education scholarships, salary supplements and ongoing professional development, technical assistance in child care programs, consumer education and referral for parents, and nutritious meals for children. Without your help we are not able to meet the needs in the early childhood community. We ask for your continued support of CCSA so we can continue to work to improve the quality of, and access to, high-quality early care and education programs.

Sincerely,

Anna Carter  
President

Kelly Maxwell, *Chair*  
Board of Directors

To provide ongoing support to Child Care Services Association, please visit [www.childcareservices.org/support-us/](http://www.childcareservices.org/support-us/), or use the QR Code to the right.





# local services

*Child Care Services Association (CCSA) is a nationally recognized nonprofit working to ensure affordable, accessible, high quality child care for all families through research, services and advocacy. We are more than just an agency working to improve child care; we are also an association of groups, individuals and volunteers committed to supporting the right of young children and their families to have the best possible life. CCSA is a leader and advocate in child care services on the local, state and national level.*

## Child Care Resource & Referral

### *Family Support*

When families need child care, they ask many questions. What does quality care look like? Where can we find child care options in our area? How can we pay for it?

Access to quality child care is an issue affecting more than just families; it affects employers and our economy as well. Each year we help thousands of families understand the characteristics of quality care and education, and find centers and homes that will meet their family's needs. You can access more information on this service at: <http://bit.ly/1FgUDUe>.

Research shows that access to quality child care is critical to a child's early development. This is especially true for children who are at-risk. But quality child care is expensive. CCSA provides scholarships to support eligible families in Durham and Orange counties so they can enroll their children in quality child care programs. You can access more information on this service at <http://bit.ly/14zWjbc>.

### Highlights from 2013 – 14

- 3,223 families received child care referral services, impacting 4,526 children.
- 12% of children were in families where the primary language was not English.
- Over 700 children received a scholarship.
- 4.8 was the average star rating of the care utilized by children receiving a scholarship (5-stars is the highest rating available in North Carolina).
- The Family Support team conducted 45 workshops, 100 information sessions and participated in 18 community fairs throughout CCSA's service area.

*"When I helped a single mother living in a shelter find a quality child care that was on the bus line she'd be taking to her new job, I knew we were helping her take one more step toward a new life and a better future for her and her children."*

— CCSA Bi-Lingual Family Support Counselor



Fulfilling a commitment to ensure accessible, affordable high-quality care for all children and families in the Triangle Area, CCSA provides training and technical assistance to child care programs, free referral services to families seeking child care and a meal service to child care programs.

## Training & Technical Assistance

In addition to pursuing degrees and college credits, it is important that early educators participate in ongoing professional development. The workforce has to keep up with the latest developments and strategies in their field to ensure continuous quality improvement in their work and practices. Each year, research tells us more about the development of children and the best techniques to use in the classroom. To help teachers and center directors continue to enhance their skills, CCSA's Training and Technical Assistance (TA) department offers services to early educators and program administrators including:

Professional Development Trainings – CCSA offers low-cost training opportunities for early education and school-age professionals. Credits for these workshops are approved by the Division of Child Development and Early Education and can be applied toward state training requirements. To see the range of services provided, access our online training calendar at: <http://bit.ly/1vYUY8e>

On-site Assessments and Technical Assistance – Technical assistance staff provide services tailored to the needs and challenges of each center, home and teacher to help create the best learning environment for children.

Learn more about our TA Services: <http://bit.ly/1vYVa7e>

### Highlights from 2013 – 14

- 2,552 directors, teachers and family child care providers increased their knowledge and understanding of early childhood education issues and topics by attending the 384 professional development workshops organized by CCSA.
- Child care professionals participating in CCSA-organized workshops earned an estimated 916.5 in-service credit hours, which allowed them to meet their annual training requirements.
- The TA Department served 254 early childhood education programs and 40 school-age programs.

*"Having new knowledge helps me help the kids in my class have a good day every day."*

—Teacher, Durham County



## Child Care Service Association's Meal Service Program

Quality in early care and education includes more than quality classrooms and learning experiences, it also includes quality nutrition. With childhood obesity becoming a chronic issue facing families, it is more important than ever that children learn healthy eating habits from day one. CCSA's meal service program allows center directors and teachers to focus on curriculum and time with the children by freeing them from many of the time consuming tasks involved in feeding large groups of children (i.e., menu planning, shopping, cooking and cleaning). It also ensures that children are receiving healthy meals every day.

Meals emphasize fresh fruits, vegetables and whole grains; the meal helps children establish a habit of healthy eating in their earliest years while at the same time limiting their exposure to excess salt, sugar and fat. With a meal service that provided meals to almost 1,000 children in 25 programs in FY14, that's a tall order.

For more information on the program, visit <http://bit.ly/1z0HOZ9>



# statewide services

CCSA works in the statewide arena to support quality in both the classroom and in the early care and education workforce.



## Infant/Toddler Enhancement Project

Ten years ago, Child Care Services Association launched a new initiative - The Statewide Infant/Toddler Enhancement Project. This program was created to improve the quality and availability of infant/toddler care throughout North Carolina because research tells us that the first five years of life are the most pivotal to a child's development, and sets the foundation for later learning.

The quality of care that infants and toddlers receive still needs special attention. Studies have shown that infants and toddlers are more likely to receive lower-quality care than preschool children. Specialists with education and training in infant care and development work in regions across the state. They provide high-quality technical assistance and support services to the child care community in order to meet the special learning needs of the youngest children. CCSA coordinates the work to ensure there is statewide access to the Infant/Toddler Enhancement Project's services.

### Highlights from 2013 – 14

- 4,795 on-site TA consultations were completed.
- 1,471 infant toddler spaces showed measurable improvement in quality from pre- to post-assessment following technical assistance and training.
- Prior to working with a specialist, 92% of infants and toddlers were in classrooms with scores in the "inadequate to minimal" range. After receiving assistance, 98% of infants and toddlers were in classrooms with scores in the "good to excellent" range. The average increase was 2.1 points from pre to post.
- 3,664 providers of infants and toddler care attended at least one training provided by an infant-toddler specialist. 445 participants earned CEUs.

## The T.E.A.C.H. Early Childhood® Project

The T.E.A.C.H. Early Childhood® Project, CCSA's professional development initiative, is getting ready to celebrate its 25th year of encouraging child care professionals to obtain higher education. The program offers scholarships that provide partial financial assistance for tuition and books, help defray travel costs, and in some instances, paid release time to child care professionals who take classes toward earning credentials or degrees in Early Childhood Education or Child Development.



We have seen many lives of both teachers and children, transformed by the power of education. We have seen child care providers go on to become college professors. We have seen children flourish under the guidance of their teachers. The T.E.A.C.H. Early Childhood® Project continues to provide children in North Carolina with a stable, highly qualified and fairly compensated child care workforce.

You can access more information about T.E.A.C.H. in their FY14 Year-End Report at <http://bit.ly/13TNnMI>.

### Highlights from 2013 – 14 in North Carolina

- 3,116 child care professionals received a T.E.A.C.H. Early Childhood® scholarship.
- T.E.A.C.H. recipients enrolled in 19,921 credit hours at area community colleges, four-year colleges and universities.
- T.E.A.C.H. recipients directly impacted the 76,740 children in their care through their increased knowledge of child development.
- 97% of directors in participating child care facilities said that they were planning to continue sponsoring T.E.A.C.H. scholarship recipients next year.

*"I am humbled that I have been granted the support, confidence and financial resource to achieve my professional goals and growth. The professional growth will also support the parents, children, my coworkers and administration."*

— Teacher, Mecklenburg County

*"The TEACH Scholarship has enabled me to pursue my education in Early Childhood. I am grateful for this program for how much I have learned and have been able to share with my co-workers. My education has allowed me to work my way up from assistant teacher to director of my own center."*

— Director, Guilford County

## Child Care WAGE\$® Project

One of the keys to reliable quality education is the retention of an educated early care and education workforce. But as one of the lowest-paid workforces in America with few if any benefits, early education professionals often choose to leave the field. This creates an unstable environment for children when consistent, caring relationships are of the utmost importance.

The Child Care WAGE\$® Project provides salary supplements to child care professionals which have lowered turnover and encouraged continued educational progress to provide a stable, quality child care workforce. The WAGE\$ Project provides increased compensation to child care professionals without raising the cost of child care for families.

You can access more information about WAGE\$ in their FY14 Year-End Report at <http://bit.ly/1yGN5Bc>.

Child Care  
**WAGE\$**  
Project

### Highlights from 2013 – 14

- In 58 Smart Start funded counties, WAGE\$ provided salary supplements to 4,010 participants in 1,729 early care and education programs serving approximately 65,539 children.
- The turnover rate for statewide WAGE\$ participants was 13%, compared to a preprogram rate of 31% statewide.
- 52% of active participants submitted documentation to verify their ongoing pursuit of coursework, and 43% reached a new level as a result of those efforts.
- 97% said that WAGE\$ either encouraged them to stay in their child care programs or to continue their education.

*"The WAGE\$ Project helps to make the pay for early educators livable. By making our wages better than the average pay in our field, more teachers are able to continue furthering their education and are more likely to continue teaching in early education. Educated, qualified, and experienced teachers lead to better educational programs for our children we serve."*

—Teacher, Randolph County



## Research & Advocacy

Child Care Services Association has a long history of undertaking research to inform the public, community leaders and policy makers on the issues, strengths and weaknesses of the child care system.

### In 2013-14, CCSA completed several projects including:

- A statewide workforce study of North Carolina child care providers: <http://bit.ly/1zYVQc1>.
- The creation of the North Carolina Early Care and Education Data Repository that provides early childhood providers, community agencies, state agencies and public policy makers with current data on the early care and education system: <http://bit.ly/1xxWsXv>.

Child Care Services Association disseminates its findings and collaborates with local, state and national organizations to leverage resources and develop service programs that create systemic reform. Data is used to further inform and educate all those invested in the availability, affordability and quality of area child care.





# nationwide services

CCSA is a leader and advocate for high-quality early care and education that reaches beyond our state's borders. Every child in an early childhood setting needs a teacher who is well educated and well compensated. Every early childhood teacher deserves access to affordable college education and workforce supports that enables them to earn a living wage.

## The T.E.A.C.H. Early Childhood® National Center



The T.E.A.C.H. Early Childhood® National Center provides an extensive technical assistance and quality assurance system for T.E.A.C.H. programs licensed in 24 states and the District of Columbia and for WAGE\$ programs licensed in five states. The Center's mission is to develop, implement and sustain strategies that result in a well educated, fairly compensated and stable early

childhood workforce to ensure the long term success of our nation's children in school and in life. From an original investment of \$23,100 in a pilot program in North Carolina in 1990, T.E.A.C.H. has leveraged \$375 million in educational scholarships for early childhood professionals across the country over the past 25 years.

### T.E.A.C.H. Early Childhood® Nationally

Nationally, nearly 16,000 early educators were awarded T.E.A.C.H. scholarships to attend one of 483 colleges and universities this year. They collectively completed 94,458 college credits, earning on average GPAs of 3.21 for associate degree scholarship recipients and 3.46 for bachelor degree scholarship recipients. With average retention rates between 93.8% and 95.9%, and wage increases around 8%, it's clear that T.E.A.C.H. is having a positive impact on the workforce.

### Child Care WAGE\$® Nationally

Over 6,000 early educators were awarded Child Care WAGE\$® salary supplements in five states this year, with six-month supplements averaging \$897. These funds are helping stem the tide of turnover by helping this historically low resourced workforce earn enough to stay in the jobs they love.

### Innovative Counseling

Seven T.E.A.C.H. states continued their participation in the Center's innovative counseling project aimed at refining and enhancing counseling approaches toward the

goal of coursework, certificate and degree completion for T.E.A.C.H. scholarship recipients.

### The T.E.A.C.H. Early Childhood® Alliance

A new initiative this year, the Alliance provides a way for connecting, growing and developing a national T.E.A.C.H. network. T.E.A.C.H. recipients are proudly taking their place as the first in their families to earn college credits and/or degrees, graduating debt free, and are now reaching out to help others do the same.

### Articulation Project

This year, with funding from three foundations, the Center continued supporting 10 T.E.A.C.H. states in their efforts toward improving access to college education for the early childhood workforce. These teams are supporting systemic changes with a goal of increasing the effectiveness, strength and number of articulation strategies between two and four-year institutions of higher education.

You can access more information about the T.E.A.C.H. Early Childhood® National Center in their FY14 Year-End Report at: <http://bit.ly/1ziDbcR>.



# Thank you to our 2013-2014 funding partners!

Without the support of our many public and private donors, our work would not be possible.

## Businesses

Bank of America  
Discount School Supply  
IBM  
Kaplan Early Learning Company  
Lakeshore Learning Materials  
New Life Child Development Center  
Pearson Education  
PNC Bank  
RTI Parents' Child Care Organization  
Work/Family Directions, Inc.  
Yates Baptist Child Development Center

## Foundations

Ford Foundation  
WK Kellogg Foundation  
Navillus Foundation  
Kate B. Reynolds Foundation  
Z. Smith Reynolds Foundation  
W. Clement & Jessie V. Stone Foundation

## Government

Durham County  
NC Department of Health & Human Services  
NC Division of Child Development & Early Education  
Town of Carrboro  
Town of Cary  
Town of Chapel Hill

## Individuals

Kim Adkins  
F. Howard Alston  
Srinivas Attili  
Peggy and Eugene Ball  
Susan Bernstein  
Shirley and Marvin Block  
Mary Y. Bridgers  
Ned and Ginny Brooks  
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Iheoma Iruka

Susan Jacobs  
Kathleen and F. Reed Johnson  
Kaplan Early Learning Company  
Erick and Sherry Larson  
Lucy Lewis  
Caroline and B. Paul Lindsay  
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Sharon Walker  
Angie Welsh  
Tom White  
Paul Winterhoff  
Lisa de Saxe Zerden  
Adam Zolotor  
Pam Zornick

## Nonprofits

Child Care Aware of America  
Child Care Resources Inc.  
Church of St. Thomas More  
DOCaeyc  
NC Early Childhood Association  
NC Institute for Child Development Professionals  
Southwestern Child Development Commission  
United Way of the Greater Triangle

## Colleges & Universities

University of North Carolina at Chapel Hill

## Partnerships

Alamance Partnership for Children  
Alleghany Partnership for Children  
Avery County Smart Start  
Caldwell County Smart Start  
Chatham County Partnership for Children  
Children's Council of Watauga County, Inc.  
Chowan-Perquimans Smart Start Partnership  
Cleveland County Partnership for Children  
Columbus County Partnership for Children  
Craven Smart Start, Inc.  
Down East Partnership for Children  
Durham's Partnership for Children  
Franklin Granville Vance Smart Start, Inc.  
Guilford County Partnership for Children, Inc.  
Halifax-Warren Smart Start Partnership for Children  
Harnett County Partnership for Children, Inc.  
Hertford-Northampton Smart Start Partnership for Children  
Iredell County Partnership for Young Children, Inc.  
Lee County Partnership for Children  
Martin-Pitt Partnership for Children, Inc.  
Mitchell-Yancey Partnership for Children, Inc.  
Onslow County Partnership for Children  
Orange County Partnership for Young Children  
Partners for Children and Families of Moore County  
Partnership for Children of Johnston County, Inc.  
Partnership for Children of Lincoln/Gaston Counties  
Randolph County Partnership for Children  
Region A Partnership for Children  
Rockingham County Partnership for Children, Inc.  
Rutherford/Polk Smart Start Partnership  
Smart Start of Brunswick County, Inc.  
Smart Start of Buncombe County  
Smart Start of Davidson County, Inc.  
Smart Start of Davie County  
Smart Start of Forsyth County  
Smart Start of Transylvania County  
Smart Start of Yadkin County  
Smart Start Rowan, Inc.  
Stanly County Partnership for Children  
Stokes Partnership for Children  
Surry County Early Childhood Partnership  
The Partnership for Children of Cumberland County  
Wake County SmartStart  
The Partnership for Children of Wayne County, Inc.  
Wilson County Partnership for Children



*\*This list represents charitable gifts and grants made to Child Care Services Association between July 1, 2013, and June 30, 2014. While we have made every effort to be accurate and thorough, it is possible to accidentally omit or misspell a name. Please contact the Development Manager at 919.967.3272 with any additions or correction.*

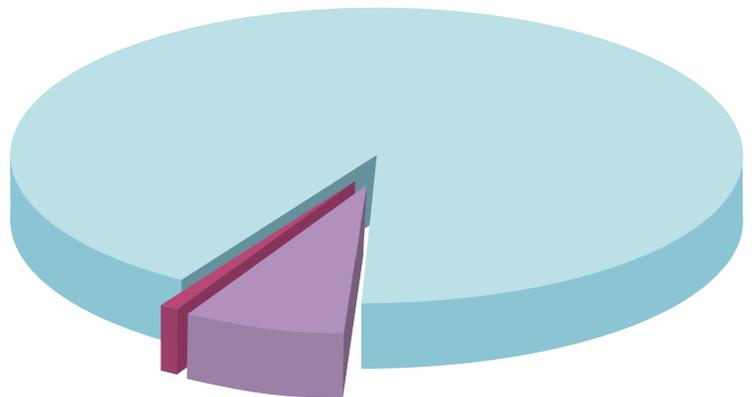
# 2013-14 Financials

Child Care Services Association stewards its resources with the same high-quality standards as its programs.

## Statement of Functional Expenses

		Fiscal Year 2014	Fiscal Year 2013
Grants and Assistance	Grants and Awards	\$8,238,882	\$9,280,921
	Scholarships - T.E.A.C.H.	2,747,828	3,126,963
	Scholarships - Child Care	3,445,213	3,296,210
	Subcontracts	3,781,279	2,395,456
	<b>Total Grants and Assistance</b>	<b>\$18,213,202</b>	<b>\$18,099,550</b>
Operating Expenses	Salaries and Fringe Benefits	6,299,633	6,122,493
	Program and Office Supplies	428,815	600,777
	Contracted Services	173,241	157,694
	Occupancy	120,007	116,800
	Travel and Meetings	243,764	319,397
	Depreciation and Amortization	265,969	280,249
	Postage and Telephone	128,162	122,047
	Printing and Publications	50,877	45,870
	Repairs and Maintenance	25,985	28,958
	Dues and Subscriptions	90,534	86,765
	Interest Expense	94,161	148,239
	Insurance	13,580	18,560
	Other Expenses	11,903	9,351
	<b>Total Operating Expenses</b>	<b>\$7,946,631</b>	<b>\$8,057,200</b>
<b>Total Expenses</b>	<b>\$26,159,833</b>	<b>\$26,156,750</b>	

## Allocation of Expenses





**CCSA**  
helping  
families  
educating  
teachers  
supporting  
children

## 2013-2014 Annual Report

Child Care Services Association  
P.O. Box 901  
Chapel Hill, NC 27514

For more information about CCSA or  
to make a donation, visit  
[www.childcareservices.org](http://www.childcareservices.org)

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*...ensuring affordable, accessible,  
high-quality child care for all  
young children and  
their families.*