Child Care Services Association

2014–2015 Annual Report

CHILD CARE SERVICES Association

transformations

Supporting Transformation in Early Care & Education

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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.

Helen Blank speaks about Federal Early Childhood Funding and Policy during the 2015 T.E.A.C.H. Early Childhood® and Child Care WAGE$® National Professional Development Symposium

Libby Doggett (*center*) with Anna Carter and Sue Russell after her Keynote Address "Early Learning: Where Are We Going?" at the 2015 T.E.A.C.H. Early Childhood® and Child Care WAGE$® National Professional Development Symposium

Hundreds of early childhood professionals from across North Carolina took part in over 90 high-quality professional development topics to explore and improve their knowledge and skills at the 42nd annual Advancing Skills and Knowledge (A.S.K.) Conference

Albert Wat spoke on the "Importance of Articulation to Our Children" during the 2015 T.E.A.C.H. Early Childhood® Articulation Summit

To provide ongoing support to Child Care Services

Dear Friends of CCSA,

It is with much excitement that we share with you Child Care Services Association's Annual Report for 2014–2015 as we celebrate the transformative work that has been accomplished. In November 2014, the Institute of Medicine and National Research Council released a report entitled *Transforming the Workforce for Children Birth Through Age 8: A Unifying Foundation*. This report was developed in order to study what was needed for the professionals who work in early education, based on what was known about the science of early childhood. What they concluded supports the work that has been the backbone of CCSA since our beginning over forty years ago: **the field needs early educators with degrees and there is a need to create pathways for ongoing professional development.** We are very proud to share that T.E.A.C.H. and WAGE$ were both listed in this national publication as strategies that could be put in place to support the workforce to meet these expectations. In our annual report, you will see examples of how CCSA's programs are shaped to support **transformation** in early childhood through the services we provide to families, to early educators and to child care programs.

Our goals continue to be that all of our programs result in children having access to the highest quality care possible, because we know that this is what makes a difference for their future.

We want to thank you for your role in supporting the work that happens at CCSA. Without that support we wouldn't be able to accomplish the work that we do, which means that children wouldn't benefit from these services. We look forward to a continuing partnership with you, because we know the work is not done.

Sincerely,

Anna Carter
President

Peggy Ball
Board Chair

Association, please visit www.childcareservices.org/support-us, or scan this:

Transforming Families

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.

Family Support

We know that accessing the best early education program for a child is essential to their development. We also know that families need knowledge, and supports, to make sure that they know how to choose the highest quality program. A family's life can be **transformed** when they confidently enroll their child in a high quality program that meets all their needs, and also when they are able to receive financial support to help pay for the program. CCSA provides consumer education for families on how to find care that is best for them, and also administers multiple scholarship services for families who are eligible.

You can access more information on this service at www.childcareservices.org/fs/finding.

> "Getting to know Child Care Services Association is definitely a benefit. I didn't know anything about scholarships and child care providers. After I talked with one of the counselors at CCSA, I was given a list of child care providers and a subsidy application. My income turned out to be too high for some programs, but my counselor and I continued to look. Eventually, we found a program that I was accepted to and where I qualified for a 50% scholarship."
>
> *—Parent, Durham County*

HIGHLIGHTS FROM 2014–15

- 2,505 families received child care referral services, impacting 3,395 children.
- 9% of children were in families where the primary language was not English.
- The Family Support team conducted 44 workshops, 85 information sessions and participated in 21 community fairs throughout CCSA's service area.
- 712 families received financial support through a scholarship.
- 4.4 was the average star rating of the care utilized by children receiving a scholarship (5-star is the highest rating available in North Carolina).

> "The CCSA scholarship has been an instrumental part of my family being able to afford a quality education for our pre-k child these last two years."
>
> *—Parent, Durham County*

Transforming Teachers

The T.E.A.C.H. Early Childhood® Project—North Carolina

The T.E.A.C.H. Early Childhood® Project encourages early childhood professionals to obtain higher education by providing partial financial assistance for tuition, books and other education related expenses. We know that these scholarships impact on multiple layers because education is **transformative** not only for the individual educator, but also for the children in their classrooms. T.E.A.C.H. ensures that North Carolina has a stable, highly qualified and compensated workforce so that children can grow under the guidance of well educated teachers.

You can access more information about T.E.A.C.H. in their FY15 Year-End Report.

> "I have learned so much that I have implemented in my classroom. Before I was in school, I thought of my job as day care—just taking care of the kids. But now I know that I am giving them an important foundation of learning. The kids coming out of my classroom have a head start on going to kindergarten."
>
> *—Teacher, Franklin County*

HIGHLIGHTS FROM 2014–15

- 2,108 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.

Lenora Jones, Family Child Care Early Educator, graduated Summa Cum Laude in Fall 2015 with a Bachelor of Science degree in Family and Consumer Sciences from North Carolina Central University. This was the result of long-term assistance and support from the North Carolina T.E.A.C.H. Early Childhood® Scholarship program.

Lenora's educational journey began in 2001 at Durham Technical Community College with her initial pursuit of an Early Childhood Education Associate of Applied Science degree. Building upon her successful community college experience, she transferred to North Carolina Central University in Fall 2012 to begin work on her bachelor degree.

Lenora balanced the hard work of operating her family child care home, family life and her education with excellence. Lenora not only excelled above her fellow students in her degree program but she also earned the highest GPA of the students receiving a Bachelor of Science degree for the Fall 2015 semester. **She accomplished her educational goal without having to incur any educational debt.** Lenora said, "by providing the funds, I was able to concentrate on my studies and not be concerned about a large bill later". She stated that all of the components of the scholarship program assisted her in earning her degree and keeping her business running, and without the T.E.A.C.H. scholarship she would not have been able to accomplish her dream of earning a Bachelor's Degree.

> "I absolutely wouldn't be in school if it weren't for T.E.A.C.H., I wouldn't have even considered it because I wouldn't be able to afford it. It's an incentive for me to keep on doing what I need to do. It keeps me motivated because I know that each time I move up in my career and take another class, I'm going to be rewarded not only by helping children, but also financially."
>
> *—Teacher, Mecklenburg County*

Transforming Teachers

Child Care WAGE$® Project

Every day, early educators struggle to make ends meet financially. In the most recent Workforce Study that CCSA completed, we continued to see low compensation in the field—an average hourly wage of a bit less than $10.50. The Child Care WAGE$® project provides salary supplements based on an educator's commitment to a child care program as well as the education they have earned. WAGE$ **transforms** lives by providing some financial security, thereby reducing stress, and allowing the teacher to focus more completely on their work in the classroom.

You can access more information about WAGE$ in their FY15 Year-End Report at http://bit.ly/1yGN5Bc.

> "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*

HIGHLIGHTS FROM 2014–15

- In 59 counties, WAGE$ provided salary supplement to 3,809 participants in 1,662 early care and education programs serving approximately 64,459 children.
- The turnover rate for WAGE$ participants was 12%, compared to a preprogram rate of 31% statewide.
- 46% of active participants submitted documentation to verify their ongoing pursuit of coursework.
- 99% said that WAGE$ either encourages them to stay in their child care programs or to continue their education.

> "The WAGE$ Project has allowed me to continue my education in child care. The more that I learn, the more I am able to expose the children in my class to new ideas through age appropriate learning. This project gives my children opportunity for readiness in school. ...The WAGE$ Project is important because it motivates teachers to further their education and this enhances the quality of care that we provide for our children."
>
> *—Home provider, Columbus County*

Transforming Teachers

Nationwide Services

CCSA is a leader and an advocate in 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 assists in developing, implementing and sustaining T.E.A.C.H. and WAGE$ programs and 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.

The T.E.A.C.H. Early Childhood® National Center's Annual Report at http://bit.ly/1Q5NGWA contains full details of the programs and its 2014–15 accomplishments.

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

The Center provides professional assistance to 24 T.E.A.C.H. states and the District of Columbia that operate licensed programs that in turn helped almost 16,000 child care professionals around the country complete college coursework. From an original investment of $23,100 from five funders to pilot the program in North Carolina in 1990, T.E.A.C.H. has leveraged that initial investment into $375 million in educational scholarships for child care professionals across the country.

Child Care WAGE$® Project

WAGE$ provides education-based salary supplements to low-paid teachers, directors and family child care providers working with children ages birth to five. And while a salary supplement helps keep educated and motivated teachers in classrooms, WAGE$ is more than just a check. WAGE$ also serves to equalize the playing field by successfully reaching the diversity of the field. The project operates in Florida, Iowa, Kansas, New Mexico and North Carolina.

Articulation Project

High-quality articulation agreements provide benefits to students, universities, the early childhood field and society at large. These agreements create a workforce with higher education that leads to greater career opportunities for teachers and improved compensation.

The Center worked closely with T.EA.C.H. states to enhance and expand agreements so access was improved for the workforce.

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

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.

Innovative Counseling

Seven T.E.A.C.H. Project states continued their participation in the Center's innovative counseling project aimed at refining and enhancing our counseling approach toward the goal of coursework, certificate and degree completion.

Transforming Programs

Training and Technical Assistance

Transformation is ongoing. Every year CCSA provides opportunities for early educators to expand their knowledge about new developments in the field, as well as new strategies to support continuous quality improvements. This is done through:

- **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:** Through visits, resource sharing, coaching and the use of assessment tools, the technical assistance staff provide individualized help to programs so they can make improvements to ensure the best possible environments for children. Learn more about our TA Services: http://bit.ly/1vYVa7e.

> "I love teaching young children because I have the satisfaction of knowing that I have a part in helping them learn and grow. One of the CCSA trainings I attended was on 'Creativity and Children.' I learned the importance of supplying ample art supplies for the children to provide them with choices, and to avoid ditto sheets because that hampers their creativity. I also learned to write down what they say about their drawings; recording their creativity about their creation is what makes it special. Having new knowledge helps me help the kids in my class have a good day every day."
>
> *—Teacher, Orange County*

HIGHLIGHTS FROM 2014–15

- 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 allow them to meet their annual training requirements.
- The technical assistance staff worked with 254 early childhood programs and 40 school-age programs to improve the quality of care for children.
- The meal service provided 282,490 meals to 24 different child care programs in FY15.

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 the program 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.

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

> "The specialist came in and observed the classroom and gave us advice on how to do things. She told us how we should arrange the room to have quiet areas for the children, make sure items and pictures were at eye level for them and how to talk with the children in positive ways. Anytime I needed advice or assistance, I could call on our specialist. She was very responsive and I got the support I really needed to advance through the different star levels. All the hard work we did paid off. And it would have been so much harder to accomplish without CCSA."
>
> *— Director, Wake County*

Transforming Programs

Infant/Toddler Quality Enhancement Project

Across North Carolina, services to our youngest children have lagged behind those for older preschoolers. While the first five years are pivotal in a child's development, the first three years build the foundation that can **transform** those later years. The statewide Infant/Toddler Quality Enhancement Project strives to target improvements in quality and availability strictly for classrooms and teachers serving infants and toddlers. Child Care Services Association oversees this project to ensure equal access to services across the state.

HIGHLIGHTS FROM 2014–15

- 4,778 on-site TA consultations were completed.
- 1,589 infant toddler spaces showed measurable improvement in quality from pre- to post-assessment following technical assistance and training.
- Prior to working with a specialist, 91% of infants and toddlers were in classrooms with scores in the "inadequate to minimal" range. After receiving assistance, 100% of infants and toddlers were in classrooms with scores in the "good to excellent" range. The average increase was 1.91 points from pre- to post-assessment.
- 4,113 providers of infants and toddler care attended at least one training provided by an infant-toddler specialist. 491 participants earned CEUs.

Research and Advocacy

A system can't be **transformed** without access to data that can be used to drive what changes are needed. Child Care Services Association has long been known as a resource for data about programs, families, funding and the workforce. In FY15 the *Workforce Study* (http://bit.ly/1zYVQc1) was completed for child care centers and family child care homes and highlighted the improvements across our state related to educational attainment, but also outlined the stagnant nature of compensation. We continue to advocate for improvements in the system through disseminating research, and collaborating with partners across the state.

> "Thanks to CCSA, there is more active engagement between infant teachers and babies. We are more focused on what CHILDREN want and need and providing more individual attention to each child's growth and abilities. We are also using more open-ended questions and labeling emotions. We are providing families with a center newsletter and a welcome/introduction letter to each room that was developed by the teachers."
>
> *—Teacher, Durham County*

Thank you to our 2014–2015 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
Kaplan Early Learning Company
Lakeshore Learning Materials

FOUNDATIONS

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

GOVERNMENT

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

COLLEGES & UNIVERSITIES

University of North Carolina at Chapel Hill

NONPROFITS

Child Care Resources Inc.
Church of St. Thomas More
NC Institute for Child Development Professionals
Southwestern Child Development Commission
United Way of the Greater Triangle

INDIVIDUALS

Peggy & Eugene Ball
Valerie Bateman
Shirley & Marvin Block
Mary Y. Bridgers
Vickie Brinkley
Ned & Ginny Brooks
Donna Bryant
Deb Cassidy & Rosemarie Vardell
Lorna & Bill Chafe
Carolyn Cobb
Gerry S. Cobb
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Shirley Turnage
Carolyn Van Sant
Jane Whitfield
Paul Winterhoff
Lisa de Saxe Zerden
Adam Zolotor

PARTNERSHIPS

Alamance Partnership for Children
Albemarle Smart Start Partnership
Alleghany Partnership for Children
Avery County Smart Start
Cabarrus County Partnership for Children
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.
Martin-Pitt Partnership for Children, Inc
Mitchell-Yancey Partnership for Children, Inc.
Orange County Partnership for Children
Partnership for Children of Johnston County, Inc.
Partnership for Children of Lincoln/Gaston Counties
Partnership for Children of the Foothills
Randolph County Partnership for Children
Region A Partnership for Children
Rockingham County Partnership for Children, Inc.
Smart Start of Brunswick Co., Inc.
Smart Start of Buncombe County
Smart Start of Davidson Co., Inc.
Smart Start of Davie County
Smart Start of Forsyth County
Smart Start of Transylvania Co.
Smart Start Rowan, Inc.
Stanly County Partnership for Children
Surry County Early Childhood Partnership
The Partnership for Children of Cumberland County
The Partnership for Children of Wayne County, Inc.
Wake County Smart Start
Wilkes Community Partnership for Children
Wilson County Partnership for Children

* *This list represents charitable gifts and grants made to Child Care Services Association between July 1, 2014, and June 30, 2015. 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 corrections.*

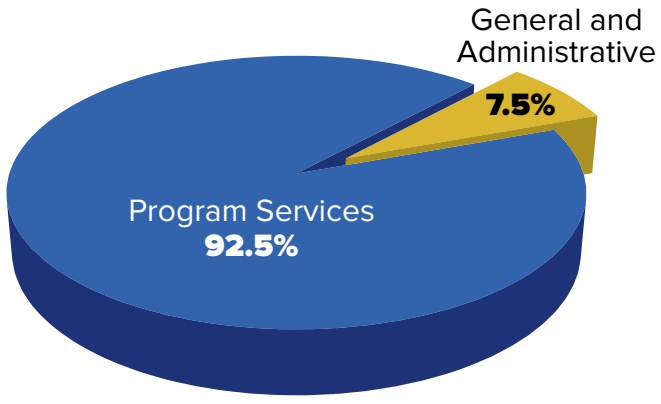
2014–2015 Financials

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

STATEMENT OF FUNCTIONAL EXPENSES

	FY2015	FY2014
Grants and Assistance		
Grants and Awards	$7,180,382	$8,238,882
Scholarships—T.E.A.C.H.	2,995,871	2,747,828
Scholarships—Child Care	3,924,724	3,445,213
Subcontracts	3,793,863	3,781,279
Total Grants and Assistance	**$17,894,840**	**$18,213,202**
Operating Expenses		
Salaries and Fringe Benefits	$6,397,851	$6,299,633
Program and Office Supplies	439,333	428,815
Contracted Services	130,684	173,241
Occupancy	130,889	120,007
Travel and Meetings	318,093	243,764
Depreciation and Amortization	272,924	265,969
Postage and Telephone	116,328	128,162
Printing and Publications	38,289	50,877
Repairs and Maintenance	38,841	25,985
Dues and Subscriptions	142,363	90,534
Interest Expense	101,791	94,161
Insurance	14,128	13,580
Other Expenses	7,324	11,903
Total Operating Expenses	**$8,148,838**	**$7,946,631**
TOTAL EXPENSES	**$26,043,678**	**$26,159,833**

ALLOCATION OF EXPENSES



CHILD CARE SERVICES Association

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

2014–2015 ANNUAL REPORT

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For more information about CCSA or to make a donation, visit **www.childcareservices.org**.

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