



**Education, Truancy, Dropout & Literacy Subcommittee**  
**Early Learning Workgroup**  
**2/22/08**

This packet contains handouts that were distributed at the Education, Truancy, Dropout & Literacy Subcommittee/Early Learning Workgroup on February 22, 2008 and includes the following items:

- Early Learning Workgroup Case Statement
- Early Learning Workgroup, Budget for Zone 1 Centers (32202, 32204, 32206, 32208, 32209, 32254)
- Awareness Campaign plan for Guiding Stars of Duval, prepared by Broadbased Communications



## Early Education Sub-Committee Case Statement

*Overarching Goal of the Jacksonville Journey:* Reverse the tide of violent crime via a community-wide effort with intensive focus on prevention, targeted intervention and rehabilitation.

- *We know* that children who start school behind are more likely to have difficulty learning to read, are more likely to have lower academic achievement, and are more likely to drop out of high school.
- *We know* that participation in high quality early care and learning experiences enhances children's readiness for school and future academic success.
- *We know* that childcare programs vary widely in quality with many of the most vulnerable children attending the lowest quality programs.
- *We know* that the school readiness sector is transitioning from a largely custodial system to one focused on early care and learning, and that as a result, a significant investment in teacher development is needed.
- *We know* that if we intervene in the early years by improving the quality of those early care and learning experiences, we are more likely to break the cycle of school failure.
- *We know* that the economic return for high-quality preschool is higher than other youth-centered interventions.
- *We know* that the Jacksonville school readiness sector has formed a citywide partnership and implemented a comprehensive and data-driven program to improve the quality of early care and learning services – the *Guiding Stars of Duval*. Currently, 96 childcare centers are participating in the intensive support component.
- *We know* Jacksonville success is documented in improved child literacy outcomes for participating children over the past five years and improved readiness for kindergarten as measured by the state's kindergarten readiness assessment that takes place during the first 30 days children are enrolled in kindergarten (see attachment 1).
- *We know* there are 102 childcare centers in Zone 1 with 23 centers have earned a *Guiding Stars*; 22 centers are currently receiving *Guiding Stars* intensive support; and 57 centers are not receiving intensive support.

The Early Education Sub-Committee proposes to expand the *Guiding Stars of Duval* by providing 25 centers with intensive support and providing the remaining 32 Zone 1 centers with continuing support.

This early childhood intervention will make a significant contribution to achieving the overarching goal of the *Jacksonville Journey* by implementing a high-quality, intensive early childhood intervention services in targeted neighborhoods using research-based and effective strategies and an evaluation, accountability, and improvement system.

**Expected annual cost: \$2,000,000**



Goals	Outcomes	Measures
<p><b>Goal 1:</b> Add 25 more childcare centers to <i>Guiding Stars of Duval</i> and provide support to the remaining Zone 1 centers.</p>	<ul style="list-style-type: none"> <li>• In three years, 90% of Zone 1 participating centers will earn at least a 4 Star overall rating</li> <li>• Each year, at least <b>1,000</b> additional children will participate in Zone 1 high-quality early care and learning experiences</li> <li>• At the end of each year, participating Zone 1 children will demonstrate significant improvement in early literacy achievement</li> <li>• At the end of each year, at least 90% of participating children will recognize most uppercase letters with no child knowing less than 8</li> <li>• At the end of each year, at least 95% of participating children will be judged ready on a standardized measure of general school readiness</li> <li>• Two-thirds of participating children will be judged ready for kindergarten on <i>all</i> three Florida School Readiness Screen measures (FLKRS)</li> <li>• 75% of Zone 1 participating teachers will earn a Child Development Associate credential (CDA+) or associate degree</li> <li>• 85% of childcare providers in Zone 1 will offer the State's Voluntary Pre-K Program</li> <li>• 90% of the Zone 1 VPK providers will meet FLDOE Kindergarten Readiness Rate standards</li> </ul>	<p>Quality Rating Improvement System Tool</p> <p>Enrollment records</p> <p>Test of Early Reading Ability, 3<sup>rd</sup> edition (TERA-3): Reading Quotient, Alphabet scale, Conventions of Print scale, Meaning scale</p> <p>Alphabet Letter Recognition Inventory (ALRI)</p> <p>Bracken Basic Concept Scale-Revised (BBCS-R)</p> <p>FLKRS data provided by DCPS</p> <p><i>Guiding Stars</i> documentation</p> <p>ELC Program Certification</p> <p>Annual FLDOE reports</p>



Goal	Outcomes	Measures
<p><b>Goal 2:</b> Provide mental health consultation services and social/emotional developmental curricula for Zone 1 <i>Guiding Stars</i> centers</p>	<ul style="list-style-type: none"> <li>• Increased use of interaction strategies that promote children’s social and emotional development by Zone 1 preschool teachers</li> <li>• Increased use of classroom management and organization strategies that promote children’s self-regulation by Zone 1 preschool teachers</li> </ul>	<ul style="list-style-type: none"> <li>• Classroom Assessment Scoring System (CLASS), Emotional Support Domain (rating of at least 4 (midrange) on 7-point scale)</li> <li>• Classroom Assessment Scoring System (CLASS), Classroom Organization Domain (rating of at least 4 (midrange) on 7-point scale)</li> </ul> <p><i>Note:</i> CLASS is a research-based classroom observation tool designed to describe important aspects of quality in early childhood classrooms: Emotional Support, Classroom Organization, and Instructional Support. CLASS does not focus on the content of curriculum or learning activities, but on the ways teachers implement and interact with children.</p>
<p><b>Goal 3:</b> Increase parent engagement in their child’s education.</p>	<ul style="list-style-type: none"> <li>• Participating parents report increased positive interactions with their child as a result of their participation in <i>I Care</i> program</li> <li>• Participating parents report increased positive interactions between their child and teacher</li> <li>• Participating parents report increased participation in family activities offered by centers</li> <li>• Participating parents report increased understanding of their child’s progress and use of suggested activities</li> </ul>	<p><i>I Care</i> Monthly Feedback Assessment Tool</p> <p>Participating Parent Survey</p> <ul style="list-style-type: none"> <li>- satisfaction with <i>I Care</i> program</li> <li>- satisfaction with center communication and family events</li> <li>- satisfaction with screening, referral, and assistance services</li> </ul>
<p><b>Goal 4:</b> Use a rigorous evaluation and accountability system</p>	<ul style="list-style-type: none"> <li>• Informed consent obtained, data collected, data analyzed, results shared with participants and staff, families, and the community</li> <li>• Data-sharing agreements completed</li> </ul>	<p>Listed above</p>

## EARLY LEARNING WORKGROUP - EDUCATION SUBCOMMITTEE

## BUDGET - ZONE 1 CENTERS (32202, 32204, 32206, 32208, 32209, 32210)

Budget to support 25 NEW Guiding Stars Sites (Intensive Coaching) + 32 Sites Continuing Support (Environment) + Additional Support for 22 CURRENT Guiding Stars sites

LINE ITEMS	Amount	Narrative
<b>PERSONNEL</b>		
Salaries	\$ 543,000	25 NEW Guiding Stars Sites: 3 Pre-K Coaches; 3 Infant / Toddler Coaches; 1.5 Team Leaders; 1.5 Environmental Specialists; 1.5 Family Involvement Specialists; 1.5 Early Intervention Specialists (12 FTEs)
Salaries	\$ 311,500	32 Sites Continuing Support: 1 Infant / Toddler Coach; 1 Pre-K Coach; 3 Environment Specialists; 2 Early Intervention Specialists (7 FTEs)
Salaries	\$ 120,000	22 CURRENT Guiding Stars Sites: 1.5 Family Involvement Specialists; 1.5 Early Intervention Specialists (3 FTEs)
Fringe Benefits	\$ 253,370	Benefits - Social Security, Medical Insurance etc at the rate of 26%
Auto Mileage/Parking	\$ 26,400	\$100 per month x 12 months x 22 FT Staff
Staff Training	\$ 6,600	\$300 per staff x 22 FT staff
<b>PROVIDER / CENTER SUPPORT</b>		
Accreditation	\$ 3,500	Estimated cost
Materials for centers	\$ 567,000	\$15,000 per center x 25 centers + \$6,000 per center x 32 Continuing Centers
Training/Workshops	\$ 28,500	\$500 per center x 25 centers (intensive) / 32 centers (environment)
Educational Scholarships	\$ 21,750	30 scholarships x \$725 per scholarship
Wage Incentives	\$ 30,000	\$1,200 per center x 25 centers
Curriculum / Curricular Materials	\$ 30,000	\$1,200 per center x 25 centers
Parent Resources / Materials	\$ 25,000	\$1,000 per center x 25 centers
<b>OCCUPANCY</b>		
Rent /Utilities, etc	\$ 35,200	\$1,600 per staff person per year x 22 FT staff
Telephone	\$ 13,200	\$50 per month x 12 months x 22 FT staff
Liability Insurance	\$ 5,000	Estimated cost
<b>FURNITURE / EQUIPMENT / CAPITAL OUTLAY</b>		
Office Furnishings	\$ 16,500	\$750 per staff person x 22 FT Staff
Computer Purchases	\$ 26,400	\$1,200 per staff person x 22 FT staff
Software Licenses/Support	\$ 6,600	\$300 per staff person x 22 FT staff
Copier Leases	\$ 6,000	\$500 per month x 12 months
<b>OPERATING EXPENSES</b>		
Postage	\$ 4,800	Mail outs to parents, providers, etc. - \$400 per month x 12 months
Office Supplies	\$ 13,200	Paper, pencils, other consumable supplies-\$50 per month per staff
Printing	\$ 8,000	Estimated cost
Copying Costs	\$ 4,000	Estimated cost
<b>SUBSCRIPTIONS</b>		
NAEYC / FACCM	\$ 3,500	Estimated cost
<b>CONSULTANT / PROFESSIONAL FEES</b>		
Professional Services	\$ 2,500	Estimated cost
Legal Services	\$ 4,000	Estimated cost
<b>DATA PROCESSING</b>		
IT Support	\$ 26,400	\$100 per month x 12 months x 22 FT Staff
<b>OTHER COSTS</b>		
Miscellaneous Charges	\$ 4,690	Estimated cost
Advertising	\$ 4,500	Estimated cost
Indirect Cost	\$ 54,300	10% of salary line item for other admin costs - HR, Payroll, Accounts Payable etc
Evaluation - Longitudinal Study	\$ 100,000	Research - Child Outcomes
Funding from ELC - Environment Support	\$ (305,410)	ELC's contribution to the support of Zone 1 Centers
<b>Total</b>	<b>\$ 2,000,000</b>	

MARKETING PUBLIC RELATIONS GRAPHIC DESIGN

# BRODBASED

## **Awareness Campaign for Guiding Stars of Duval**

### *Advertising, PR and Marketing Budget*

**Target area:** zip codes 32202, 04, 06, 08 and 09

**Primary Target:** Parents and caretakers of children under five years of age

**Secondary Target:** Childcare providers

Overview: The Jacksonville Journey Education Sub-Committee seeks to increase awareness and participation on the Early Learning Coalition's Guiding Stars of Duval early learning program already in place. The committee recommends focusing awareness efforts in the at-risk zip code zone identified above.

Due to the transient nature of individuals in this at-risk population, it is difficult to identify the exact number of homes or children.

- 2000 Census Data show 7,263 children under the age of 5 living in these zip codes.
- 2000 Census Data shows 47,463 households in these zip codes.
- Current data identifies 1,495 homes in these zip codes with children 5 years of age and under.

Advertising Goals:

- Raise the awareness of the Guiding Stars of Duval program in the community overall.
- Develop an outreach strategy to parents that includes a measurable response that validates receipt of the literature.

### **Focus Group - \$25,000**

Interview kindergarten teachers in Duval County to validate existing assumptions and obtain first-account observations of educational deficit areas children entering kindergarten. Analyze results, report findings and make recommendations.

### **Marketing Planning - \$3,500**

Develop a marketing plan that creates an integrated and sustained educational awareness program and subsequent budget for this initiative through the end of 2008. Plan will include outreach to parents and caretaker and the childcare markets. Components to be considered and budgeted for are listed below under Marketing Implementation.

**Marketing Implementation - \$150,000 +/-** depending on budget parameters yet to be established. Not all components are specific to the identified zone, but will raise awareness of the program community-wide. A sustained awareness campaign should be implemented as new people bring home babies and move into the city every day. Strategies to be considered in the marketing plan, based on final budgeting considerations, could include:

- Radio advertising on urban stations will cost-effectively increase awareness of the program to the entire community.
- Flyers mailed to every home in the at-risk zone will reach all parents and caretakers and raise awareness to general public so who may pass the information on to parents or caretakers of small children, even if they do not reside in the household.
- Brochures mailed to each of the 1,495 households with children 5 and under will showcase the program and offer a redeemable coupon for healthy food or family entertainment. Redemption coupon will validate outreach and target infiltration. (Movie tickets, video rental, healthy food, zoo admission) Offer should have expiration so outreach measurement can be accomplished within a set timeframe.
- Interior bus signs are already in place in 40 Jacksonville busses and will remain so throughout November 2008.
- Movie Screen advertising
- Flyer distribution at JaxKids, Libraries, Laundromats, Convenience and/or Grocery stores (placed in bags given to women).
- Outreach to fast food outlets to provide table tents or flyers with kids meals.
- Poster in Community Centers
- Lunch and Learns with 10 large Employers of hourly workers (restaurant, convenience stores, retail, grocery)
- JEA envelope stuffers
- Design and production of components

**Public Relations – \$24,000**

- Produce a 12-month, sustainable, proactive public relations and media relations campaign, specifically for Guiding Stars
- TV, radio and print media pitching and education
- Write release press releases (target 2 per month)
- Pitch stories to all media in our community (could include publicity of events, successes, etc)
- PSA campaign for radio and TV – develop, write, implement
- Assist with negotiations with Channel 4 regarding a Guiding Stars potential “sponsorship”
- Use BroadBased’s extensive client and relationship base to build additional relationships with the community, the business leaders and the media
- Public Relations would also include being an active consultant and idea strategist in the entire campaign

**Event Planning and implementation - \$42,500**

- Planning and execution of targeted, ELC/Guiding Stars branded educational events within each of the target zip codes. Five (5) events at \$8,500 per event.