



Action & Family Council Workgroup Planning

Recommendation #3

Increase efforts to expand licensed family child care networks that include a diversified workforce and supply funding, technical assistance, and support to get them established in smaller rural communities offering more choices to families.

Action & Family Council Members

Date: October 17, 2023

Time: 6pm to 7:30pm

Attendees

Council members present: Sheridan Johnson, Jacey Caudle, Sydney Pollard, M Stalls, Natalie Juhl, and Tangela Oliver

Agenda

1. Group agreements: Linda reviewed the group agreements with everyone. Zena welcomed everyone to today's meeting and introduced everyone to our new Council Members.
2. Icebreaker: Linda asked everyone to share their favorite childhood book. Everyone shared their favorite book from childhood or from a parent/caregiver perspective.
3. Action Plan: Zena mentioned that we are going to brainstorm today to work on setting up an Action Plan.
4. SMART—Zena shared her screen and shared a Smart Goals video for everyone to watch which mentioned steps to consider which include making the goals specific, measurable, actionable, realistic, and timely.
5. Review of recommendation #3:

Why was it made: hard to reach, people not knowledgeable of providers, not enough resources.

What data supports the recommendation? Per data 2,136 without publicly funded ECEC slots. Several facilities have closed which increases the slot gap. Alexander and Pulaski counties are child care deserts and home child care providers are very scarce.

Member shared that back when she opened child care at home, CCR&R offered a 4-day class with all startup info. Is anything like this being offered? How do we get people to get interested? People want to know how much money they will be earning. Lack of confidence in



some communities and build them up/motivational program. Child care is needed in a full schedule and quality child care.

Smart goals proposed:

#1 CCR&R provides training for potential interested applicants to start a family child care home, which includes families.

Who is responsible for leading?

Partnering with CCR&R and Region 30 Team.

What steps must be taken to meet the goal?

Training must be provided by CCR&R, scheduled, location.

#2 What's the profit, where do I get my money? (What can we give away?) Snacks, t-shirts, bouncy house? Possibly a public relations carnival activity. Traveling activity/event (each county) Well advertised (do not use training). Marketing?

#3 How does marketing the event look? Building confidence in local communities to encourage/motivate people to prepare themselves.

Who is responsible for leading?

Sheridan Johnson
Region 30 Team

What steps must be taken to meet the goal?

Campaign for the well-being of the Birth to Five population in our region. Emphasis on the critical shortage of providers and the needs of families.

#4 Connect with community events already happening, Fall Festivals, Early Head Start.

#5 Potentially 5-10 people per county, to see if it is viable.



What are the anticipated risks/barriers to meeting goals? Getting people to come. Some parents lack confidence in some communities. Teachers need to be more compassionate.

1. What are some proposed solutions to the anticipated risks/barriers to meeting goals? Finding out about community events and potential direct contacts with local school boards, announcements in places where people are coming (sporting events)
 - a. Revisit the goal matrix above. Do you need to add any goals/steps to the list?
2. What organizations/agencies are needed at the table to meet goals and implement the recommendation?

Local Organizations/Agencies	Specific Asks/Role
M & M Insurance	Susan Davis
Local Community Colleges	Extension Office in Cairo
Home Extension Offices	Mounds, Murphysboro,
State Organizations/Agencies	Specific Asks/Role
SIU Medicine	
Southern 7	
Head Start	

Before the next meeting...

- Send any related information to us.