



**President's Report  
Activities and Progress  
Strategic Plan**

**December 8, 2017**

***...because kids can't wait!***

**Vision**

Connected and engaged communities supporting children for lifelong success.

**Mission**

Through collaboration, the Forum builds and supports systems to promote positive experiences and outcomes for young children.

**Guiding Principles:** Good public policy is informed by research. The use of sound research to increase awareness and advocacy on children's issues and the field of child care and early learning is fundamental. Our guiding principles, therefore, are informed by research and best practices:

- Parents are the primary educators of their children; yet some parents face barriers that seriously limit their ability to be effective parents. Proven programs and adequate resources must be available to assist parents in achieving the best possible outcomes for their children.
- The foundation for physical, social and emotional capabilities is largely set during children's first few years of life and is essential to their future cognitive and academic success as well as their ability to function well in society.
- Children have the right to warm, responsive, and nurturing care from their parents and caregivers.
- Children are entitled to high quality early learning experiences including before and after school enrichment provided not only by their parents but by compassionate, knowledgeable, and trained practitioners as well.
- Families of children with disabilities and special health care needs have unique challenges and should have access to services and adequate resources designed to meet their needs and assistance to navigate systems that can help support them.
- Formal education and ongoing professional development for practitioners are critical to the optimum development of children given the correlation between practitioner knowledge, skills, and practices and improved child outcomes for later success.
- Compensation parity for early childhood and afterschool practitioners must be promoted to positively impact recruitment, retention, quality and commitment to the field.
- Collaboration with other local, state, and national organizations/agencies is the most effective strategy for supporting children, families, and practitioners to achieve shared goals.
- Professionalism, accountability, honesty, respect, integrity and excellence are minimum expectations for Forum staff and members of the board of directors.

*Adopted as edited by the board of directors, October 2010*

Reviewed and affirmed by the board of directors, December 2012, March 2014, October 2014, December 2016, March 2017

## STRATEGIC PLAN PROGRESS 2017-2018

**Goal 1**  
**The Forum will provide innovative, responsive assistance, support and professional development for early education and afterschool practitioners at the local, state and national levels.**

Objectives	2nd Quarter Progress October – December, 2017
The Career Center in Miami-Dade County will serve as the hub to provide responsive guidance, support, resources, technical and scholarship assistance to partners engaged in Quality Counts to move to the new model with the Career Center. Additionally, the staff will directly provide classroom supports through Quality Counts in one regions to improve the quality of services available for children.	The Career Center (QCCC) in Miami-Dade County continues to provide support, guide and engage with all system partners in the Quality Counts (QC) QRIS system. The Career Center Career staff continue to support all the Professional Development (PD) efforts for the system by engaging agencies and institutions in addressing the PD needs expressed by providers and practitioners. QCCC staff manage, guide and support scholarship efforts and assist specialists through this process via the Professional Development Registry (PDR). The central region of Quality Counts continues to be supported by the Quality Improvement Specialists (QIS) as it relates to technical assistance, learning environment and student/teacher interactions through coaching. The QCCC will focus on continued collaboration and cooperation with all partners and specialist agencies alike.
The Refugee Project through the HHS, Administration for Children and Families will be launched to recruit and train 20 refugee women in becoming quality family child care home providers in Miami-Dade County and Broward County.	Services have been localized in Miami-Dade County since efforts to recruit potential participants in Broward County have not been successful. The team is continuing to conduct outreach activities to recruit a minimum of 20 for Miami-Dade County and working with local partners to do so.

Objectives	2nd Quarter Progress October – December, 2017
<p>The Teacher Education and Compensation Helps (T.E.A.C.H.) Early Childhood® Scholarship Program providing scholarships to improve compensation, education, and retention in the field of early care and education will continue to be a valuable resource to the field. The results will be reported to policymakers and funders.</p>	<p>T.E.A.C.H. Program Update:</p> <ul style="list-style-type: none"> <li>● The T.E.A.C.H. team has been working to notify all eligible applicants that applications are on hold until July 1, 2018, while still encouraging people to apply. We will activate scholarships on a first come first served basis when we have money to do so.</li> <li>● While travel has been curtailed this year we are utilizing our ambassadors as well as providing materials to local conferences.</li> <li>● Messaging about this year’s limitations and encouraging scholars to communicate with their local legislators has been ongoing.</li> </ul> <p>Current T.E.A.C.H. data:</p> <ul style="list-style-type: none"> <li>● 2,515 current active scholars</li> <li>● 60 current pending application</li> <li>● 1,495 applications were received since July 1</li> <li>● 1,057 applicants are on the waitlist</li> <li>● 3,023 web hits on the T.E.A.C.H. web page in October 2017</li> </ul>
<p>The Forum will operate and manage the Palm Beach Registry Services for the Children’s Services Council and the Miami-Dade Registry for the Children’s Trust.</p>	<p>Palm Beach Registry: New Practitioner Applications (August 2017-October 2017): 189</p>
<p>The Child Care Evaluation Services program will</p>	<p><b>Gold Seal Quality Care Program</b></p>

Objectives	2nd Quarter Progress October – December, 2017
<p>provide services under contract with the Department of Children and Families (1) to evaluate applications of recognized accreditation associations for inclusion in the state’s Gold Seal Quality Care program and maintain the Gold Seal database, and (2) to evaluate applications of early childhood training providers for eligibility as Florida Child Care Professional Credential (FCCPC) training program providers.</p>	<p>Gold Seal Designations:</p> <ul style="list-style-type: none"> <li>• Facility: 1,575</li> <li>• Large Family Child Care Homes(LFCCH): 74</li> <li>• Large Family Day Care Home(LFDCH): 66</li> <li>• Religious Exempt: 23</li> <li>• School Exempt: 54</li> </ul> <p>Total: 1,792 Programs with a Gold Seal Designation.</p> <ul style="list-style-type: none"> <li>• 15 Accrediting Associations approved for Gold Seal</li> </ul> <p><b>Florida Child Care Professional Credential (FCCPC)</b></p> <ul style="list-style-type: none"> <li>• 32 FCCPC training sites</li> <li>• 1 program is currently inactive at this time</li> <li>• Family Central was approved to offer the School-age FCCPC training</li> </ul>
<p>The Forum will maintain the ability to issue Continuing Education Units as an authorized provider of the International Association of Continuing Education and Training (IACET).</p>	<ul style="list-style-type: none"> <li>• Our 5-year reaccreditation application to IACET is in progress. When approved, our new accreditation period will run from 2017-2022. The renewal process requires in-depth document review and an onsite validation visit.</li> <li>• Progress on the automation of our CEU process continues.</li> <li>• Internal staff training in progress (October and November 2017). Participants will register using the Forum’s Online Event System and receive CEUs.</li> <li>• No external CEU applications being accepted until IACET re-accreditation is complete.</li> <li>• Potential contract with OEL and various ELC’s for a “Mind in the Making” training</li> </ul>

Objectives	2nd Quarter Progress October – December, 2017
	in early discussion stages.

**Goal 2**  
**The Forum will generate and disseminate valid, reliable and current best practices, data and research informing decision-making and measuring outcomes.**

Objectives	2nd Quarter Progress October – December, 2017
<p>Relevant research studies and policy briefs will be disseminated to various audiences to include practitioners and policy makers to inform the field and improve practices. Information can be disseminated in e-blasts to reach about 12,000 individuals in the early care and education field, on our Facebook page where we have more than 2,000 “likes” and on Twitter where we have more than 5,400 followers.</p>	<p>Note: We are now using MailChimp to disseminate information  E-blasts sent through MailChimp:  <b>As of November 13:</b></p> <ul style="list-style-type: none"> <li>● November 3: T.E.A.C.H. Early Childhood® Scholarship Program Update</li> <li>● October 12: How is Florida doing by our children? (Children’s Forum Newsletter Fall edition)</li> <li>● October 10: Child Care WAGES® - Apply Today!</li> <li>● !October 4: Webinar: A Closer Look at the Toddler CLASS Emotional and Behavioral Support</li> <li>● October 3: Affordable Membership Options for Early Childhood Educators</li> <li>● September 5: T.E.A.C.H. Scholarship Update</li> </ul>
<p>Grant proposals will include a strong evaluation</p>	<p>No grant proposals have been submitted this quarter.</p>

Objectives	2nd Quarter Progress October – December, 2017
component to test efficacy of proposed strategies and measure outcomes for practitioners and ultimately the children they serve.	

**Goal 3**  
**The Forum will provide collaborative leadership to promote effective public policy advocacy for early care and education and school-age services.**

Objectives	2nd Quarter Progress October – December, 2017
Participate and serve on various state and national level leadership initiatives to promote effective public policy and best practice.	The Forum has an active presence on several boards. Phyllis is working with a national task force on implementing a model of the Military Child Care lessons pilot to determine feasibility and efficacy for state systems.
Engage in advocacy efforts that promote the philosophy of the organization following applicable guidelines under state and federal regulations.	The Forum continues to participate in the Early Learning Consortium to develop policy goals that are jointly agreed upon by partner organizations. This has strengthened our effectiveness. The Forum also participates in the First 1000 Days efforts.
Present and display at local, state and national conferences on relevant topics demonstrating the expertise of Forum staff and value of programs administered.	<p>The Forum had a Children’s Forum CARES display for a fundraising and awareness event we hosted at Grasslands Brewery November 11 in Tallahassee.</p> <p>The Forum Help Me Grow State Coordinating Office (SCO) participated in the following conferences informing and advocating about our programs. These meetings and outreach efforts have led to various connections for the State Coordinating Office and the</p>

Objectives	2nd Quarter Progress October – December, 2017
	<p>local Help Me Grow Affiliates;</p> <ul style="list-style-type: none"> <li>● Florida Chapter of the American Academy of Pediatrics: Future of Pediatric Practice Conference - During this conference the SCO staff person staffed the exhibit table and provided materials and resources to future pediatricians and discussed with over 100 participants who stopped by the table, the importance of screening all children as a best practice and the services that HMG provides to child health care providers.</li> <li>● Florida Afterschool Alliance Conference – During this conference the SCO staff person staffed the exhibit table and connected with after school teachers and administrators and discussed the services that HMG provides, how we can assist with services for the families they serve, and provided developmental materials to be used in their programs.</li> <li>● Pediatric Primary Care and Behavioral Health Integration Summit – During this summit the SCO staff person staffed the exhibit table and discussed with child behavioral health physicians the services that HMG provides, provided materials for tracking development, and also participated in the two day discussion as part of the full meeting on integrating resources and collaboration amongst agencies to assist in ensuring children are screened as a best practice and receive services.</li> <li>● DCF Florida Faith Symposium - During this conference the SCO staff person staffed the exhibit table and connected with state level administrators and Faith Based providers and administrators and discussed the services that HMG provides, how we can assist with services for the families they serve, and provided developmental materials to be used in their programs.</li> </ul>



Objectives	2nd Quarter Progress October – December, 2017
	<ul style="list-style-type: none"> <li>Florida Healthy School District Symposium - During this conference in December the SCO staff person will staff the exhibit table and connect with state level administrators, district leadership, community partners and stakeholders and discuss the services that HMG provides, how we can assist with services for the families they serve, and provided developmental materials to be used in their programs.</li> </ul>
Support the board of director's priority to effectively engage business leaders in early childhood policy in Florida.	The Forum submitted a compensation survey to the Florida Chamber and asked that the Early Childhood Business Group receive the survey.

**Goal 4**  
**The Forum will maintain a sustainable marketing plan in order to support local, state and national agencies in educating the public about the value of high quality early care and education and school age services.**

Objectives	2nd Quarter Progress October – December, 2017
Continue to assess the needs of the field and secure funding to support the mission of the organization.	No RFP's were identified or submitted during the quarter. We anticipate a new RFP for the QCCC in Miami in January.
Take advantage of opportunities to write and promote news, stories, and op-eds in various	No report for this quarter

Objectives	2nd Quarter Progress October – December, 2017
media throughout the state.	
The membership program will serve as a conduit for promoting advocacy, effective policies and practices for early care and education.	The Forum's membership program continues to grow. As additional membership incentives, a Back to School membership promotion was launched in September and October and featured school supplies, Forum items, and \$50 gift card). Campaigns were promoted through e-mail blasts and social media. As of November 13, the Forum enrolled 95 members during September-November 2017.
A Forum presence on social networking sites (Facebook, Twitter, Instagram, Pinterest and YouTube) will be maintained to increase partnerships, build awareness of programs/services and receive online donations.	The Forum continues to have a presence on our social media pages. Our Facebook page has 2,045 "likes." There are 5,516 followers on the Forum's Twitter page. We also have Facebook pages for T.E.A.C.H. (1,705 likes), WAGE\$ (234 likes), and the Quality Counts Career Center (153 likes). On the Forum's Pinterest page, we have 212 followers. On our Instagram page, we have 105 followers. We will be using Facebook ads the week of November 20 to promote Children's Forum CARES and #GivingTuesday. We are interested in further advertising through Facebook for other Forum programs and services.
A quarterly e-newsletter will be written and disseminated capturing relevant topics and promoting collaboration among providers of services for young children. Marketing materials will continue to be developed and updated.	The current Forum e-newsletter has been revamped and now includes an overarching theme and shorter, concise articles and sections. The Fall newsletter was distributed through MailChimp October 12. The newsletter featured Florida's results from reports on child-well being and the state of prekindergarten, what the Forum is doing to help ensure high-quality early care and education experiences for young children, a President's Perspective, a Forum Corner section featuring Forum news and initiatives, and a Did You Know section with an interesting early care and education factoid.
Professional development systems will be promoted and expanded throughout the state to	The Forum is still actively engaged in supporting professional development systems and Phyllis is presenting on Higher Education for Early Childhood Professionals at the

Objectives	2nd Quarter Progress October – December, 2017
provide career pathways for early childhood and afterschool practitioners.	FLAEYC Leadership Day in Orlando at the luncheon meeting.

**Goal 5**  
**The Forum will promote compensation initiatives for early care and education professionals commensurate with the critical importance of their work.**

Objectives	2nd Quarter Progress October – December, 2017
The WAGE\$ program providing wage and salary stipends will be promoted through the successful implementation in existing areas and publication of results.	<ul style="list-style-type: none"> <li>● Active participants: 963</li> <li>● Participating child care programs: 334</li> <li>● 191 WAGE\$ supplement payments were issued during this reporting period</li> <li>● Six-month supplement average: \$576, the average six-month supplement is equivalent to at least .55 cent an hour.</li> </ul>
The WAGE\$ program will be promoted in conferences, newsletters, and response to inquiries statewide.	<ul style="list-style-type: none"> <li>● No conferences were attending during this reporting period</li> <li>● Child Care WAGE\$® webinar scheduled for late November or early December</li> </ul>

**Goal 6**  
**The Forum will provide collaborative leadership and develop tools (strategies) to improve systems of care, education, and healthy development for all children and youth.**

<b>Objectives</b>	<b>2nd Quarter Progress October – December, 2017</b>
The Professional Development Registry will be further developed and honed to serve as a valuable resource for decision-making and further deployment in the state.	Miami-Dade Registry: Centers closed (August 2017-October 2017): 52
An Online Events System (OES) will continue to be refined and marketed to coalitions and other nonprofits.	The OES is currently being used for registrations of internal CE/T trainings. One training for participants to receive IACET CEU was completed on October 23 (Tallahassee) and two additional trainings are scheduled for November 14 (Tallahassee & South Florida).
The website will serve as the locus of information and resources for the early care and education field to include news, advocacy awareness and relevant tools to assist early care and education practitioners.	The website functionality and content continues to be updated with relevant information from various departments and programs.
The Program Assessment Center will provide classroom assessment services to early learning coalitions and other interested parties using the Environment Rating Scales, CLASS, and training and technical assistance.	The Program Assessment Center is providing services in Palm Beach County and other counties as schedules will allow.
The Forum will create a model for leadership development for early learning to provide a venue for training both those in field and out of field to strengthen leaders to achieve positive policy changes for ECE.	The model for leadership development has been created. However, finding funders that are interested in supporting the model has been difficult. Forum staff will continue to seek outside funding for the initiative.

Objectives	2nd Quarter Progress October – December, 2017
<p>The Forum will provide leadership and administration of the <b>Help Me Grow Florida</b> project to increase the access and availability of services for children in communities where services are provided.</p>	<p>NOTE: Jinan As-Siddiq, CE/T Coordinator will assist HMG part-time (interim) as new staff transitions on board.</p> <ul style="list-style-type: none"> <li>● The Forum Help Me Grow State Coordinating Office (SCO) collaborated with the communications team at the Children’s Movement to release two HMG success stories and testimonials monthly from October through December.</li> <li>● HMGF Assistant Director presented on Help Me Grow and Learn the Signs Act Early at the MIECHV meeting in October.</li> <li>● The Forum Help Me Grow SCO participated in the Leon County Screening event at Children’s Medical Services as family facilitators in October.</li> <li>● The Forum Help Me Grow SCO continues to participate in the Florida ECCS Impact Project Advisory Group, ECCS State Improvement Team and ECCS State Council and Project LAUNCH (which has merged into the larger Young Child Wellness Council which will focus on screening and early intervention as well as professional development, strengthening families, and multi-agency collaboration.)</li> <li>● The HMGF Director and Assistant Director participated in the Infant Mental Health Statewide Endorsement discussion and meetings in October and will continue to be apart of this group to bring endorsement and training to Florida.</li> <li>● The Forum Help Me Grow SCO also assisted our affiliate, Heart of Florida United Way, with implementing their first Books, Balls and Blocks Community Screening event in October to promote developmental screening as a best practice.</li> <li>● In November, the HMGF Assistant Director and Program Coordinator from HMG 211 Big Bend, jointly presented to the Tallahassee Memorial Pediatric Rehab staff.</li> </ul>

Objectives	2nd Quarter Progress October – December, 2017
The Forum will administer a planning grant from Volunteer Florida to determine the feasibility of launching an AmeriCorps service program aimed at recruiting underrepresented populations into the ECE teaching field.	The planning grant is underway. An individual has been hired under contract to lead the work. He is located in the Tampa area. The first advisory group meeting will be held the first week of December in Orlando in conjunction with the FLAEYC conference.

**Goal 7**  
**The Forum will be administered in a cost effective and efficient manner ensuring adequate resources are available to carry out the mission of the organization.**

Objectives	2nd Quarter Progress October – December, 2017
Respond to four Invitations To Negotiate or Request for Proposals that are consistent with the strategic plan goals. Assure that the potential revenue from each proposal is of a significant amount to warrant the time and effort to respond or of significant strategic value.	There have been no RFI or RFP responses this quarter as there have been no releases that align with the Forum's current work.
Increase revenue from membership and the number of members by 5%.	As of November 13, 95 members became members or renewed their membership with the Children's Forum during September-November, 2017 for a grand total of \$4,045.
Provide monthly financial reports to the Board ensuring board members are informed on the financial status of the Forum.	Monthly financial reports have been sent to the board.

Objectives	2nd Quarter Progress October – December, 2017
Seek opportunities to bring positive recognition to the Forum for the quality and excellence of the work the organization provides.	The Forum participated in a fundraising event for Children’s Forum CARES at Grasslands Brewery November 11. In addition we will be participating in a profit sharing event at Grub Burger November 21 and an Alternative Christmas Market December 2 and 3 to promote Children’s Forum CARES.
Audit and monitoring reports are positive reflecting the quality of the work of staff.	The annual audit is currently in progress. Expected completion as required by contract is 12/31/17.
A process for quality assurance is in place to ensure the ongoing quality improvement of services to our respective audiences.	<ul style="list-style-type: none"> <li>• Our 5-year reaccreditation application to Nonprofits First for agency certification in Sound Nonprofit Management has been approved for 2017, and our new accreditation period will run from 2017-2022, with satisfactory completion of an annual financial report.</li> <li>•</li> </ul>
Strengthen the internal culture of the Forum through revised staff orientation practices, morale and recognition systems and professional development opportunities.	<p>The Forum continues to develop the monthly internal e-newsletter, <i>Forum Focus</i>, which highlights personal achievements, professional development, birthdays and anniversaries of Forum staff.</p> <p>The Forum’s Morale Committee coordinates monthly events to celebrate birthdays, work anniversaries, and new employees.</p> <p>Winter holidays celebration and luncheon planning in process PD mini-conference.</p>