



FUNDING PHILOSOPHY

- Mission & strategic plan fulfilling
- Sustain initiative continuation
- Culturally responsive approaches
- Enhance and extend partnerships
- Fulfill contractual obligations (funding streams, reserve requirement, etc.)
- Looking toward sustainability

DATA



CHILDHOOD POVERTY RATE
24.1% Marion | 18.1% Polk

FREE & REDUCED LUNCH ELIGIBILITY
63% Marion | 52.09% Polk

AT-RISK CHILDREN
188,557 Oregon | 26,161 Marion & Polk

EARLY LEARNING DIVISION PRIORITIES FOR 2019 LEGISLATURE

- **Infant Toddler** – capacity to support children in the 0 to 3
- **Preschool Expansion** – expansion of preschool opportunities, eg OPK and Preschool Promise
- **Professional Learning & Higher Education** – multiple educational pathways; and support for Non-English speaker professionals
- **Family Support** – increase home visiting, emergent needs, parent education, parent supports, CCO 2.0 alignment
- **Licensing Support** – capacity to meet compliance and oversight needs in licensing; strong connections and oversight with DHS
- **ELD Support** – capacity at ELD; Hub capacity across the state

ParentingHub.org

2018-2019 FISCAL YEAR FUNDING PLAN HIGHLIGHTS



KPI - 31 SITES

COORDINATION CONTRACTS: (.3 FTE Polk, 1 FTE SKPS, 1 FTE Woodburn and north county, .5 FTE MPELH for 4 sites)
 PD EVENTS: 3 | ATTENDANCE: 480 total people attended
 PARENT EDUCATION: 17 sites (15 Marion | 2 Polk)
 ATTENDANCE: 314 parents | 386 kids
 READY FOR KINDERGARTEN: 424 parents | 756 children
 OPEC INCREASE SERVICE AREA: Aurora, Scotts Mills and Mt Angel



MAJOR INITIATIVE IMPACT

PRESCHOOL PROMISE

FREE PRESCHOOL: 330 Funded | 350 Served
 POVERTY LEVEL: 29% are at or below 100% | 19 % are at 101 - 130 % FPL | 52% are at 131- 200 %
 SERVICES PROVIDED: Dental, Hearing, Vision, SMART, Literacy Backpacks
 PROFESSIONAL DEVELOPMENT: Ongoing professional development in the areas of business, curriculum and challenging behaviors

FAMILY SUPPORT

COMMUNITY SUPPORT FUNDS:

- 400: Families served
- 1600: Children impacted
- 9: Awarded grants
- 15: Geographic areas

CHILD CARE NETWORKS

NETWORK: 78 Participating Providers | 978 Children Impacted
 SPARK RATING: 18 ★★★★★ | 9 ★★★★★ | 7 ★★★★★
 TECHNICAL ASSISTANCE: Ongoing professional development, monthly meetings and trainings
 COLLEGE LEVEL ECE COURSES: 3 Courses | 88 Participants (50/50 Network & Partners)
 COORDINATION: CCR&R and MPELH serve Marion and Polk
 EDUCATIONAL ADVANCEMENT: Providers participate in higher education classes; exceed and contracted classes.

KINDER READINESS PROGRAMS

MATERIALS: 20,000 Kindergarten Readiness Calendars | Distribution in clinics, schools, businesses and their non-profits
 PARTNERSHIPS: Library, Salem Clinic Medical Foundation, YMCA and Teen Parent programs
 READY! FOR KINDERGARTEN: 4 Sessions | 97 Parents | 90 Children
 FAMJAM EVENT: 350 Parents | 300 Children | 200 Kindergarten registrations
 ENGAGEMENT: Increase community and family participation
 REACH OUT AND READ: 6 Participating Clinics | 19,043 children impacted

DEVELOPMENTAL SCREENINGS

COLLABORATION:

- Support for Early Learning partners participation in on-line ASQ

WORKFLOW:

- Increased communication and collaboration between health clinics and WESD
- Higher quality referrals
- Referrals to other community programs
- Increased participation in WESD assessments

PARENT EDUCATION

FUNDED EDUCATION SERIES: 38 (Marion OPEC Funded)
 PD FOR PARENT EDUCATORS: 2 Events | 37 Participants
 FACILITATOR NETWORK: 41 Active OPEC | 87 Active Non-OPEC
 CURRICULA: OPEC: Abriendo Puertas/Opening Doors, Make Parenting a Pleasure, Nurturing Parenting & Incredible Years. | Non- OPEC: Mind in the Making, Daddy Boot Camp, Ready! for Kindergarten
 OPEC ANNUAL CONFERENCE: 11 parent educators funded by MPELH
 COLLABORATION: Polk/Yamhill parenting hub train the trainer activities

CARE CONNECT

BEHAVIORAL HEALTH CONSULTANTS: Established contracts and process with behavioral health consultants to support early learning providers
 OPEN HOUSE: 40: Attendees | 478: Children impacted
 SPECIALIZED TRAININGS:

- Healthy Sexual Development - 37 Participants | 444 Children impacted
- Trauma-Sensitive Classrooms - 26 Participants | 312 Children impacted

CURRICULA: Selected curricula for implementation with advisory group (Second Step and Sanford Harmony)

OUTREACH & COMMUNICATIONS

VROOM: 18,400 Material distributed since 2015
 SOCIAL MEDIA: 11,487 People reached | 45,455 Number of times ads were seen | 646 Ad clicks
 WEBSITE: 89% New Visitors | Selected as resource for Child Abuse Prevention campaign
 E-MAIL MARKETING: 2,230 E-newsletter subscribers | 70% Open rate
 OUTREACH: 30 Events | 7,000 Adults | 3,500 Children | Literacy & Immunization Project with WCVH | 13,137 children impact-



2018-2019 FUNDING PRIORITIES

- Continue and deepen the work of major initiatives
- Continue KPI including fully funding sites no longer receiving P3
- Continue Family Support, including anticipated shortfall
- Purchase Make Parenting a Pleasure curriculum for Marion & Polk parenting hubs
- Continue to provide community Vroom tools and materials to community partners
- Support community events, such as Fam Jam, Teen Parent Health Fairs, etc.
- Continue kinder readiness activities, such as Ready for Kindergarten, to broader audiences
- Continue Care Connect and focus on provider capacity in working with challenging behaviors
- Investment in culturally relevant practices including translation, access for Spanish speaking providers, social emotional and emergency/disaster preparation for providers