

# **Joint Committee on Children, Youth, and Families**

*Senator Mary L. Washington, Senate Chair*  
*Delegate Ariana B. Kelly, House Chair*

**Wednesday, November 10, 2021, 1:00 p.m.**  
**Virtual Meeting**

## **Agenda**

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### **I. Call to Order and Chairs' Opening Remarks**

### **II. Maryland State Department of Education**

- Ary Amerikaner, Chief of Staff
- Justin Dayhoff, Assistant State Superintendent, Financial Planning, Operations, and Strategy
- Steven Hicks, Assistant State Superintendent, Division of Early Childhood

### **III. Child Care Provider Community**

- Chris Peusch, Executive Director, Maryland State Child Care Association
- Ruby Daniels, President, Maryland State Family Child Care Association
- Tracey L. Clay, School Director, Celebree School, Germantown, Maryland
- Carolina Reyes, Owner and Director, Arco Iris Bilingual Children's Center, Prince George's County
- Holly Frazer, Owner, My Favorite Place, Smithsburg, Maryland
- Kim Ritchey, Owner, Ritchey's Totlot, Hagerstown, Maryland

### **IV. Business and Nonprofit Community**

- Cailey Locklair, President, Maryland Retailers Association

- Montgomery Moving Forward, an initiative of Nonprofit Montgomery
  - Sharon Friedman, Project Director
  - Susan Madden, Montgomery Moving Forward Co-chair and Chief Government Relations Officer at Montgomery College

**V. Presentations on Policy Recommendations and Solutions**

- Laura Weeldreyer, Executive Director, Maryland Family Network
- Jennifer Arnaiz, Manager, Child Care Support Services, Montgomery County Early Childhood Services
- Roundtable Discussion among Joint Committee Members

**VI. Closing Remarks and Adjournment**

The background of the slide is a photograph of a classroom. A female teacher with long dark hair, wearing a white lab coat and a light blue surgical mask, is leaning over a desk. She is looking down at a book held by a young girl. The girl has her hair in a ponytail and is wearing a white and black striped shirt and a white surgical mask. They are both focused on the book. In the background, other students are visible, some also wearing masks, sitting at desks. The lighting is bright, suggesting a well-lit classroom.

# The Pandemic and Maryland's Childcare System

**Joint Committee on Children, Youth and Families**  
November 10, 2021

Presented By | The Maryland State  
Department of Education

# Overview and Agenda

## The Pandemic and Maryland's Childcare System

- ✔ Review data on the operating status of licensed child-care providers
- ✔ Review data on participation rates in the Child Care Scholarship Program
- ✔ Review data on child-care availability and need (child-care deserts)
- ✔ MSDE Plans Ahead: Improvements for Providers and Families related to the Child Care Scholarship Program and the Deployment of the Child Care Stabilization Funds
- ✔ Review federal Covid-relief funding for child-care providers
- ✔ American Rescue Plan Act (ARPA) Spending
- ✔ Next Steps
- ✔ Questions and Comments



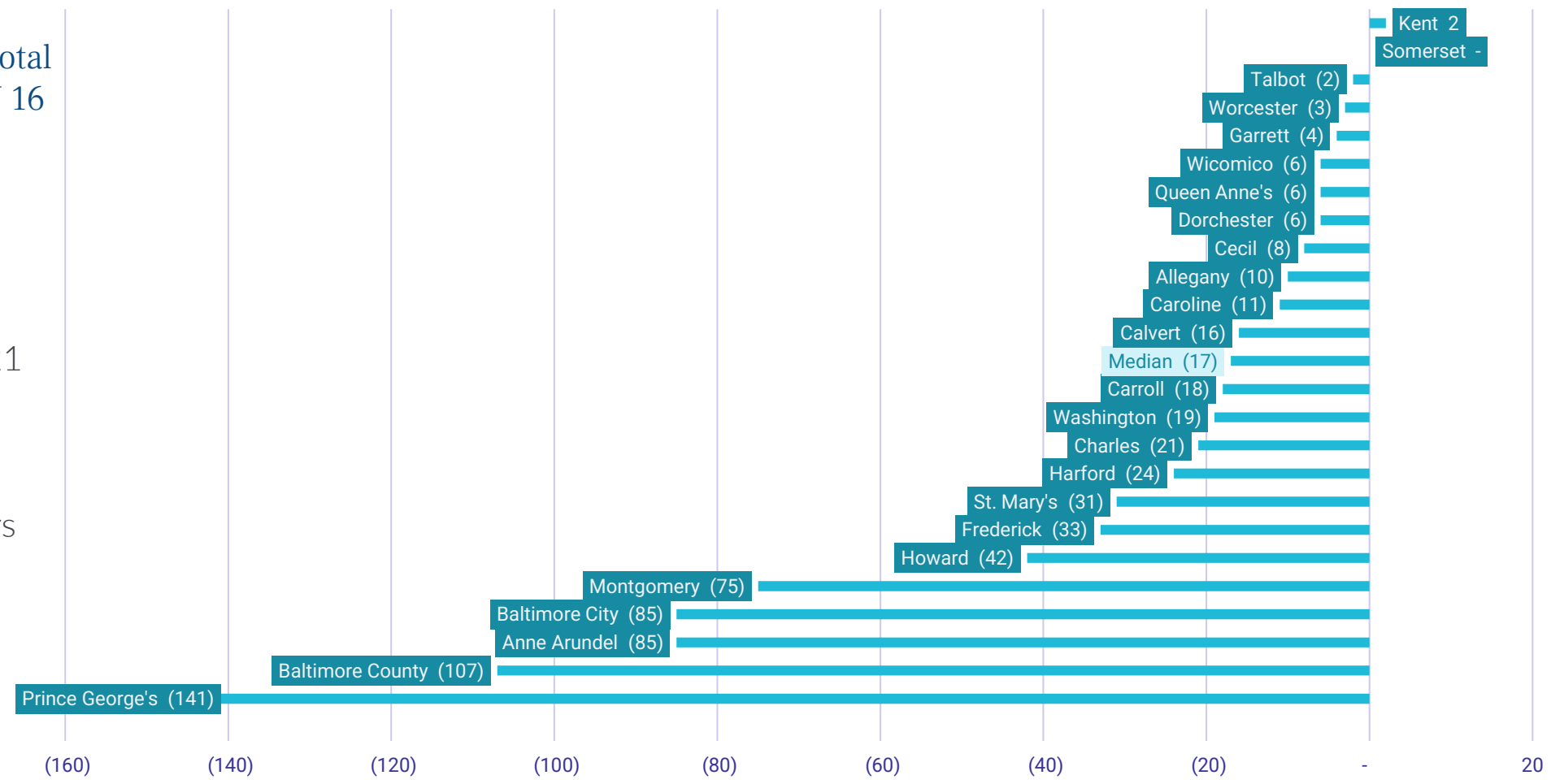
# Licensed Child Care Providers January 2020 – November 2021

In the years leading up to the pandemic, the number of licensed providers declined each year. There were 629 total fewer providers between FY 16 and FY 18. The pandemic accelerated this decline.

Maryland had 751 fewer open, licensed child-care providers in November 2021 compared to January 2020.

The change from 7,944 providers to 7,193 providers is a 9.5% decrease.

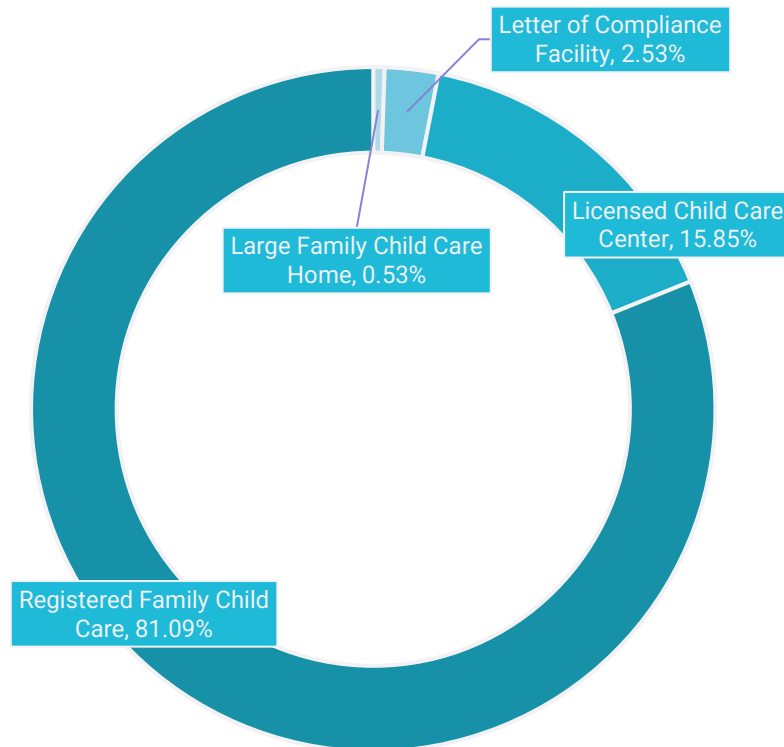
### Difference in Total Licensed Providers January 2020 | November 2021



# Licensed Child Care Providers January 2020 – November 2021



Change in Open Child-Care Providers, by Provider Type  
January 2020 | November 2021



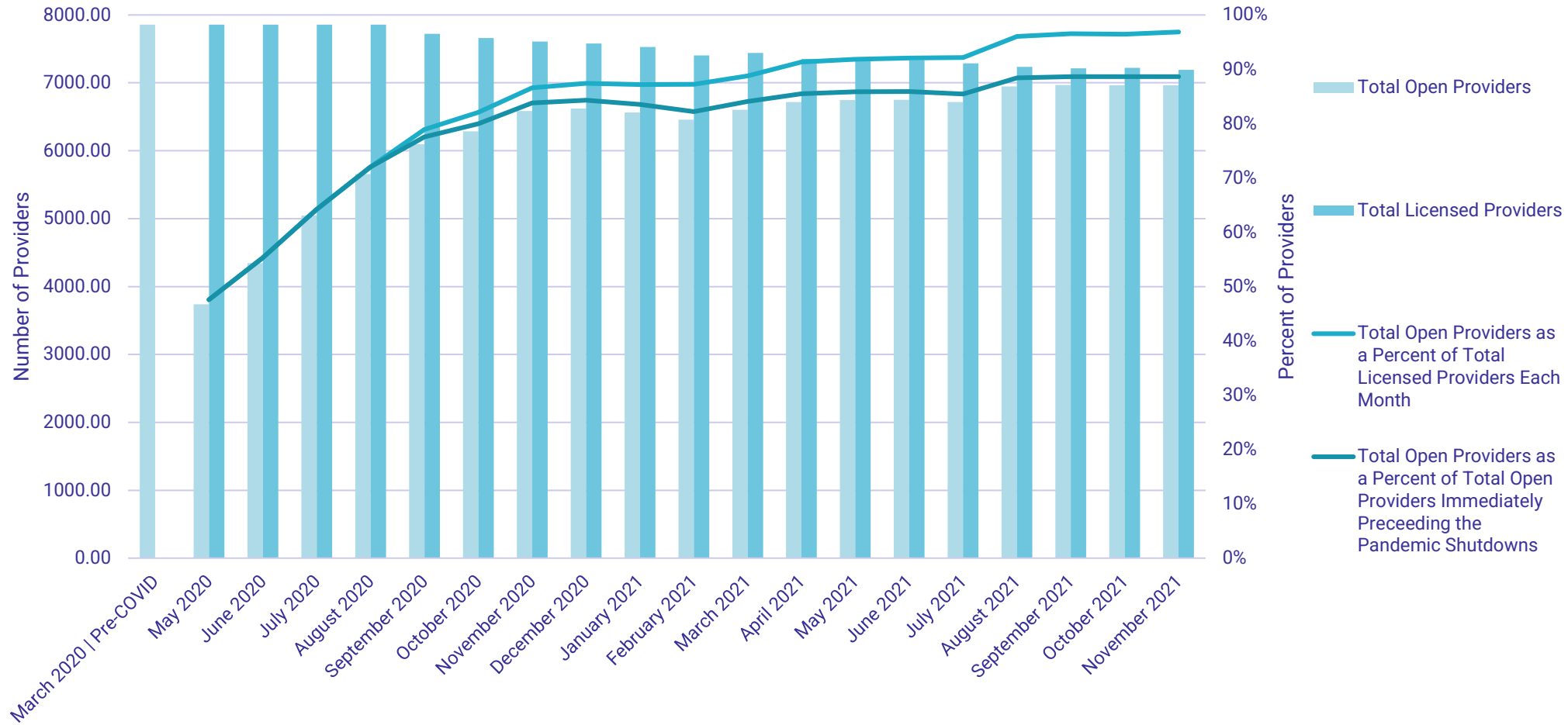
81% of the child-care providers that closed between January 2020 and November 2021 were Registered Family Child-Care providers.

609 Fewer Registered Family Child-Care Centers were open in November 2021 compared to January 2020.

# Licensed Child Care Providers January 2020 – November 2021



Percent of Licensed Providers Operating, March 2020 | November 2021



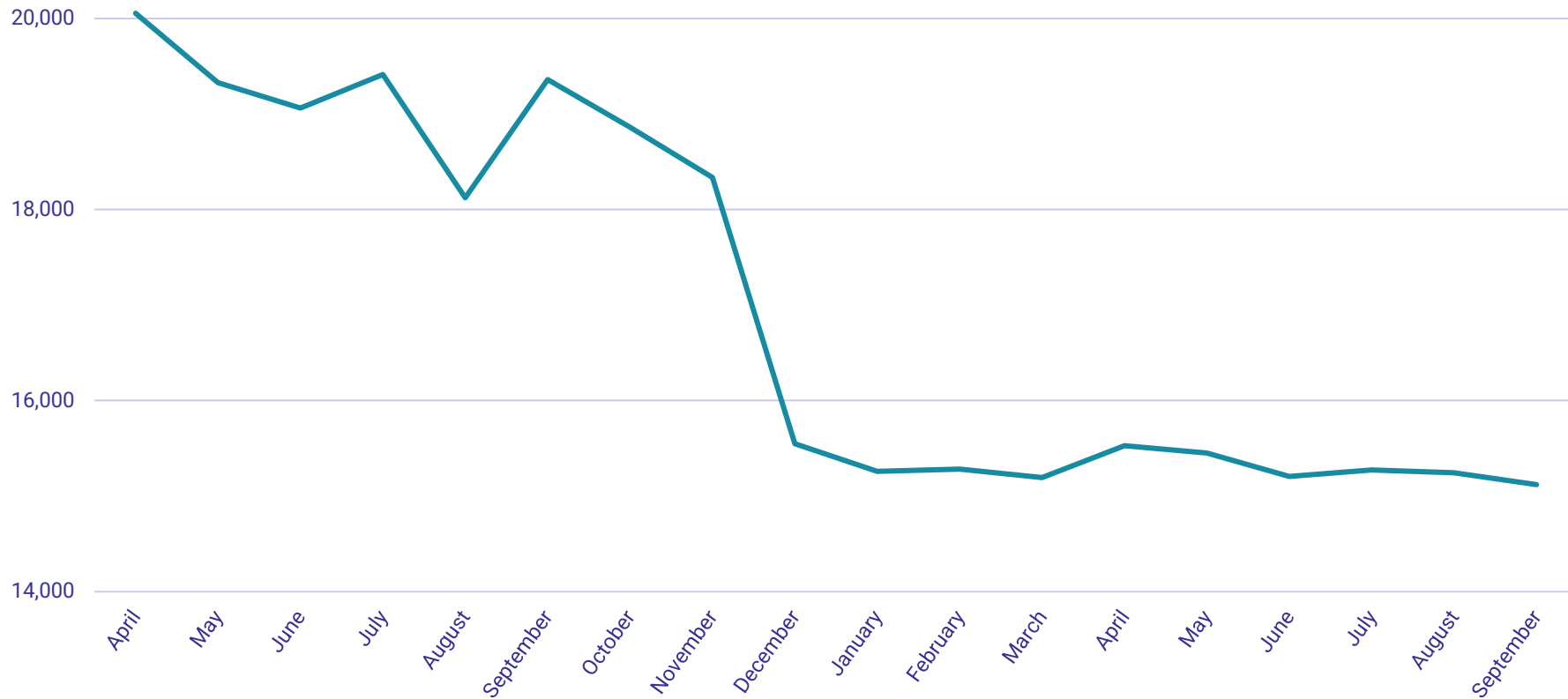
In May 2020, 47.6% of the total pre-pandemic licensed providers were open. That number rose to 88.6% in November 2021.

In November 2021, 97% of all eligible, licensed-providers were open.

# Child Care Scholarship Program



Count of Children Participating in the Child Care Scholarship Program  
April 2020 | September 2021

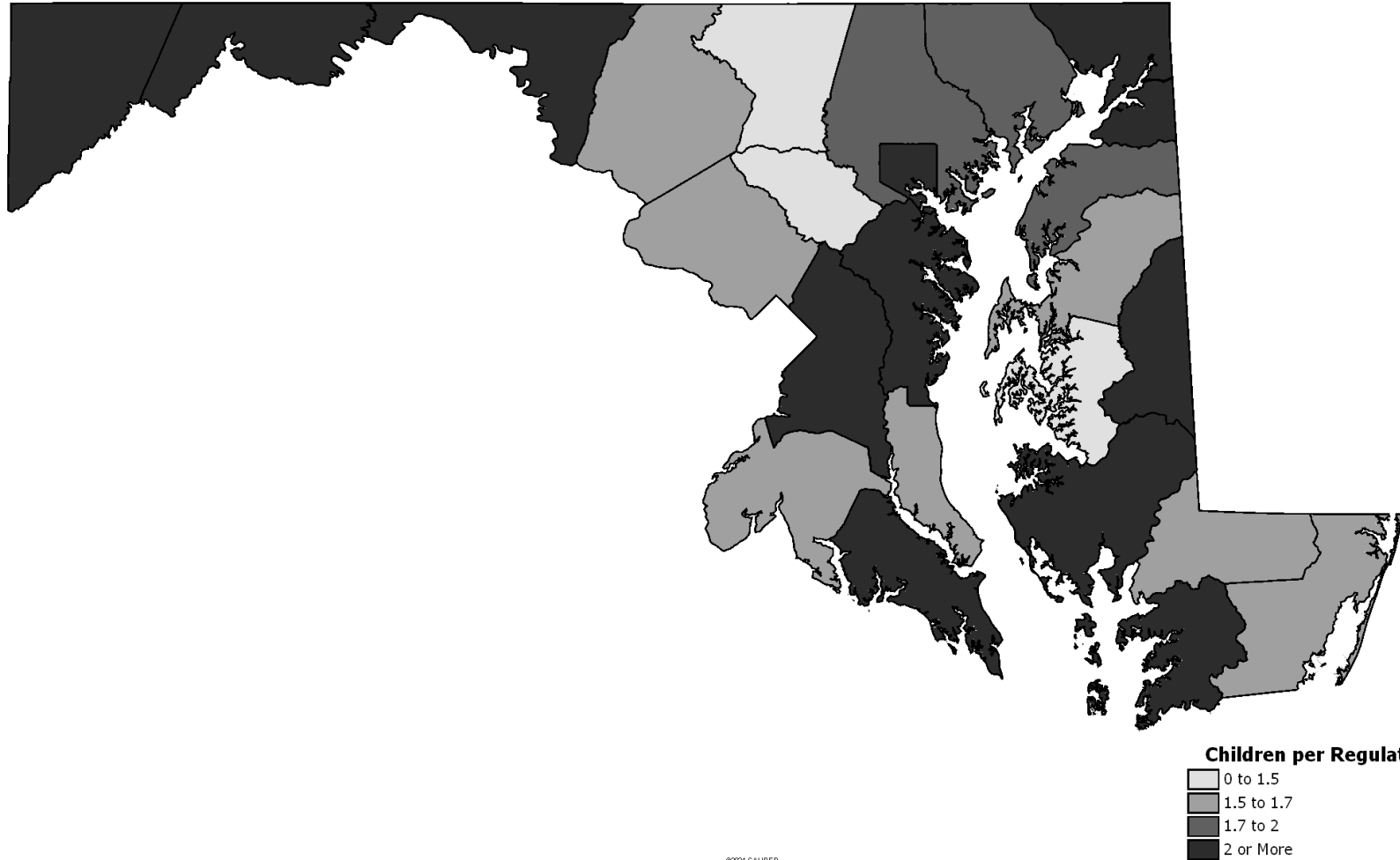


The count of children participating in the child-care scholarship program fell 22.5% between April 2020 and December 2020.

The count of children then remained mostly steady between December 2020 and September 2021.



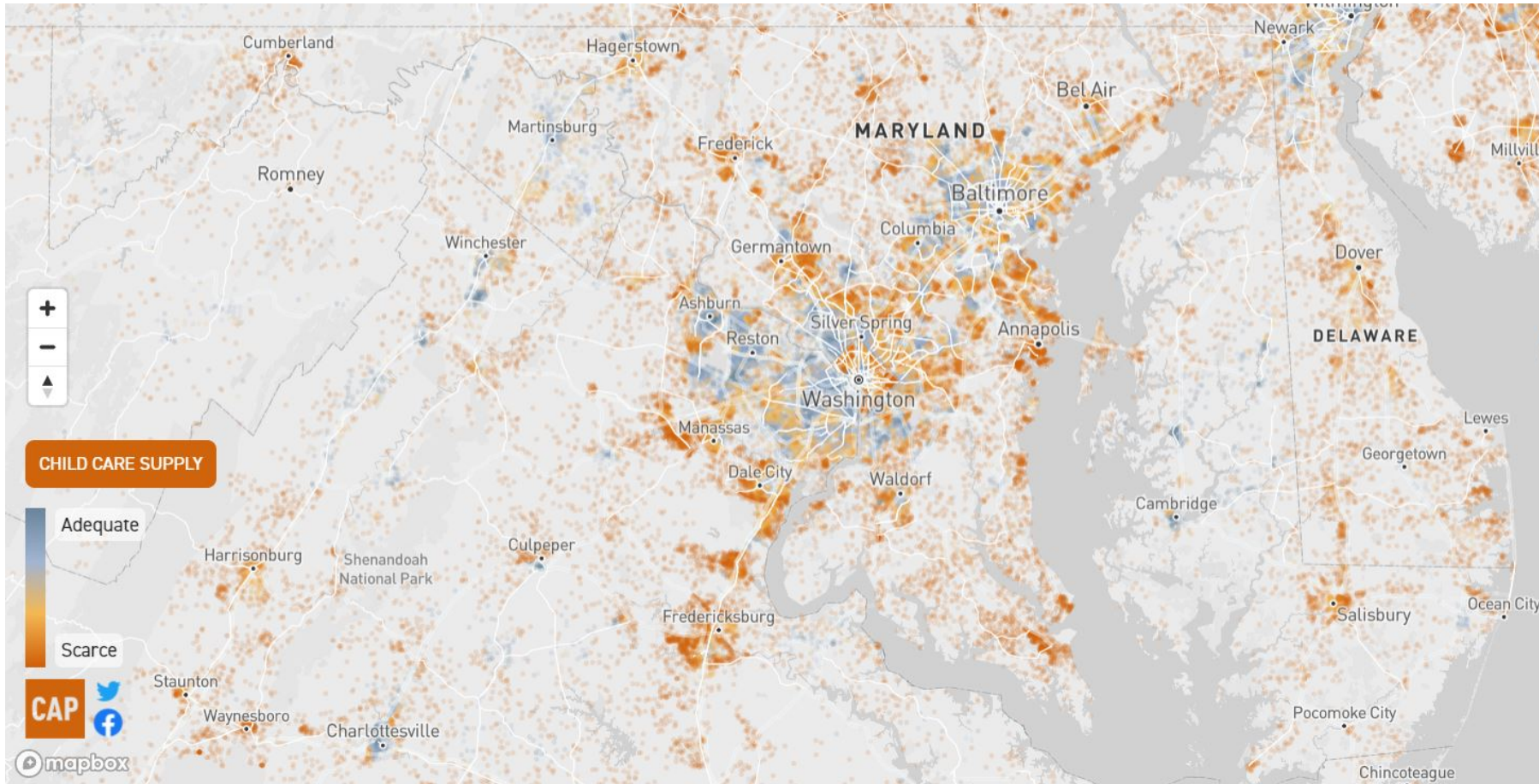
# Integrating Data on Child Care Deserts



Overlaying provider availability with census data reveals that most Maryland jurisdictions have more than one child per regulated child-care space.

Source: Maryland Family Network

# Integrating Data on Child Care Deserts

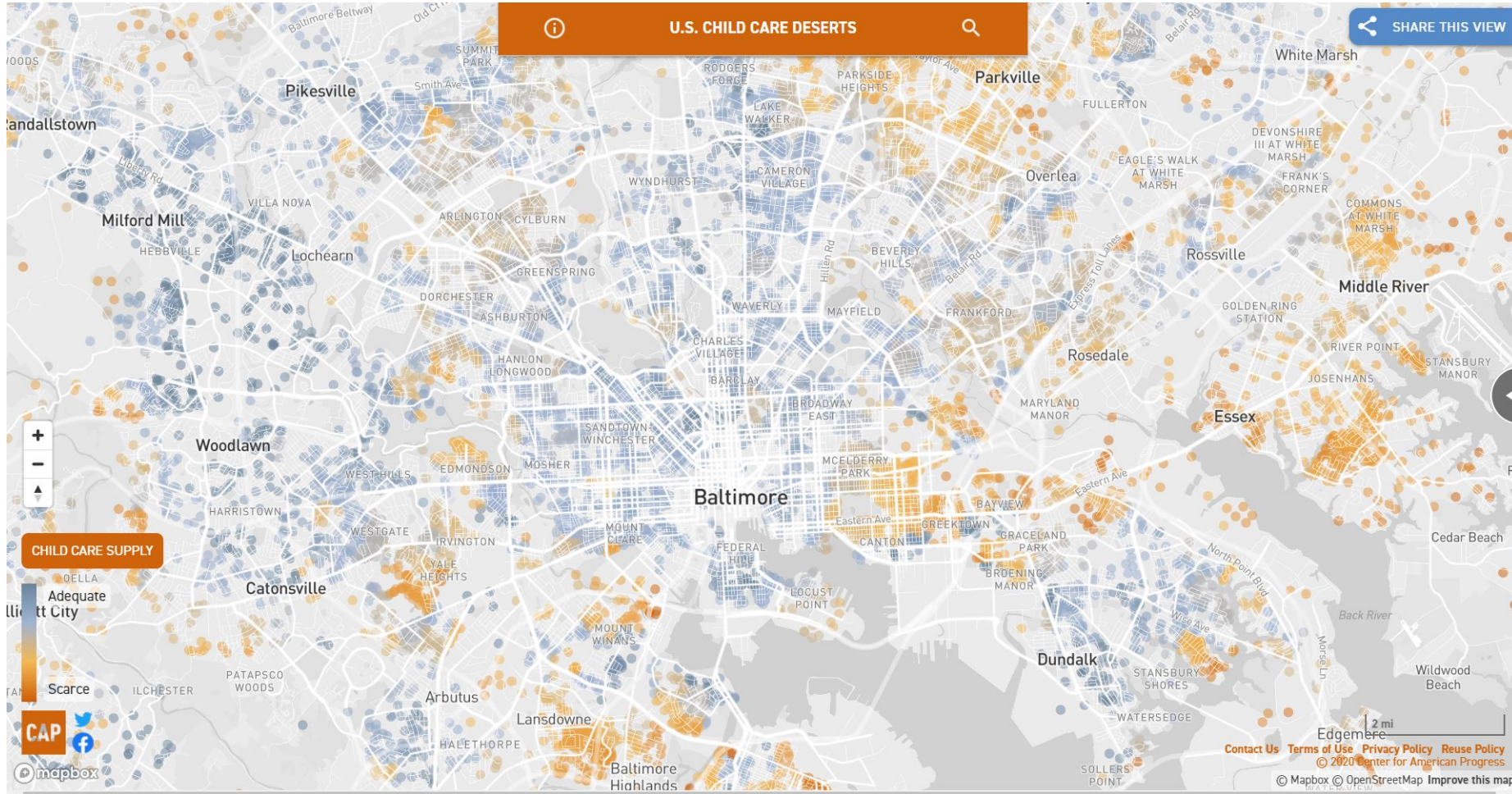


Adequate supply of child-care can only be found in few portions of jurisdictions throughout the state.

Source: [www.childcaredeserts.org](http://www.childcaredeserts.org)



# Integrating Data on Child Care Deserts



Data drilldown on different regions will provide insight into the best deployment of resources to attend to child-care deserts.

Source: [www.childcaredeserts.org](http://www.childcaredeserts.org)

## Improving Processes for Providers and Families

- **Improvements for Providers: The Provider Portal**
  - Paperless Invoice Validation by providers at minimum, entry and submission of invoices via computers, smart phones/tablets, and optimized for the respective operating systems
  - Ability for providers to track their application through the approval or denial process.
  - Text and email notification of improperly submitted invoices, ability for document resubmission, and alerts on the amount of processed invoice.
- **Improvements for Families: The Family Portal**
  - Ability to validate attendance through a paperless process, i.e., QR codes, text or links that provide dates of attendance, etc.
  - Documentation upload, via computers, smart phones/tablets, and the ability for customers to track their application through the approval or denial process.
  - Ability to text customers a missing information document and to provide the link for document submission
  - Support the request of additional supplemental scholarship issuance and underpayments to families as needed

# Federal COVID Relief Funding

## Child Care Funding from Emergency Covid Relief Bills

- **Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020**
  - Signed into law March 2020
  - \$45.8 Million
- **Coronavirus Response and Relief Supplemental Appropriations Act (CRRSA) of 2021 (part of the Consolidate Appropriations Act of 2021)**
  - Signed into law December 2020
  - \$128.8 Million
- **American Rescue Plan Act (ARPA) of 2021**
  - Signed into law March 2021
  - \$502 Million



## MSDE'S PLAN

**\$45.8 million**

**\$31.8 million**

to cover childcare expenses for  
Essential Personnel

\$250 reimbursed per school-age child  
\$350 reimbursed per child under 3  
years-old

**\$7.6 million**

\$2,000 grants to child care  
providers serving essential  
persons to help with lower  
capacity

**\$6.4 million**

\$800/\$1,600 grants to child  
care providers for cleaning,  
sanitizing, and Personal  
Protective Equipment (PPE)





## MSDE'S PLAN

**\$128.8 million**

**\$49.6 million**

to support the Essential Personnel Child Care Program.

**\$60 million**

to provide grants to licensed child care programs to support recovery efforts from the impact of the COVID-19 pandemic.

**\$19.2 million**

to provide additional funding for the Childcare Scholarship Program.



## MSDE'S PLAN

**\$502 million**

**\$309 million**

Child Care Stabilization Funds

**\$193 million**

Allowable uses of the  
Child Care Development Fund (CCDF)



# American Rescue Plan Act (ARPA) Spending

## American Rescue Plan Act Stabilization Fund Distribution (\$309M)

- **Round One of Stabilization Grants**
  - One of the first states in the country to distribute grant payments
  - The US ED strongly recommends that state agencies distribute 50% of the stabilization funds by December 2021
  - By November 2021, MSDE processed 5,182 payments and ~\$155 Million (over 50% of the funds)
  - MSDE is currently conducting quality checks
- **Work Ahead:**
  - The second round of stabilization fund application and distribution will occur in early 2022
  - MSDE is developing a portal to expedite and ease application process
  - MSDE will incentivize the opening of new child-care facilities with ARPA-funded start-up grants with priority to providers in child-care deserts

# American Rescue Plan Act (ARPA) Spending

## American Rescue Plan Act Stabilization Fund Distribution

- **MSDE's new ARPA portal will also expedite and ease the next round of Stabilization Fund applications and distribution**
  - The portal will provide a platform for grant application, grant amount calculation, and grant distribution monitoring
  - MSDE will be able to access the operation status for each provider (Closed/Open/Closed due to COVID-19)
  - Providers can update their available child-care slots with locations and rates
  - Providers can self-certify against MDH/MSDE Health and Safety Guidance
  - MSDE can access and print program data on child-care programs

# American Rescue Plan Act (ARPA) Spending

## CCDF Funding: Emerging Themes from Town Halls (ARPA \$193M)

- **Our learnings from stakeholders shaped our spending plan for the CCDF ARPA funds**
  - Expand Supply Building Strategies
  - Improve Payment Policies
  - Expand Access to Child Care Assistance
  - Increase Mental Health Supports
  - Provide Support for Vaccinations
  - Implement Outreach on the Availability of Child Care Assistance
- **Next Steps:**
  - Secure approval for Budget Amendment
  - Operationalize plan with local communities and child-care providers

# Next Steps

- **MSDE will implement the American Rescue Plan Act, focusing on sustainable investments to stabilize Maryland's child-care system.**
- **The Office of Child Care will continue to hold listening sessions to respond to the changing dynamics of the pandemic.**
- **MSDE will coordinate future investments with implementation of the Blueprint for Maryland's Future and will plan for possible new federal investments.**

**Thank you**

Questions & Comments

# Caring for Maryland's Most Important Natural Resource

contact:  
[executivedirector@mscca.org](mailto:executivedirector@mscca.org)







# 90%

of a child's brain development happens before age 5



■ 90% Brain development before age 5  
■ 10% Brain development after age 5

Source: Harvard Center for the Developing Child

## Child Care is the backbone of the economy

Child Care IS Education

CHILD CARE IS ESSENTIAL!



# Child Care...Where are we now?

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- Private business providing public good
- The COVID pandemic has reinforced the essential role of child care and early learning for children, working families, and the economy. Emergency federal and state relief funds have provided critical support for stabilizing child care programs and preventing more widespread permanent program closures, but they do not address the systemic challenges that have plagued the child care market – parents and providers alike – for decades. As such, they are just the beginning of what is needed to recover and rebuild.





In the best of times, Maryland's Child Care industry operates on razor thin margins.

Due to COVID 19 Pandemic , providers face devastating losses and challenges.

Even before the pandemic, many providers struggled to meet basic needs. Child care workers make, on average, less than \$14 an hour, according to the Economic Policy Institute, far less than they can earn working at Target, Starbucks or in many fast food restaurants. Workers also tend to lack benefits like health insurance, family leave and paid sick leave.

Enrollment decreased significantly since the pandemic and has never fully recovered. In addition to PPE, providers dipped into savings accounts and credit cards to pay for additional expenses including, sanitation supplies, and extra staffing to adhere to child care-specific Center for Disease Control (CDC) guidance.

NAEYC survey: respondents considering leaving their child care program or closing their family child care home within the next year, with another 14% saying "maybe" they would leave or close. This percentage rises to 55% of minority-owned businesses and a full 70% of those who have been in the field for one year or less.

The average annual salary in Maryland:  
Child Care Center Teacher-\$26,054  
Center Aide-\$18,183  
Family Child Care Provider- \$40,374  
Child Care Center Director- \$41, 167

The Maryland State Department of Education (MSDE) states that 97 percent of Maryland child care programs have reopened, but this number grossly obscures the reality providers are experiencing.

44% of programs that have reopened are operating under 50 % capacity of the children they served prior to pandemic. Yet the fixed costs remain and other expenses have skyrocketed.  
MSDE reports over 600 child care programs have closed since March 2020.

# Access and Equity Issues

This crisis is further exacerbating long present racial disparities in childcare access.

According to a Center for American Progress analysis, a lack of child care negatively affected communities of color before the pandemic, as parents of color were more likely than their non-Hispanic white counterparts to experience childcare-related job disruptions that could affect their families' finances.

If policymakers fail to act to address these disparities, this crisis will only intensify.

# CHILD CARE TOP 3 HOUSEHOLD EXPENSE

## Maryland Family Network 2020-2021 Public Policy Manual Family and Center-Based Cost of Care

### Center-Based Average Cost

### Family Child Care Average Cost

**\$304.70 for 0 – 2 Years**

\$227.90 for 0 – 2 Years

**\$221.15 for 2 – 5 Years**

\$193.98 for 2 – 5 Years

**\$166.27 for School Age**

\$158.73 for School Age

What priorities  
do we need to  
address?

Critical workforce shortages and  
workforce development - barriers

Child care grant urgency

Child Care Scholarship/Subsidy

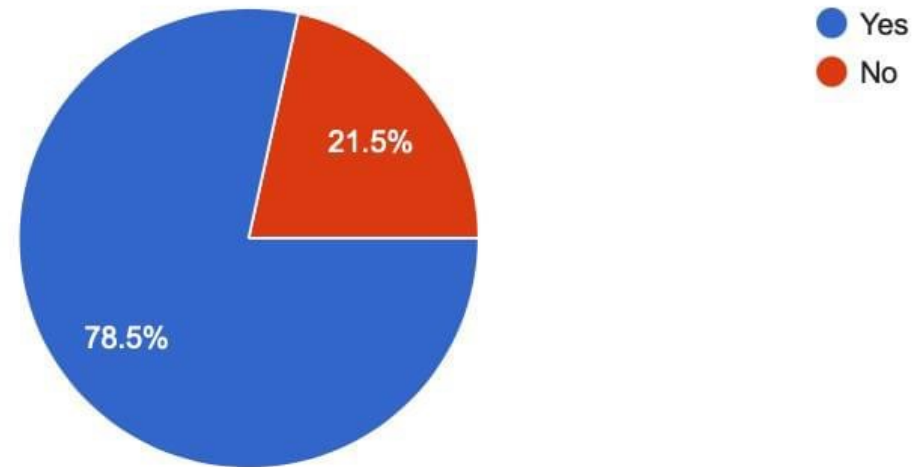
Address expansion of public pre-k  
unintended consequences

# Workforce Survey

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Are you currently experiencing staffing/workforce shortages

353 responses

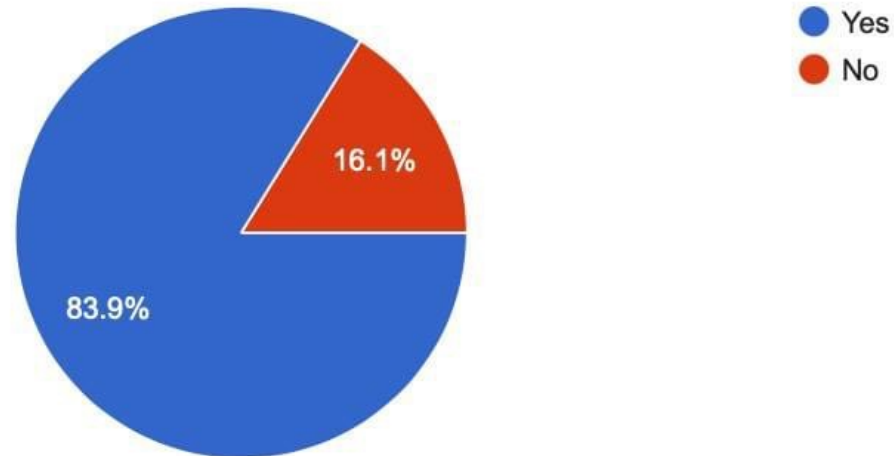


# Survey: Critical workforce shortage

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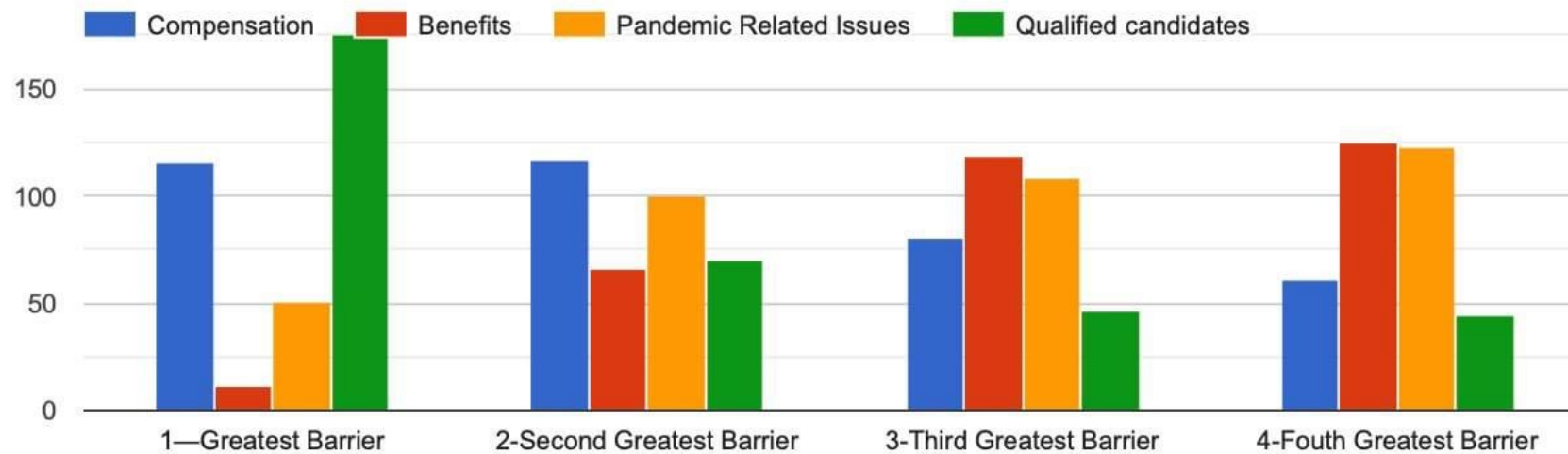
Are you experiencing difficulty finding qualified staff?

353 responses



# More Data-Workforce Survey

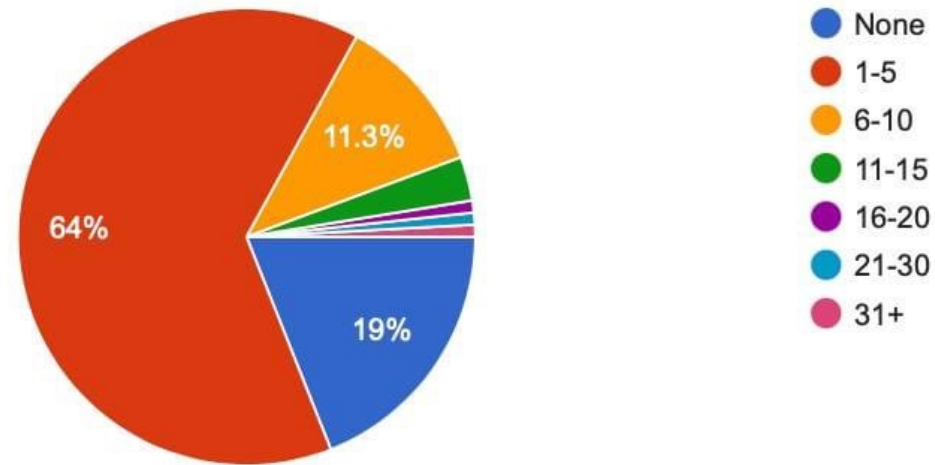
Rank the following recruitment and retention barriers



# Survey continued

How many staff vacancies do you currently have?

353 responses





# Ways to address continuous workforce issues

## SB 436/HB 597 Teacher Qualifications- Delegate Kelly and Senator King sponsors

- Passed in legislation and date of July 1, 2021 is indicated, however no transitional policy, no regulations proposed, no changes implemented to address during this continued workforce shortage.

## Variations and provisions at regulatory level to assist with workforce issues related to pandemic

- Review and consideration-Recommendations from stakeholders and OCC Advisory Council.

# What do we need?

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The critical need for more resources to better support parental needs for quality child care, to bolster and expand child care businesses, and to be able to improve the wages and benefits of child care workers.



We need investments to rebuild a sustainable child care system to ensure affordable options for families and long-term survival for businesses. We need stabilization grants to come expediently, efficiently and in an objective and transparent way to budget accordingly.

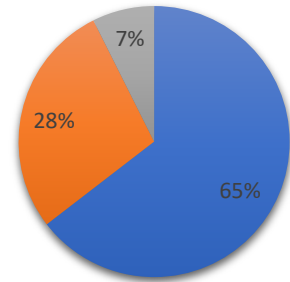


# Cost Analysis: For Profit

Grannie Annie's Childcare Center

Grannie Annie's is a for profit Licensed For Profit  
 Serving Infants- School Age Child Care in Anne Arundel County (Pasadena)  
 Owner Occupied building, licensed for 63 children

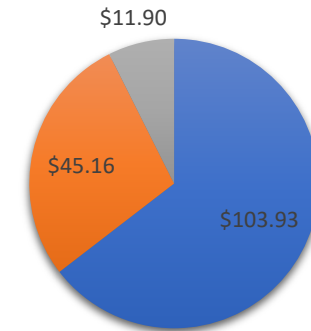
**For-Profit Anne Arundel County**  
**Annual total \$420,000**



■ Employees & Staffing ■ Property ■ Operations & Supplies

Employees & Staffing	\$ 270,900.00
Property	\$ 117,720.00
Operations & Supplies	\$ 31,030.00
<b>Total</b>	<b>\$ 419,650.00</b>

**Average Weekly Tuition Breakdown**



■ Staffing ■ Property ■ Operations

Staffing \$	103.93
Property \$	45.16
Operations \$	11.90



**Grannie  
Annie's  
Daycare in  
Anne Arundel  
County**

**Grannie Annie's (Licensed Capacity=63 slots)**

	Average 2019	Average 2020	Difference
<b>Monthly Income</b>	\$39,492	\$24,822	-\$14,669

**Expense Breakdown**

<b>Personnel</b>	\$24,578	\$23,196	
<b>Property</b>	\$2,875	\$2,875	
<b>Operations</b>	\$10,962	\$9,020	
<b>Total Monthly Expenses</b>	\$38,415	\$35,091	-\$3,325

Average Monthly Loss: \$11,345

6 Month Total: \$68,068

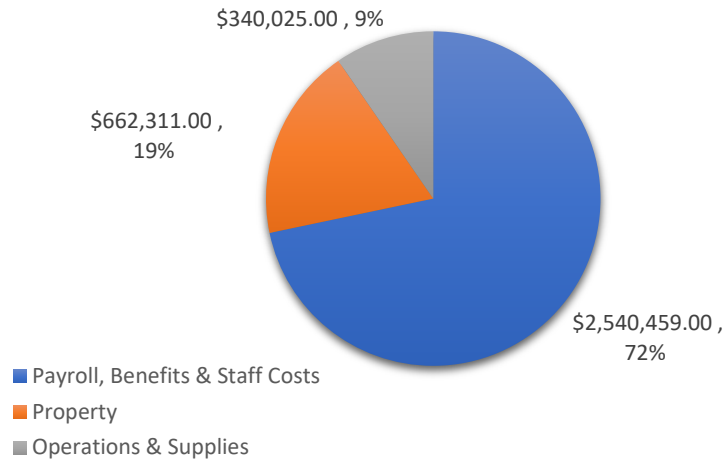
Monthly Loss per  
slot: \$180



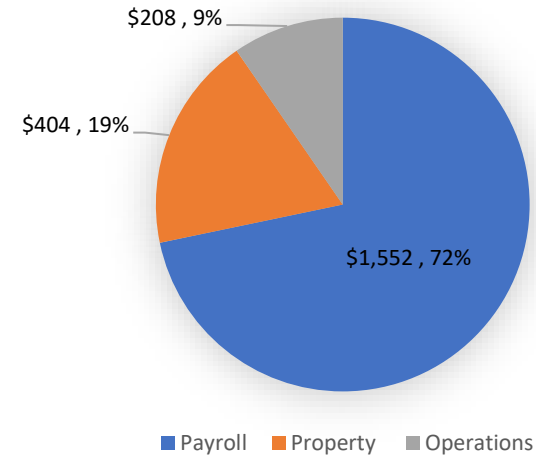
# Cost Analysis: Non-Profit

Rock Spring Children's Center

### Non Profit Infant-PreK Expenses Montgomery County



### Average Monthly Tuition Breakdown



<b>Average Teacher Pay:</b>	\$14.75/hr (less than \$30K annually)
<b>Average Tuition:</b>	\$1956/mo
<i>Infants</i>	\$2215/mo
<i>Fours</i>	\$1725/mo



**Rock Spring  
 Children's  
 Center in  
 Montgomery  
 County**

<b>Rock Spring Children's Center (Licensed Capacity=194 slots)</b>			
	<b>Average 2019</b>	<b>Average 2020</b>	<b>Difference</b>
<b>Monthly Income</b>	\$317,759	\$264,801	-\$52,958
<i>Expense Breakdown</i>			
Personnel	\$239,603	\$238,632	
Property	\$50,345	\$53,181	
Operations	\$29,002	\$29,919	
<b>Total Monthly Expenses</b>	<u>\$318,949</u>	<u>\$321,732</u>	\$2,782
<b>Average Monthly Loss:</b>			<b>\$55,740</b>
<b>6 Month Total:</b>			<b>\$334,442</b>
<b>Monthly Loss per slot:</b>			<b>\$287</b>

# Quotes from the field

- “When received grant, I increased pay scale by 20% to fill 14 staff positions in two center locations. We had to because people could go to Kohls or McDonalds or Sam’s Club for jobs. We are competing for the few people that are willing and able to work. I don’t know how long I will be able to sustain the salaries, however ultimately want to be able to pay employees what they deserve. It is critical considering the requirements of the job. This is highly skilled work. It requires being aware of growth and development, it requires being aware of social and emotional development, cognitive development and physical development...it requires having a lot of physical energy and stamina.” Dr. Lisa Herbst, Wee Lad and Lassie, A Child’s Garden-Business Owner Anne Arundel County




A collection of colorful, 3D letter and number blocks scattered on a blue surface. The blocks are in various colors including red, yellow, green, blue, and pink. Some are letters like 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z' and some are numbers like '1', '2', '3', '4', '5', '6', '7', '8', '9', '0'. The blocks are scattered across the blue surface, with some in the foreground and some in the background, creating a sense of depth.

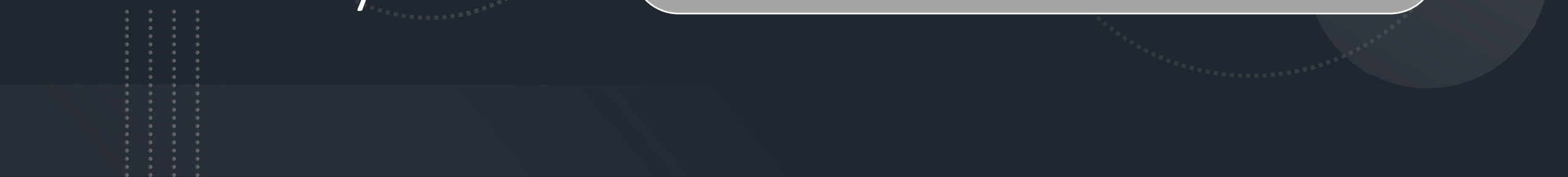
# Affordability and Program Closures

- If child care loses their 3's and 4's to public school from their current programs, private providers would need to raise prices significantly for infants and toddlers, rendering these services unaffordable for many families. If providers cannot maintain enrollment at these higher prices, many will have no choice but to close their doors.





# Childcare shortages: Impact on educators, small business owners, and the economy



Widescale closures of private options would cause a massive shortage—beyond the shortages that already exist today in child care deserts across the country. Many private providers deliver wraparound care to school-age children, so a child care shortage would impact families with children of all ages.

Program closures and child care shortages would negatively impact the economy as industry jobs are lost (both providers and educators) and parents are forced to drop out of the workforce due to lack of adequate care options.



## MIXED-DELIVERY SYSTEM IS THE MOST SUSTAINABLE AND EFFICIENT SOLUTION TO MEET POLICY OBJECTIVES

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A mixed-delivery system administers funds across licensed center- and family-based childcare programs, Head Start, Early Head Start, public schools, and community-based organizations to ensure access to high-quality, affordable options for children through age five and their families.

An appropriately funded mixed-delivery system, which would draw on the decades of expertise and existing infrastructure in the early care and education sector is essential. It is the most cost-effective and sustainable solution to deliver affordable high-quality early care and education to all.

A well-funded mixed-delivery system avoids disruptions to children and families.

# Action/Asks

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## Ensure

Ensure the State Leaders, Legislators and State Board of Education understand the scope of the child care crisis that has been building for years which has been greatly exacerbated by the pandemic. Ensure legislative efforts align in policy/regulation in timely manner. Ensure child care is respected and recognized as an industry and not an afterthought within MSDE public schools.

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## Ask

Ask for an adequate share of Maryland's allocation of the federal funds it has received which are intended to rescue and bolster the child care industry. Ask for state agencies to have necessary funding to do job efficiently and effectively.

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## Require

Require a robust plan for spending of the ARPA \$513 million dollars from Congress for child care, to include a streamlined, transparent, application and grants to be awarded with expediency. Require a continuous Maryland Recovery, Rebuild effort with stakeholders. Legislators/JCCYF and Women's Caucus possibly require quarterly reports and minutes from councils that include stakeholders to allow for more collaboration, timely concerns and celebrate successes.

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## Commit

Commit to increased, sustained state funds for office of child care, child care scholarships, tax credits in the annual budget and commit to equity within a mixed delivery system for expansion of public prekindergarten.

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# MSFCCA

**Maryland State Family Child Care Association**

*Advocating for Family Child Care providers through education and collaboration since 1983.*

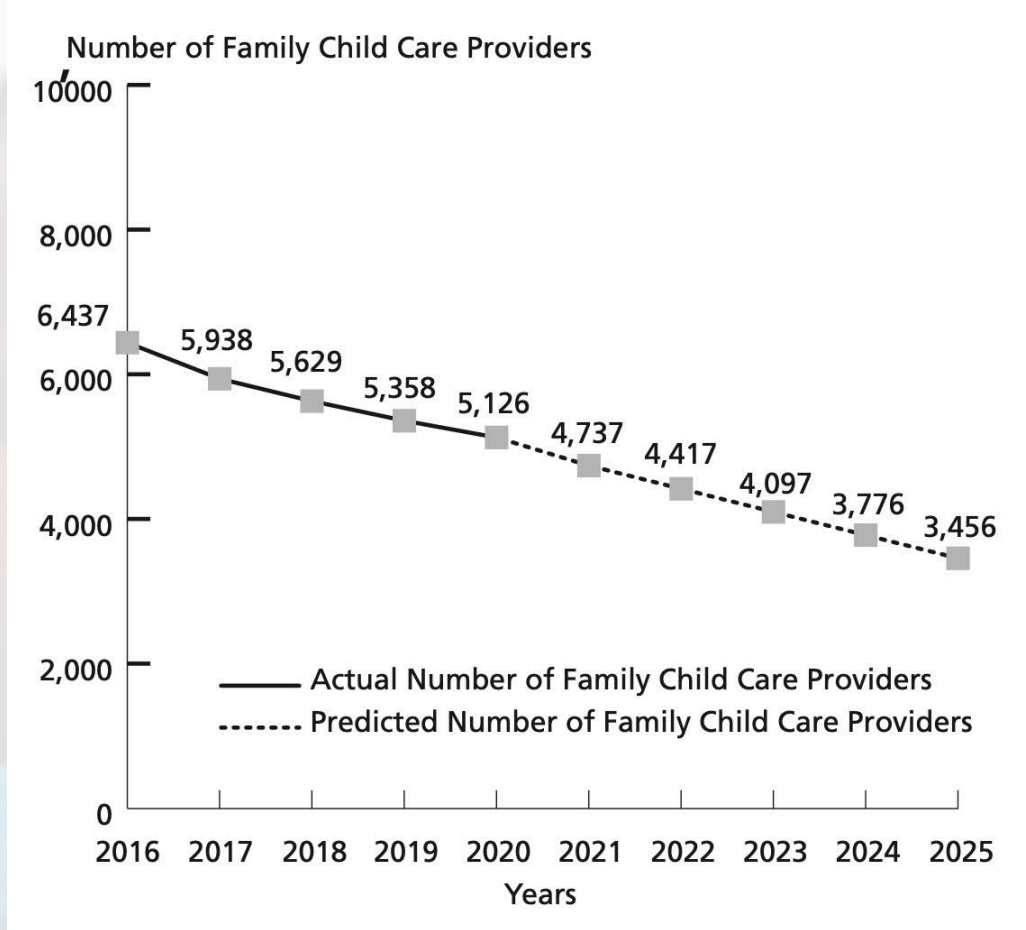


# Family Child Care facilities continue to decline

## Past and anticipated growth patterns for FCC providers in Maryland (2016-2025)

These predictions were generated with the use of the Multiple Regression Analysis and Forecasting template. The predictions generated by the Model do not reflect the effects of current changes to social programs affecting child care.

Source: MFN/LOCATE: Child Care, 6/20.







# Women leaving the workforce

According to the Maryland Department of Labor, the number of working women fell by 57,000 from January 2020 to June 2021.

With the significant closure of daycare centers, child care responsibilities have been abruptly placed on women.

Source: <https://www.marylandmatters.org/2021/09/08/experts-point-to-lack-of-childcare-to-explain-covid-era-loss-of-women-in-maryland-workforce/>



# Contributory factors to program closure

- **Capacity**
  - Unstable income
- **Benefits**
  - Costly health insurance and/or lack of benefits
- **CCS payment delays or non-payment**
- **Inflation**
  - Increase of food and other operational expenses
    - Food program strict daily point-of-service requirements





# Solutions

## Compensation

CCS rates based on true market cost vs the current market rate

Address the delays and non-payment of CCS invoices

## Access and Supply Building

Allow expansion to Large Family Child Care Home

Increase of capacity to 10:2 for programs that has space and staff (need COMAR change)



# Colorado Model

- HOA alignment

<https://leg.colorado.gov/bills/sb20-126>

- Colorado zoning alignment bill (different than the HOA bill)

<https://leg.colorado.gov/bills/hb21-1222>

- According to Angela Ben-Zekry of Colorado, there's been some push back and confusion around these, but there was robust advocacy in favor of this work and we had the Family Child Care Action Plan that supported the need for these bills

<http://www.earlychildhoodcolorado.org/new-page-4>



## Other supply building ideas

- HB 944 Growing Family Child Care Opportunities Pilot Program.
- MSFCCA would like to get involved in the planning and implementation of this pilot.
- Possibility of growth by using the existing programs to recruit new programs



**Child care facilities are essential resources for parents, children, and the economy. Access to child care reduces the domestic care burden for parents and family members, provides an environment for social and cognitive development in young children, and generates thousands of jobs.**

Source: The Care Burden during COVID-19: A National Database of Child Care Closures in the United States by Emma K. Lee, Zachary Parolin



# Ruby Daniels

## President, MSFCCA

Contact:

Telephone: 410-531-5159

[rubygd33@gmail.com](mailto:rubygd33@gmail.com)

[www.msfccca.org](http://www.msfccca.org)



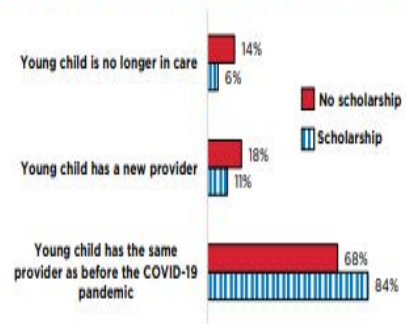


JOINT COMMITTEE ON CHILDREN, YOUTH AND  
FAMILIES

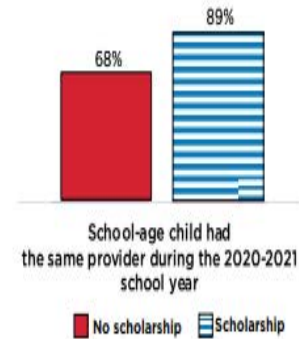
Center Perspective on CCS from a  
center viewpoint-Tracey Clay

To understand parents' child care needs during the pandemic, an online survey was distributed to parents in Maryland between September 4, 2020 and November 9, 2020. Approximately 3,600 parents completed the survey. Over half (56%) of respondents received a child care scholarship<sup>1</sup> for at least one child and 72 percent said they had an essential worker in their household.<sup>2</sup> Parents were asked about their child care needs and usage during the pandemic for their young (birth to age 5) and school-age children. This infographic presents findings on the percentage of children who remained with the same provider as before the pandemic (for young children) and from Summer 2020 to the 2020-2021 school year (for school-age children), and on parents' reported difficulty paying for child care during the pandemic/2020-2021 school year.

**Receiving a child care scholarship in Maryland is associated with greater continuity of care during the pandemic for both young (birth to age 5) and school-age children.**

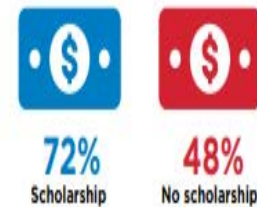


- ▶ Young children (birth to age 5) who receive a child care scholarship remained with their primary care provider during the COVID-19 pandemic at higher rates than young children who do not receive a scholarship (84% compared to 68%).
- ▶ Young children who do not receive a scholarship were twice as likely as young children with a scholarship to no longer be in care during the pandemic (14% compared to 6%).



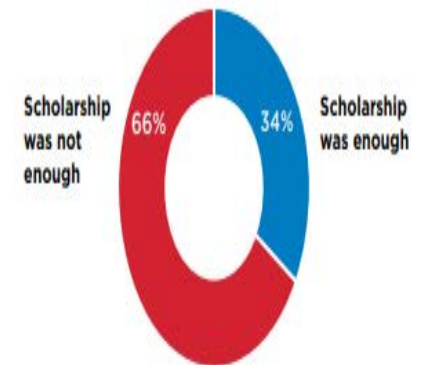
- ▶ School-age children with a child care scholarship remained with the same provider during the 2020-2021 school year at higher rates than those without a scholarship (89% compared to 68%).

**Costs of child care during the pandemic were not affordable for families of school-age children receiving a child care scholarship.**



- ▶ Families with school-age children who receive a child care scholarship reported they could not afford school-age care during the pandemic at higher rates than families with school-age children who do not receive a scholarship (72% compared to 48%).

**Child care scholarships did not sufficiently cover the costs of care while school-age children were learning virtually.**



- ▶ Two thirds (66%) of families with a school-age child who receive a part-day child care scholarship reported that their scholarship did not sufficiently cover the costs of care for their school-age child during the school day when they are learning virtually.



- As a single parent of two children, I can appreciate a program like CCS, because child care is extremely expensive today. However, the process is not smooth or easy. The processing times are outrageous, especially for a small change that takes two seconds. The call center is ALWAYS busy, and there have been multiple times where I never received a call back, despite waiting in the virtual que. The vouchers themselves cannot be emailed until 7 days after mailing which prolongs the process even more. You cannot speak to the person who is reviewing your file, so it's a game of telephone.
- When the process is complete, even if it takes 60 days, it is worth it for the amount of assistance they give. However, the process little disingenuous to the purpose of the program. In my case, I have a \$2,000+ balance since waiting for a simple change to be made which defeats the purpose of the program. I can't afford it to begin with, and now I am weeks in the hole, which is a little unfortunate for me.

## A recent experience of a parent with CCS

This parent went through a lot of stress of everyday calling and every week was at risk of being disenrolled from our program.

Please note that some of my parents were afraid to write comments since they now have the scholarship!

- So, I became the director at Celebree School Germantown in June of 2019 however I am no stranger to the child care world. I have been a licensed provider for 23 years, Center aid for 3 years, MCPS for 5 years, OCC license specialist for 15 yrs, Adjunct Instructor for 13 yrs in ECE and still teaching, MDAEYC Co-President for 2 yrs and President of Moco Chapter for 3 yrs, recently appointed on the Child Care Commission Board and now a Nana of a two week old grand-daughter.
- I am thankful that my son will never have to use CCS for his care of his daughter.

From the  
Director's view

# CCS is not working at it's best for the following reasons:

- CCS is not customer friendly when a parent calls only to hear a voice mail;
- Being told that you will receive a call within 24 hours
- The MSDE website containing the information was not up to date
- Receiving phone calls from the parents that they rec'd an email or mail stating that their application was not complete and yet we faxed the application over
- Parent's must keep calling only to find out right at the end of the 30 days to be told that their application was denied
- The 30 day wait has caused one family to withdraw and not start their job pending child care
- Some of our staff have experienced get distress in getting the approval or renewal in a timely manner and have had to disenroll and not work until the matter was cleared up
- My open comments at that this point



# montgomery moving forward

**mobilizing leaders to solve our biggest problems together**

nonprofits / business / philanthropy / government / education / community

## Advancing Early Care and Education

**November 10, 2021**

*Joint Committee on Children, Youth, and Families*

*Sharon Friedman, Director, Montgomery Moving Forward (MMF)*

*Susan Cottle Madden, MMF Leadership Group Co-chair*

Montgomery Moving Forward is an Initiative of Nonprofit Montgomery

# Montgomery Moving Forward

- Applies Collective Impact principles to address complex community problems
  - Reaches across sectors and thrives on diverse collaboration
- Guided by a cross-sector [Leadership Group](#)
  - [Business, education, nonprofit, philanthropy, and more](#)
- Current focus: creation of an equitable, representative ECE system
  - Engaging our entire community – business, government, education, nonprofits, the faith community, philanthropy, and families
  - Building a stronger early care and education system to support the leaders of today and into the future - we all have a stake!

# Montgomery Moving Forward Call to Action for Early Care and Education

## Our Recommendations

### Goals

We envision a coordinated, comprehensive Early Care and Education system that will support two important goals:

- 1 attracting and retaining a talented workforce of today by supporting families with young children; and**
- 2 ensuring the skilled workforce of tomorrow by addressing the growing opportunity gap.**

In support of these big goals, our community must work toward three key outcomes:

**1**

Every family with young children will have access to affordable, high-quality Early Care and Education.

**2**

Every child in the county will be ready for kindergarten and future school success.

**3**

Employers will be able to attract and retain skilled, productive workers today and into the future.

## Early Care and Education: An Economic and Equity Imperative

- 47% of Montgomery County children were not ready for kindergarten in 2019-2020 according to MSDE. Given setbacks due to COVID-19 disruption, that percentage will likely increase for the 2021-2022 academic year.
  
- Investing in high quality 0-5 education has a significant return on investment:
  - ◆ Increases high school graduation by 31%
  - ◆ Increases employment by 23%
  
- A per-child investment of just \$6,692 in quality pre-K education for our most vulnerable children yielded a lifetime societal return of up to \$67,937—an ROI of greater than 10:1
  
- A cross-sector response ensures high quality, affordable, accessible, and equitable, and resilient early care and education system that supports the workforce of today and the workforce of tomorrow



# Fulfilling the Call To Action

## Our County's Commitment to Early Care & Education 2.0



## Unlocking Resources & Finding Pathways Forward



## Boston Basics

A Community Report from Montgomery Moving Forward



## Recommendations for a Public-Private ECE Coordinating Entity in Montgomery County, Maryland

Prepared for the Montgomery County Council  
January 2021

montgomery  
moving forward  
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nonprofits | business | philanthropy | government | education | community

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## Key to a real system: A Public-Private ECE Coordinating Entity

**Meet the criteria for a public-private ECE Coordinating Entity, including a sole focus on Early Care and Education in order to support the vision for our early childhood system and a thriving workforce for today and tomorrow.**

- Form a new not-for-profit corporation which denotes legal status and the requirement of a governing board.
- Create a common ECE agenda, based on community consensus, that all major stakeholders (community based, private sector, public sector) commit to, and maintain a 360° view of all aspects of Montgomery County's ECE sector.
- Develop a clear, realistic, actionable, and measurable commitment to addressing racial equity that is woven into the governance, culture, and membership of the entity, and that includes both representation from and the voice of an inclusive group of community stakeholders.
- Engage in systems building, breaking down silos and engages in making continual transformative change; focus on developing new systems and transforming current ones.

Independent  
Public-Private  
ECE  
Coordinating  
Entity

360° view of ECE landscape  
genuine community participation  
legal decision-making authority  
commitment to racial equity

## Providers

**KEY BENEFITS:**  
Provider participation  
in all decisions; needs of  
Family Child Care Home  
& Child Care Center  
providers addressed;  
investment in professional  
development for  
ECE workforce.

## Philanthropy

**KEY BENEFITS:**  
Investments based on  
community-driven ECE  
agenda; active partner in  
advancing cross-sector  
ECE systems change;  
support for racial equity,  
access & inclusion.

## Business

**KEY BENEFITS:**  
Business perspective  
incorporated into ECE  
policies; child-care support  
for working parents;  
greater investment in  
workforce of today  
& tomorrow.

## Parents

**KEY BENEFITS:**  
Full partners in  
strengthening ECE;  
access to more high-  
quality, affordable,  
culturally appropriate ECE  
options; investment  
in young children.

## Economic Recovery & Sustainability

# Creating a Public-Private ECE Coordinating Entity

- **January 2018:** First action step in MMF’s Call to Action specifies the need for a coordinating body “to provide ongoing, system-wide oversight for all ECE in the county” noting that “the currently siloed system of public and private entities requires coordination to improve outcomes for children, families and employers.”
- **January 2021:** MMF submitted ‘Recommendations for a Public-Private ECE Coordinating Entity in Montgomery County, Maryland’ to the Montgomery County Council
- **November 9:** Introduction of Montgomery County Council Bill 42-21, Child Care- Early Care and Education Coordinating Entity by lead Sponsors Councilmembers Gabe Albornoz, Craig Rice, and Nancy Navarro
- **November 30, 2021:** Public testimony for Montgomery County Council Bill 42-21, Child Care- Early Care and Education Coordinating Entity

# The Basics in Montgomery County

## The keys to child development



Maximize Love,  
Manage Stress



Talk, Sing,  
Point



Count, Group and  
Compare



Explore through  
movement and  
play



Read and Discuss  
Stories



# The Basics: Making the Village Work

- Originated in Boston, MA in 2015
- Founded by Dr. Ronald Ferguson
- Focused on cognitive, social emotional development
- Community-level intervention for improving early childhood outcomes, including kindergarten readiness
- For every child, from every background, ages 0-5



# The Basics

## From pilot to county-wide implementation

- Pilot period: January 1-June 30, 2021
- Focus on 20877 zip code
- 10 cross-sector institutional partners including:
  - Montgomery County Public Library, Head Start, Fatherhood Initiative, Sheppard Pratt, Inc., Identity, Inc., City of Gaithersburg, Department of Health and Human Services Infant and Toddlers Program, Montgomery County Department of Recreation, Empowering the Ages, Montgomery College
- Reached 500+ children, families, community partners
- Aligns with County's ECEI goals; specifically as it relates to creating accessible partnerships for families of young children, early educators and the public.
- Moved to The Collaboration Council for Children, Youth, and Families in October 2021 for county-wide adoption



# Questions/Comments?

# Thank you!

[mmf@nonprofitmoco.org](mailto:mmf@nonprofitmoco.org)

montgomery  
moving forward

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**EARLY  
CHILDHOOD  
SERVICES**  
Montgomery County  
Department of Health & Human Services



G R O W I N G  
**FAMILY CHILD CARE**  
O P P O R T U N I T I E S

A Recruitment and Retention Effort for Family Child Care

1

Register 50 new family child care providers each fiscal year.

2

Increase the number of family child care programs in targeted areas of the county: 20877, 20886, 20902, 20866, and 20906.

3

Increase the number of family child care programs participating in Maryland EXCELS at levels 3, 4 and 5.

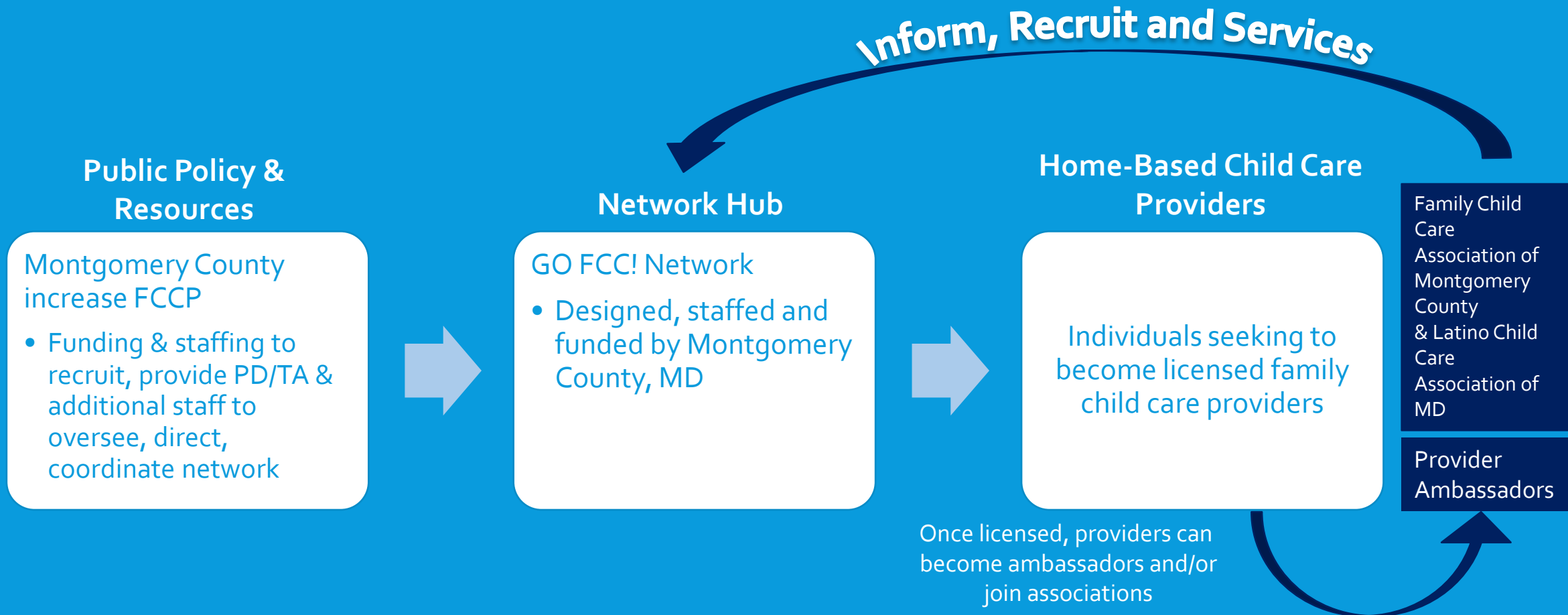
4

Improve business sustainability of family child care programs.

**GOAL:** Create a viable model to recruit and support new family child care each year in Montgomery county.

# MONTGOMERY COUNTY GO FCC! NETWORK

Focus On Licensure • Focus On Quality • Focus On Sustainability



# KEY CONSIDERATIONS

- **Dedicated Staff**
  - 1.5 FTE assigned to recruit, provide technical assistance and deliver professional development in English and Spanish.
- **Key Partnerships**
  - Contract with Maryland Women's Business Center
- **Collaboration**
  - Family Child Care Association of Montgomery County and Latino Child Care Association of Maryland to assist with recruitment and provide peer mentoring
- **Supports**
  - Business Consultation
    - individualized business consultation
    - group sessions
    - technical assistance with application process
  - Programmatic Supports
    - technical assistance with program set up
    - \$1000 materials and equipment\*
  - Professional Development
    - GO FCC! Course (48 hours MSDE required content)
    - Association membership first year dues upon registration\*
    - English and Technology Courses

*\*Enhanced supports for identified zip codes/Title 1 catchment*





## Month 1: Introduction

MSDE Orientation & Initial Application  
Personal and Business Assessment  
Participate in GO FCC! Training Course



## Month 2: Business Set-Up

Inspections and Appointments  
Business Counseling  
Initiate Business Plan  
Submit MSDE-OCC Application Packet



## Month 3: Program Set-Up

Assign Peer Mentor (*Ambassador*)  
Purchase and Set-up Environment  
Determine Curriculum Framework  
Create Program Policies and Procedures



## Month 4: Final

Finalize Any Outstanding Tasks  
Final MSDE-OCC Inspection  
Wait for Registration to Implement Business Plan



**EARLY  
CHILDHOOD  
SERVICES**  
Montgomery County  
Department of Health & Human Services

# Family Child Care Recruitment Efforts



G R O W I N G  
**FAMILY CHILD CARE**  
O P P O R T U N I T I E S

# HIGHLIGHTS: FY20 & FY21

*(combined data)*

Objective 1: Register 50 new family child care providers each fiscal year.

- 100 FCC homes registered (800 seats)
- Ethnic Backgrounds: (Black/22, Hispanic/50, Asian, Native Hawaiian or Pacific Islander/23, Multiracial/5)

Objective 2: Increase the number of family child care programs in targeted areas of the county: 20877, 20886, 20902, 20866, and 20906.

- 41% in our 5 identified zip codes

Objective 3: Increase the number of family child care programs participating in Maryland EXCELS at levels 3, 4 and 5.

- 94% Maryland EXCELS published at level 1, on path to level 3
- 100% Maryland Child Care Credential

Objective 4: Improve business sustainability of family child care programs.

- 48% joined an association
- 3 Providers qualified and obtained homes through local Moderately Priced Dwelling Unit (MPDU) Program
- Enrollment effected by COVID (dropped from 64% to 17%)
- All received overview of State Child Care Scholarship and local Working Parent's Assistance program