

# Early Learning

INDIANA



## Child Care Resource and Referral Central Office Year Four Plan

October 2022-September 2023

# Overview

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As the coordinating body of the Child Care Resource and Referral (CCRR) Network, Early Learning Indiana plans and leads strategic initiatives, provides marketing and data services and manages the Brighter Futures Indiana Consumer Education Contact Center. Over the last three years, we've engaged with the Office of Early Childhood and Out-of-School Learning (OECOSL) to reimagine the core services designed to meet the needs of families, providers, communities and system partners. Highlights of this work are referenced below and a complete list of Year 3 deliverables can be found in the Appendix.

- Restructuring the Brighter Futures Contact Center, leveraging technology to implement a ticket tracking and reporting system to address family, provider and community needs efficiently;
- Redesigning the Brighter Futures Indiana website, to provide our core audiences with critical, just-in-time resources and information;
- Establishing a network-wide CCRR brand, with accompanying assets;
- Implementing 2Gen strategies for meeting families' needs through the Family Resource Navigator;
- Designing and implementing community and business-facing toolkits, with accompanying jointly-held events; and, among numerous other highlights,
- Creating a Learning Community for emerging providers.



As we enter the final year of our current contract, we will maintain and update resources from previously launched initiatives as appropriate, as well as provide ongoing technical assistance to the CCRRs and to our core audiences through the Brighter Futures team. This document provides an overview of our planned projects to advance the work of the CCRR Network and strengthen the early education system statewide.



**The work is guided by our shared vision of the CCRRCO audiences.**



Families will understand the importance of and have increased access to high-quality, accessible early learning opportunities.



Program capacity will increase, and providers will be actively engaging and utilizing available resources to support growth, quality and sustainability.



Community leaders and stakeholders will recognize the value of having a strong early childhood infrastructure and be engaged to support.



System partners will engage in active collaboration to build consistent messaging for key audiences and drive cohesive initiatives to families, providers and partners.

A photograph of a man and a young child sitting on a wooden table, playing with colorful wooden blocks. The man, on the left, is wearing glasses and a patterned shirt, smiling as he looks at the blocks. The child, on the right, is wearing a white polo shirt and is focused on the blocks. They are building structures with various colored blocks (blue, yellow, green, white, and natural wood). The background is a blurred indoor setting with a couch and a window.

# Project Overviews and Deliverables

## 1.1 General: CCRR Annual Planning

We will host an annual planning session with CCRR team members, leveraging results from the CCRR self-reflection surveys and subsequent discussions to focus on key strategies for the network. We will also review planned CCRRCO projects and initiatives and provide an opportunity for the CCRRs to share priorities within each service delivery area.

*Proposal: None*

*Deliverable: Session completed in October 2022*

## 2.4 Family Outreach: Continuation of Family Resource Navigator

In Year Three of our work, we launched our resource navigator, with an accompanying webpage, findhelp search tool, needs assessment and CCRR trainings. We will continue building upon this work over the course of the year. Key deliverables will include a third online training module covering how to use findhelp, a self-guided needs assessment and a campaign focused on recruiting community partners. Beyond these resources, we will also continue driving additional family-facing traffic to the Brighter Futures navigator webpage to better understand families' needs and the search experience, and develop new strategies based on that data.

*Proposal: Ongoing work, no additional proposal*

*Deliverables: End of Q1, with ongoing work continuing throughout the year*

## 3.1 General: Transition from NDS to WLS

Work is underway to transition out of NDS as our data system of record and into Work Life Systems (WLS). The new system will house all family, provider and community-facing data and activity logs. In close coordination with OECOSL and the WLS team, we will prepare for the data migration, lead CCRR team members through training sessions and build accompanying user resources.

*Proposal: None*

*Deliverables: End of Q1, with ongoing technical assistance throughout the year*

## 2.4 Family Outreach: Family Workshops

CCRRs deliver family-facing workshops on a variety of topics, leveraging virtual meetings and recorded content to present information geared towards consumer education. In close consultation with CCRR family engagement specialists, we will propose a comprehensive workshop strategy, with recommended tactics and network-wide branded assets.

*Proposal: January 2023, with strategy and tactics included*

*Deliverables: March 2023, with additional assets phased in over time*

## 2.5 Provider Outreach: Learning Community Refresh

In 2021, we launched our provider Learning Community, delivering a consistent, network-wide approach to recruiting and engaging with emerging providers. Using learnings from this work, we will refresh our approach, including transitioning resources from Indiana Learning Paths to Brighter Futures Indiana, continuing the efforts of the Emerging Provider Work Group for creation of new resources and building recorded how-to content for providers to view on demand. We will also incorporate business-facing assets, encouraging local stakeholders to support emerging providers.

Proposal: None

Deliverables: March 2023

## 3.2 Reporting: Data Center Language Supports

The Brighter Futures Data Center compiles data related to child care supply, demand and the early childhood population. Embedded data dashboards are customizable based on whether the end user is a parent, provider or community partner. To better serve a broader population through this tool, we will translate the data center components into Spanish, allowing Spanish-language readers to fully navigate through each dashboard. We will also review additional dashboards housed on the Brighter Futures Indiana website, to determine if any should undergo a similar language translation.

*Proposal: None*

*Deliverables: March 2023*

### 3.4 Provider Information: Market Rate Study

Historically, Early Learning Indiana has worked with CCRRs to compile updated rate information across providers and share the data with OECOSL for analysis, in support of the state’s market rate submission. We have also recently completed related work using a provider cost analysis, to better understand any gaps between the rates providers charge families and the true costs of operating programs. In consultation with OECOSL, we will determine the appropriate methodology to use for this year’s market rate study and complete the work needed on the necessary timeline.

*Proposal: TBD*

*Deliverables: TBD*

### 4.1 Coordination: Family Child Care Networks

Existing Family Child Care (FCC) networks provide an opportunity for the CCRR Network to directly support providers to increase peer-to-peer relationships, program quality and sustainability. We will build from what we learned during phase one of this project regarding the needs and challenges of family child care providers and best practices from the FCC network landscape analysis, to design or replicate a model for the ideal FCC network in our state for the CCRRs to implement locally.

Proposal: None

Deliverables: TBD



## 2.1 Consumer Education: Consumer Education for Child Care Referrals

While Early Learning Indiana worked to standardize the child care referral process and build a consumer education overview for network-wide use, the CCRRs built additional consumer education resources targeted to the specific needs of families, such as infant feeding information or strategies for managing unwanted behaviors like biting. To ensure that families receive consistent information across the network, we will compile these existing resources, identify and fill content gaps and refresh materials in network brand if needed.

*Proposal: April 2023*

*Deliverables: June 2023*

## 2.2 Referrals: Child Care Referral Promotions

Child care referral requests have increased significantly over the past two years, with seasonal patterns emerging in referral volume. To build on this momentum, we will design a targeted marketing campaign, ensuring that more families understand this service and ideally seek referrals earlier in their child care search process than they otherwise might. We will also build a follow-up process, leveraging digital tools such as texting and drip messaging, so that we can gain insight into referral outcomes and ongoing family needs.

*Proposal: April 2023*

*Deliverables: June 2023*

## 2.4 Family Outreach: Early Ed Connect

Early Learning Indiana built a user knowledge base, [earlyedconnectsupport.org](http://earlyedconnectsupport.org), upon launch of OECOSL's Early Ed Connect application site. Now that the Brighter Futures Indiana website is better positioned to serve core audiences, we will move these support articles from [earlyedconnectsupport.org](http://earlyedconnectsupport.org) to [brighterfuturesindiana.org](http://brighterfuturesindiana.org), providing families with a one-stop experience designed to best meet their needs. We will also identify and create additional resources to enhance families' experiences across the CCDF and On My Way Pre-K application process.

*Proposal: None*

*Deliverables: June 2023*

## 2.5 Provider Outreach: Updates to Orientation Trainings

Orientation One and Two trainings allow prospective early learning providers to better understand the logistics of starting a program, while earning professional development hours. Through this project, we will work with OECOSL and CCRR subject matter experts to review each training for additional content needs and rewrite or refresh each, as necessary, in CCRR Network brand.

*Proposal: June 2023*

*Deliverables: September 2023*



## 1.1 General: CCRR Policies and Procedures

Over the course of the last three years, we have built a variety of policies, guides and toolkits for CCRR use. Through this project, we will assess these collectively to identify any gaps, create or revise documentation if needed and provide an overview of how these resources fit together with a quick list of linked policies and guides. As warranted, we will also reorganize the HUB library to ensure resources are organized and easily accessed.

*Proposal: None*

*Deliverables: June 2023*

## 2.5 Provider Outreach: Support for Licensing Renewals

A significant number of provider-facing tickets within the Brighter Futures Consumer Education Contact Center originate from questions related to licensing renewals. Using knowledge gained from solving these tickets, we will develop outreach materials, tips and resources to ensure a smoother renewal process.

*Proposal: July 2023*

*Deliverables: September 2023*

## 3.3 Training Platform: Transition from Indiana Learning Paths to IN-KIDS

As OECOSL continues building to the Spring 2024 launch of IN-KIDS, we will help set the foundation for the transition out of Indiana Learning Paths as the current learning management system into IN-KIDS. Based on OECOSL and partner needs, examples of these early-stage transition supports could include a high-level transition planning document and data exports to identify the number of active trainings, individual training completions and certificate records.

*Proposal: None*

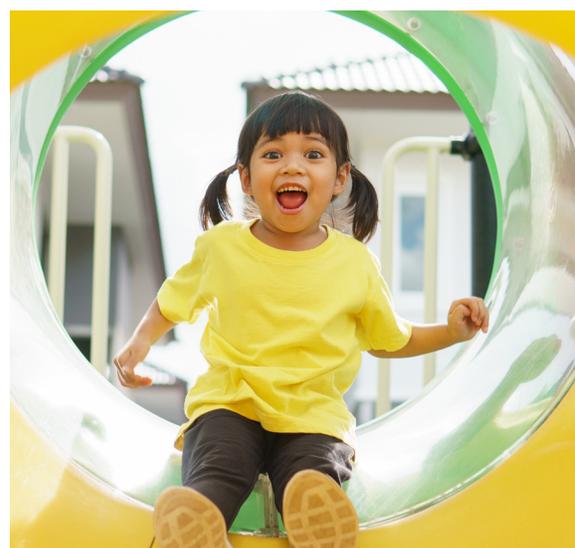
*Deliverables: September 2023*

### 4.3 Capacity Building: Closing the Gap Report Updates

The *Closing the Gap* report and accompanying county-level profiles serve as an assessment of Indiana's early learning opportunities, allowing us to both quantify child care supply and demand while qualifying how well it meets the needs of local families. To ensure that the Early Learning Access Index and related metrics stay relevant, the Early Learning Indiana team will issue a report update and revise related web resources. This will allow us to monitor trends over time and identify areas of the state that would benefit from targeted outreach from CCRR community engagement specialists.

*Proposal: None*

*Deliverables: September 2023*





# Appendix: Year Three Deliverables

## General

Contract Area	Deliverables
1.1 Annual Planning	Led Year Three kick off meeting with OECOSL, ELI and CCRR team members
	Implemented Year Three plan
	Prepared monthly contract reports and hosted regular review meetings with OECOSL
1.3 Network Policies and Procedures	Updated NDS provider intake guidance
	Assembled a guidance brief for family referral best practices

## Family Referral and Community Outreach

Contract Area	Deliverables
2.1 Consumer Education	Prepared user supports and provided technical assistance for Access Indiana transition
	Refreshed and updated I-LEAD help videos and support articles
	Created Health and Safety Checklist for families seeking child care
2.2 Referrals	Designed referral dashboard
	Created a statewide online child care referral form on BFIN
2.3 Complaints	Designed complaint dashboard
	Developed a network onboarding training for handling complaints

## Family Referral and Community Outreach

Contract Area	Deliverables
2.4 Family Outreach	Created and shared two family-facing blogs per month
	Hosted an in-person and virtual training day for CCRRs on Family Resource Navigator approach
	Trained Solution Center on Family Resource Navigator approach
	Produced the Family Resource Navigator informational video
	Launched Family Resource Navigator marketing campaign
	Promoted On My Way Pre-K, in partnership with FSSA
	Updated BLG family promotion toolkit
	Coordinated CCDF/BLG eligibility outreach
2.5 Provider Outreach	Assembled monthly Brighter Futures Bulletin
	Submitted the Provider Journey report and recommendations
	Organized the Spanish and English Learning Community including webinars and additional resources
	Launched the Marketing Best Practices e-book with corresponding webinars
	Coordinated quarterly provider recognition awards

## Family Referral and Community Outreach

Contract Area	Deliverables
2.5 Provider Outreach	Planned and marketed the CCRR Child Care Provider Fairs
	Delivered a provider-facing campaign promoting the Early Learning Marketplace
2.6 Community Outreach	Incorporated additional Community Engagement Toolkit materials, promotions and related technical assistance
	Advanced CCRRs efforts in building and working with coalitions including webinars and action plans
	Established BLG business-facing assets specific to CCRR engagement
	Created a messaging mini-toolkit
	Co-hosted the Fayette County Employer's Summit on Early Learning with CASY
Created new business and community case studies	

## Central Database Management & Quality Assurance

Contract Area	Deliverables
3.2 Reporting	Redesigned of the BFIN Data Center
	Reorganized dashboards for CCRR ease of use
	Created Data Specialist Toolkit

## Central Database Management & Quality Assurance

Contract Area	Deliverables
3.2 Reporting	Established a quality assurance dashboard and implementation plan
	Developed CCRR Year Two annual report template and technical assistance
	Submitted CCRRCO Year Two annual report
	Enhanced NDS dashboard
	Participated in IN-Kids discovery sessions
3.3 Training Platform	Continued Indiana Learning Paths site administration
3.4 Provider Information	Built BLG dashboards
	Completed the School-Age Cost Study report
3.5 Surveys	Reviewed and refreshed family, provider and community-facing surveys
	Created SurveyMonkey reporting guide
	Incorporated quarterly survey insights and review with CCRR data specialists
	Shared the employer workforce survey on child care needs for CCRR use
	Presented the Early Learning Workforce Survey report

## CCRR Coordination, Training, Technical Assistance and Support

Contract Area	Deliverables
4.1 Coordination	Built and launched asynchronous virtual trainings for CCRR onboarding
	Reorganized Brandbuilder assets according to content and target geography
	Completed phase one of the Family Child Care network project
	Assembled LinkedIn Learning path for each CCRR Network peer group
	Established an onboarding training checklist for newly hired team members
	Created the licensing consultant referral form to connect state-funded partners
	Started the emerging provider work group to establish resources for providers
	Shared the Sprout Social Guide with CCRR Network
4.2 Planning and Monitoring	Participated in the CCRR monthly contract review meetings
	Coordinated the annual CCRR self-reflection feedback process

## CCRR Coordination, Training, Technical Assistance and Support

Contract Area	Deliverables
4.3 Capacity Building	Updated <i>Closing the Gap</i> report and interactive maps
	Provided training for the CCRRs on use of the <i>Closing the Gap</i> report and related resources
	Participated in the human-centered design project training
4.4 Strategic Services	Updated Paths to QUALITY™ marketing materials
	Continued Paths to QUALITY™ operations
	Held a communication training for CCRRs
	Organized a Mental Health First Aid training for CCRR team members facilitated by Love Matters Therapy
	Held two <i>Inclusive Space for Families</i> virtual trainings facilitated by LUNA Language Services
	Hosted two engagement trainings for CCRRs with McGovern Consulting Group
<b>Innovation</b>	
Deliverables	Developed CCDF vacancy check dashboard