



CCEDC Child Care Task Force

MEETING NOTES

March 23, 2010 10 a.m.

Attendance: Vermona Peterson, Melody Warren, Beth Norton, Elisha Lownds, Dane Joslyn, Philippe Chino, Brandi Beecher

Vermona reviewed the goal, objective and strategies.

Group discussed current child care availability and needs. Several current child care providers' houses are in foreclosure because of economic slowdown. Gillette has the third lowest childcare rates in Wyoming. Some providers are adding new things to contracts including cleaning fee, paid vacation and sick leave.

Group talked about the reward of being a child care provide. The biggest rewards are the kids.

Philippe talked about daycare that was developed in Sheridan. He brought up discussion on building a public/private partnership child care center in Gillette. Melody felt that current providers would be happy with the creation of more capacity for infant care. Group agreed it would have to meet the niche of 0-3 care, after school care and extended hours.

At one point, Linda Jennings did research with businesses on daycare needs and found that daycare was not a need.

Discussed the marketing campaign – Dane will design the brochure. Packets should include licensing information, benefits of being licensed, parent checklist, training dollars for Business Training outreach, ABC's, Did you know, and tips for recognizing your provider.

Next Meeting - Monday, March 29rd 10 a.m. Workforce Services

GOAL: Ensure sufficient, quality childcare exists for Campbell County.*

**Quality is defined as meeting quality of standards set forth by the Department of Family Services.*

Objective: Research need for childcare in Campbell County.

Strategies:

- Develop baseline of existing care availability by age.
- Research childcare demand
 - Birthrate counts. DFS
 - Childcare finders, kids county and CCMH Infant Count

- Agencies: Child Care Finders & DFS
- Personnel: 0
- Strategic Steps: DFS continues to monitor
- Time Frame: Ongoing
- Lead Organization: CCEDC
- Impact: Knowledge

Objective: Work with County and City government concerning child care zoning regulations.

Strategies:

- Research current zoning regulations for child care
- Develop action plan based on findings
 - Identify zoning obstacles at the county level
 - City zoning is being addressed
 - Agencies:
 - Personnel:
 - Strategic Steps:
 - Costs:
 - Time Frame:
 - Lead Organization:
 - Impact:

Objective: Develop a marketing campaign to provide child care information.

Strategies:

- Develop specific campaign for parents, providers and businesses.
- Marketing plan will be funded by grants, business donations and government agencies.
- Develop a program recognizing childcare providers that improve through staff education.
- Research employer resources and strategies for daycare.
 - Agencies: DFS, CCF
 - Personnel:
 - Strategic Steps:
 - Costs:
 - Time Frame:
 - Lead Organization: CCEDC
 - Impact:
- Providers
 - Research and promote how much childcare providers make.
 - Promote importance of licensed childcare provider.
 - Promote childcare training availability.
 - Promote reward of being a childcare provider
- Parents
 - Promote importance of licensed childcare provider.
 - Develop a list of resources available.

- Develop a plan for the awareness of the availability of complaint and compliance report.
- Businesses
 - Promote importance of licensed childcare provider.
 - Develop a list of resources available.
 - Develop a plan for the awareness of the availability of complaint and compliance report.

Objective: Develop Gillette as the North East regional childcare one-stop center to include a public/private childcare center

Strategy:

- Research One-Stop Centers in South Dakota
- Hire consultant to develop plan for one-stop and childcare center
- Research Funding Opportunities – United Way , Casey Foundations
 - Agencies:
 - Personnel:
 - Strategic Steps:
 - Cost:
 - Time Frame:
 - Lead Organization:
 - Impact: