

CCEDC Child Care Task Force Strategic Plan

Goal: Ensure sufficient, quality childcare exists for Campbell County

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

- Objectives:
- 1) Research need for childcare in Campbell County.
 - 2) Work with County and City government concerning childcare zoning regulations.
 - 3) Develop a marketing plan to provide childcare information to parents, providers, prospective providers and businesses.
 - 4) Develop a North East Wyoming One-Stop Child Care Information and Training for Campbell County.
 - 5) Research the need for a public/private child care for specialty markets to include infant, school age and extended care, not to compete with existing markets.

Task Force Chair: Vermona Peterson
Task Force Members: Dane Joslyn, Melody Warren,
Toni Brown, Elisha Lownds, Beth Norton, Helen
Mathes, Linda Jennings

Staff: Brandi Beecher

**CCEDC Child Care Task Force
Strategic Plan**

Objective #1: Research need for childcare in Campbell County

Strategy #1: Develop baseline of existing licensed childcare availability by age

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Monitor data from Childcare Finders and DFS licensing to determine need and availability of childcare	2Q 2010 Ongoing	None	Lead: Childcare Finders, Department of Family Services (DFS)	Knowledge

CCEDC Child Care Task Force Strategic Plan

Objective #1: Research need for childcare in Campbell County

Strategy #2: Research Child Care Demand

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Gather and analyze data of birth rates and childcare openings to determine demand	2Q 2010 Ongoing	None	Lead: DFS, Campbell County Memorial Hospital (CCMH), Child Care Finders (CCF)	Up-to-date ongoing information on the need of childcare
Meet and develop a one page information report to keep abreast of child care needs in Campbell County and be proactive to parent and industry needs	Start: 3Q 2010 Every Quarter		Lead: CCEDC Child Care Implementation Task Force	

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Objective #2: Work with County and City government concerning childcare zoning regulations
Strategy #1: Understand Zoning Regulation hurdles for child care

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Work with City and County Zoning to determine hurdles	2Q 2010	None	Lead: DFS	No daycare closures or obstacles for not opening a childcare due to zoning regulations
Develop action plan based on findings	Ongoing		Child Care Implementation Task Force, City and County Officials	

Objective #3: Develop a marketing plan to provide childcare information to parents, providers, prospective providers and businesses
Strategy #1: Research opportunities to fund marketing campaign

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Talk to businesses, government agencies and grant funders	3Q 2010	None	Lead: CCEDC Child Care Implementation Task Force	

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Objective #3: Develop a marketing plan to provide childcare information to parents, providers, prospective providers and businesses

Strategy #2: Develop specific informational packets targeting parents, businesses and providers

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Parent information to include: Childcare Finders information, tools to find quality child care, recognizing your child care provider as a professional, information on having a backup provider, complaint & compliance report		\$2,500	Lead: DFS	

<p>Business information to include: Childcare Finders information, tools to find quality child care, investing in Child Care is a good business, information being flexible with parents with sick children, information on Health Savings Accounts and Flex plans for daycare expenses</p>			<p>Child Care Implementation Task Force, Child Care Finders, Small Business Development Center (SBDC)</p>	
<p>Provider information to include: promote efficient business practices, getting started in Child Care, develop packet utilizing DFS and CCF information</p>				
<p>Distribution: Visit with potential distributors of the information for parent, business, and provider information</p>	<p>1Q 2011</p>		<p>Child Care Implementation Task Force, DFS, CCF, Workforce Services, Gillette and Wright Chamber of Commerce's, Local Businesses, Real Estate Agencies</p>	

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Strategic Plan**

Objective #4: Research and develop a North East Wyoming One-Stop Child Care Information and Training Center for Campbell County

Strategy #1: Determine if One-Stop Child Care Center makes sense in Campbell County

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Gather information from South Dakota One-Stop Child Care Center	2Q 2010-2Q 2011	None	Lead: Child Care Implementation Task Force	
Create a pilot program to offer trainings	3Q 2010			
Research funding options and support for center				

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Objective #4: Research and develop a North East Wyoming One-Stop Child Care Information and Training Center for Campbell County

Strategy #2: Research the need for mentoring program for Child Care providers

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
Research the need for mentoring program for Child Care Providers				
Work with Senior Center to identify potential mentors for Child Cares and Businesses				
Research existing mentorship program with Stars				

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Objective #5: Research the need for a public/private Child Care Center for specialty markets, to include infant, school age, and extended hour care, not to compete with existing markets

Strategy #1: Research the need for mentoring program for Child Care providers

Processes	Time Frame	Cost	Lead Organization & Who's Involved	Impact (known or projected)
<p>By keeping abreast of objective #1. Will be able to stay pro-active on the child care needs of Campbell County</p>				