

**MINUTES  
CHILD DAY-CARE COUNCIL  
JANUARY 9, 2003**

**RETREAT**

**Present:** Mrs. Gail Johnson, **Chair**; Ms. Susan Ballard; Ms. Judith Beattie; Dr. Jane Craig; Mr. Norman Crumpton; Miss Elizabeth Dowdy, **Vice Chair**; Ms. DeAnna Flanary; Mrs. Sondra Freeman; Dr. Bethany Geldmaker; Ms. Susan Hackney, Mrs. Nancy Ann Rogers; Ms. Carol Steele; Mr. Adam Thiel; Mrs. Donna Thornton, Mrs. Deborah White, **Secretary**

**Absent:** Mr. Jay DeBoer; Ms. Deborah Moore Gardner; Mrs. Dona Huang; Mrs. Lisa Shelburne

**Staff:** Ms. Cynthia Clark, Mrs. Paula Scott Dehetre, Ms. Arlene Kasper

**Called to Order**

The Chair called the meeting to order at 10:10 a.m. Mrs. Gail Johnson stated that the goal of today's meeting is to better understand the Council's mission, focus and mandate.

**Approval of Agenda**

The Chair suggested that the opening remarks for the meeting occur before the public comment period since the Commissioner of the Department of Social Services had to leave at 10:30. Dr. Jane Craig made the motion, which was seconded, to accept the amended agenda. The vote was unanimous.

**Opening Remarks**

Maurice Jones, Commissioner of the Department of Social Services, thanked all members for their service and for the invitation to speak today. Mr. Jones announced that the Governor, Secretary of Health and Human Resources and himself are committed to assuring quality early learning and child development systems for all children. This Administration believes that people want quality care and quality education for their children and asked that the Council help assure a better learning foundation for children. When considering a vision, it should include:

- children's developmental potential being realized from birth;
- children being immersed in rich, multi-domain learning opportunities in the home and child care settings and during those critical first 60 months of their lives when brain development and skills acquisition are at their highest;
- children arriving to kindergarten ready to learn; and
- schools spending scarce resources on positive not remedial education.

**Opening Remarks (Cont'd)**

The Commissioner informed the Council that currently:

- a third of kindergarteners are not ready to succeed in school;
- the child care industry is struggling to compete for an inadequately under prepared workforce that, in many cases, lacks any basic grounding in child development;
- the child care workforce may lack the basic language and academic background to stimulate child development;
- the child care workforce is not compensated as educators;
- parents could benefit from more knowledge and skills to foster early child development;
- parents may lack choices that fully safeguard their children;
- families pay a third or more of their family income for child care, but not necessarily receive quality care in return; and
- many children are at immediate risk of health and safety; and
- more children are at serious cumulative risk to their social, emotional and cognitive development

The Commissioner stated that the Administration recognizes that these problems are complex, interactive and entrenched. The solutions will require years of broad-based commitment and long-term, sustained and incremental improvements. He added that these improvements must be carefully planned and not disrupt the infrastructure of the current system.

The Commissioner challenged the Council to:

- consider the importance of early learning;
- layout standards, with a timetable, that builds and impels toward quality by considering research, the overall well-being of children, and the way children learn; and
- be leaders and advocates for quality early childhood education and development.

The Commissioner stated that health and safety standards alone will not protect children from risks such as school failure and stifled self-confidence. He challenged the Council to establish standards that:

- set expectations for centers to help parents fulfill their role as their children's first and most powerful teachers;
- help parents and children make smooth transitions from home to center and from center to school;
- put special emphasis on opportunities for nurture, learning and development of infants and toddlers since they are at highest risk in group care settings;
- reflect an expectation of increased quality concerning the training and education of staff; and
- set stronger expectations around the management of centers as complex learning environments for children, staff and families.

**Opening Remarks (Cont'd)**

The Commissioner stated that the Council should be active in building public awareness that early childhood education and development is the linchpin for successful kindergarten through 12<sup>th</sup> grade education and beyond. He thanked the Council, again, for inviting him to share comments and looks forward to working with them in the future.

**Public Comment Period**

Ms. Marta Burklin of the Virginia Child Care Association addressed the Council by providing them with a study concerning the economic impact of the child care sector. She reported the following findings from the study:

- child care is vital to the national economy and provides an infrastructure, which enables mothers and fathers to be employed outside the home;
- the demand for child care is growing;
- in 2001, Americans spent approximately \$38 billion a year on licensed child care programs and in 2002 this figure should change to \$41 billion;
- licensed child care programs create enough income to support approximately 2.8 million direct, indirect and induced jobs; and
- licensed child care is responsible for twice as many jobs as the farming sector.

Ms. Burklin noted that it is becoming more difficult to meet standards, attract workers and open new centers. She asked Council not to reduce parents' choices when writing standards.

Mrs. Sharon Jones from Professional Child Care Services congratulated Mrs. Gail Johnson for being appointed as Chair of the Child Day-Care Council. Mrs. Jones distributed a copy of her comments on the Council's Notice of Intended Regulatory Action which referenced five areas of concern. She specifically mentioned the need to be able to deviate from standards in times of crisis, such as the water crisis she experienced this summer, and the increased number of staff applications from people from other countries.

Ms. Ruth Carroll of the Republican Women's Forum expressed how pleased her organization is with the Council's regulatory proposals. It is obvious that efforts are being made to make the regulations more specifically focused towards child care centers and that there is a clearer understanding of the procedures. She thanked the Council for its efforts to provide family, friendly regulations and requested that her organization be added to the interested party list.

### **Approval of Minutes**

Ms. Carol Steele made a motion, which was seconded, to accept the November 19, 2002 minutes. The vote was unanimous. Ms. Susan Hackney made a motion, which was seconded, to accept the November 19, 2002 orientation minutes. The vote was unanimous.

### **Charting Direction for 2003**

The Chair introduced Mr. John Wheatley, Senior Vice-President, Executive Management Support Services of SOCIUS and Ms. Lou O'Boyle, Senior Consultant with SOCIUS. Mr. Wheatley provided information about SOCIUS and explained that Ms. O'Boyle would be facilitating the retreat. Ms. O'Boyle noted that prior to today's meeting, each member was given a pre-work assignment which allowed her to better understand the concerns, mission, goals and objectives of the Council. The purpose of the retreat was to help develop a clear and concise mission statement and strategic plan. The Council was divided into three groups to work on activities pertaining to products and services, customers, mission, values, assessment (strength, weaknesses, opportunities and threats - SWOT), goals and objectives. A compilation of their work is found in Attachment A.

The facilitator noted the next steps which are:

- finalize the mission – Mrs. Johnson appointed a committee consisting of Mrs. Nancy Ann Rogers, Ms. DeAnna Flanary and Dr. Jane Craig for this purpose.
- finalize the lists of products and services, customers, values and SWOT - Department of Social Services staff will compile the information from today's work and provide a final draft to Council members for ranking of the top five items. This should be completed by the next meeting.
- agree on goals and objectives (measurable) – this should be discussed at the next Council meeting.
- assign measures – the facilitator recommended a committee to work on this.
- develop an implementation plan with accountabilities.

### **Adjournment**

The meeting adjourned at 3:18 p.m.

## Attachment A

**PRODUCTS & SERVICES** – Deliverable that the customer receives and identifies. What the customers get rather than what the organizations does.

- Regulations
- Standards
- Information
- Training/Guidance/Consultation
- Technical Assistance
- Communication
- Policies
- Procedures with passion

**CUSTOMER** – Any person, organization, or group impacted by your products and/or services.

- Child Care Providers/Owners/Facilities – Early Care and Education
- Children in Care and Families/Parents
- Government Entities
- Enforcement/Child Day-Care Regulators
- General Public
- Educators/Accrediting Bodies

**MISSION** – Statement of purpose, fundamental reason for existence. Each of the three groups developed a mission statement, which will result in one mission statement.

- (1) The Child Day-Care Council shall be committed in all its efforts to promulgate equitable standards to regulate and promote the health, safety and development of children in Virginia’s child care centers.
- (2) To provide regulations that promotes the welfare of children in early care and education facilities.
- (3) We protect the welfare of children enrolled in child day care through least intrusive regulations.

**VALUES** – Principles that govern our behavior and the way in which we do business.

- Child Focused/Child Centered
- Family Focused
- Integrity
- Open and Informed
- Fair and Responsible
- Equitable
- Accountable
- Advocacy
- Professional
- “Foundation for Life-Long Learning”

Attachment A (Cont'd)

**STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)** – Analysis used to develop a clear sense of the state of an organization.

**Strengths**

- Diversity and background of members
- Excellent support staff
- Scheduled rotation of members
- Commitment of members

**Weaknesses**

- Viewed as a lobbyist group
- Meetings without a clear focus
- Responding to change in political ideologies

**Opportunities**

- Education of public
- Supportive leaders in government
- Public interest and focus
- Awareness and information through technology advances

**Threats**

- Process (timing – bureaucracy/politics)
- Lack of resources (budget and staff)
- Special interest (groups, legislators, etc.)
- Misinformation/Lack of information

\***SWOT** analysis is only as good as the information provided

**GOALS** – Broad general statements of the long-term results that the organization needs to accomplish to achieve its mission

- (1) Craft regulations that provide for the welfare of children.
- (2) **New**-Support parents as the child's primary teacher. **(Delete current goal)**
- (3) Recognize the quality of care for children.
- (4) Strive for continued excellence as a regulatory entity.
- (5) Promote the availability of relevant, high quality and accessible training programs for child day care operators and staff.
- (6) Deleted (combined in goal #5)

Attachment A (Cont'd)

**OBJECTIVES** – Description of the results that when achieved, move your organization toward its stated goals.

**(Goal 1)**

- 1.1 Initiate periodic reviews and Notices of Intended Regulatory Actions on center regulations that are based on research and public comments.
- 1.2 Develop proposed and final regulations that are clear, measurable and equitable to all parties.
- 1.3 Review regulations every three years and revise as necessary.

**(Goal 2)**

- 2.1 Provide opportunities for parents to be involved in their child's learning.

**(Goal 3)**

- 3.1 Review current research related to quality care.
- 3.2 Articulate the Council's goals and work to relevant entities.

**(Goal 4)**

- 4.1 Periodically evaluate and refine the Council's Strategic Plan and monitor its implementation.
- 4.2 Maintain a straight forward and easy to understand regulatory process.
- 4.3 Utilize time efficiently and effectively.
- 4.4 Provide Council members with on-going training and information.

**(Goal 5)**

- 5.1 Share training information with the State Board of Social Services to assist the members with their Code required task of developing training opportunities for child day care operators and staff.

Attachment A (Cont'd)

**OBJECTIVES** (Cont'd)

**(Goal 5)**

5.2 Direct support staff to develop a website listing of training opportunities throughout the state.

- List all Department of Social Services opportunities
- Link to colleges
- Link to associations
- Link to all opportunities that can be found