Building Links, Increasing Enrollment
Building Links - Overview

• Progress through Partnerships

• Activities to Build Links

• Gauging Impact
Building Links – Many Partners

BELL subgrantees
Building Links – Many Partners

BELL close collaborators and content partners

- Homeless Health Initiative
- Leadership Education in Neurodevelopmental Disabilities
- Bright Horizons Foundation for Children
- Maternity Care Coalition
- Parent-Child Home Program
Building Links – Many Partners

Philadelphia Early Childhood Enrollment and Enrichment Partners
Building Links – Many Partners

Regional, State, and Federal Partners

[Logos of various organizations]
Building Links – Many Partners
Building Links – Many Partners

And many, many others!
Activities to guide and to build links

Building Early Links for Learning (BELL Project):
Learnings from Focus Groups on Increasing Access to Quality
Early Childhood Education for Families and Children
Experiencing Homelessness

Kate Hurd, M.S.W., M.P.H. – The Cloudburst Group
Charles H. Kieffer, Ph.D. – The Cloudburst Group
## Findings

<table>
<thead>
<tr>
<th>Providers</th>
<th>Both parents and providers</th>
<th>Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Appreciation for BELL's efforts to connect ECE and housing systems</td>
<td>• Need for trauma-informed training and care</td>
<td>• Appreciation for importance of quality ECE</td>
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<tr>
<td>• Parents may lack awareness of available opportunities and policies</td>
<td>• Need for learning environments with consistency, stability, and empathic caring for young children</td>
<td>• Sense of being &quot;on their own&quot; to figure out ECE enrollment</td>
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<td>• Waitlists and limited slots, esp. for birth-3 year olds</td>
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<td>• Scheduling and geographic challenges</td>
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Building Links – Improving Access

• Communicating and Convening

  • Consulting on enrollment policies for children experiencing homelessness
  
  • Convening ECE, EH/TH providers to discuss enrollment process and key dates
  
  • Assisting in promoting ECE programs to families in EH/TH
  
  • Disseminating information
Building Links – Improving Access

- Enrollment binders tailored to each EH/TH facility

  Includes:
  - Maps of nearby high-quality ECE programs
  - Step-by-step instructions on how to apply and enroll
  - Form-letters for EH/TH providers that satisfy initial enrollment documentation
  - Rolling out next month!
Building Links – Encouraging parents

• Incentives to parents for applying
  • OHS-funded initiative
  • Giftcards for families who apply for ECE
BELL Meet and Greets!
Meet and Greets

• Over 30 participants from:
  • ECE providers
  • Housing providers
  • Home visiting providers
A locally designed Head Start option for ES/TH residents:

- **Home-based model** at EH/TH facilities and in community

- Meeting all requirements of the **HS Home Visiting model**

- The Home Visitor remains with the family **throughout geographic instability** with the aim of transition to Center-based HS enrollment

- A family may **maintain Home Visiting until Kindergarten**
Gauging Impact
Did ECE enrollment increase for kids in EH/TH?

• Goal: 20% increase!

• Ask about each child...
Ask about each child...OHS Census Survey

• Teresa Cherry, Office of Homeless Services
  • Request current census from each EH/TH provider
  • Ask whether each child was attending ECE

• Did this three times
  1) Spring, 2016  3 to 5 year olds
  2) Fall, 2016   3 to 5 year olds; name of program
  3) Fall, 2017   birth to 2; 3 to 5; address of program
Any ECE enrollment, 3 to 5 year olds

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tr>
<td>Spring, 2016</td>
<td>50%</td>
</tr>
<tr>
<td>Fall, 2016</td>
<td>55%</td>
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<tr>
<td>Fall, 2017</td>
<td>63%</td>
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</tbody>
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BUT... Most of these enrollments seem to be in not high quality ECE programs!
Did ECE enrollment increase for kids in EH/TH?

• Goal: 20% increase!

• Any ECE enrollment, 3 – 5 year olds:
  • Proportional *increase of 26%* (50% to 63%)

BUT...
Most of these enrollments seem to be in *not* high quality ECE programs!
There is still more work to be done

- Few infants/toddlers in ECE (38.7%)
  - Need more availability
  - Beliefs and understanding

- Available data improved
  - From “unknown” to more detailed
  - ECE Programs and quality still fuzzy
  - Much room for improvement

- Right program for the right family
  - Everyone deserves high quality

- Supporting participation past enrollment