

MEDICINE HAT AND DISTRICT CHILD CARE ASSOCIATION



MEDICINE HAT & DISTRICT
Child Care Association

**CELEBRATING
30 YEARS**
OF SUPPORTING THE
EARLY LEARNING AND
CHILD CARE COMMUNITY

Annual Report

2018-2019

Coordinator & Chairperson Report

MHDCCA celebrates 30 years!

We have come such a long way in the past 30 years. The MHDCCA first started as a few child care director's getting together to advocate for their programs. It was their hard work and others in Alberta that contributed to the accreditation program that we know has greatly increased the quality of early learning and child care (ELCC) programs that we see today. This year, our organization has increased its membership to an all-time high of 83 members.

The Early Learning and Child Care Conference held on March 30, 2019 was one of this year's most successful projects. Early Childhood Educators responded well to this event with approximately 146 in attendance. In addition to the wide variety of speakers, an early learning resource fair was also held during the morning. Over 25 booths were in attendance including community organizations and businesses that were of interest to our local educators and families.

At the ELCC conference, some of our conference sessions were videotaped by SHAW TV and are available to watch on Youtube. What an innovative way for us to celebrate our conference and share the sessions with educators that were not in attendance!

Keynote Presentation: Why are we still talking about play?

<https://youtu.be/P0trZwGyipc>

Professionalism in Early Learning and the Role of the Professional Association:

<https://youtu.be/RBb1B0rI0Tw>

Superhero Play and Beyond

<https://youtu.be/OoUXIbE5 Hq>

Outdoor Play in the Early Years

<https://youtu.be/YIIGQz0wke4>

In the past 30 years, the MHDCCA has developed into a strong, vibrant organization that prides itself on working collaboratively within the child care community. We believe that there are five key elements to our success.



The MHDCCA is a leader in Alberta in terms of our organization's capacity and reach. We lead by being involved and visible in the community, thinking innovatively, building relationships, collaborating & providing training opportunities for Early Childhood Educators.

The MHDCCA's shared vision allows our members to come together in support of licensed and approved child care in Southeast Alberta. We want to be sure that parents know what to look for and that programs are provided with the support they need to provide high quality early learning and child care environments for young children.



The MHDCCA has created innovative ways to reach out to educators and the public. We continue to prepare our weekly updates for Educators, use social media effectively, and plan exciting events for our Educators to attend like our Brainious Documentary night.

The MHDCCA strives to support its members in a number of ways including listening to concerns and working to problem solve them, sharing of information between programs, hosting meetings, planning professional development opportunities, answering questions and referring programs to other agencies for assistance as needed, etc.



One of our proudest accomplishments is that our organization is truly inclusive. We include all types of child care, including child care centers, preschools, family day home agencies, and out of school cares. We include both private and non-profit operators. We also welcome associate members such as the Medicine Hat College ELCC Program, LEARN, Speech Language Works, McMan Parent Link Centre, and more.

Medicine Hat & District Child Care Association

Mission:

The Medicine Hat and District Child Care Association works to support the child care community by promoting quality outcomes for children 0-12 years of age.

Values of the Association:

- Communication
 - Teamwork
- Accountability/financial stewardship
 - Respect for diversity
- Commitment to quality

Goals of the Association

- To promote best practices in early childhood environments
- To raise awareness that quality child care is a vital asset to the community
 - To support and recognize Early Childhood Educators
- To ensure strong governance policies support the organization

Executive Board 2018-2019:

Carleen Schaan, Chairperson

Michelle May, Past Chairperson

Tammy Paulson, Vice Chairperson

Lisa Lutz, Secretary/Treasurer

Service Provider:

Jennifer Usher, Coordinator

Standing Committees:

Funding Committee

Recruitment, Recognition, and Retention Committee

Children's Services Schedule A

Outcomes Measurement April 2018-March 2019

Goal	Outcome	Performance Measures	Target	Results
<p>To provide an opportunity for child care providers to enhance knowledge regarding best practices in early childhood environments</p>	<p>Members feel that the Professional Development hosted by the MHDCCA has increases their competency and confidence in caring for children</p>	<p>Track Professional development opportunities through year for members</p> <p>Survey</p>	<p>3 PD opportunities per year with at least 40 Educators, Educational Assistants and Administrators in attendance</p> <p>75% of members reported that the Professional Development hosted by the MHDCCA has increases their competency and confidence in caring for children</p>	<p>April 2018: AECEA Engagement Session (83 attendees)</p> <p>May 2018: Brooks ECE Chat Night (12 attendees)</p> <p>May 2018: Connecting, Engaging, & Skilling Building with Children through Art Workshop (76 attendees). 79% of members reported that the Professional Development hosted by the MHDCCA has increases their competency and confidence in caring for children</p> <p>Oct. 4, 2018: Brainious Documentary (194 attendees). Coalition did surveying and there was an increase of 14% of awareness of ECD supports in the community from this event.</p> <p>October 2018: Brooks AECEA Engagement Session (18 attendees)</p> <p>March 2019: Early Learning and Child Care Conference (146 attendees)</p>
<p>To maintain open lines of communication for information to directors and line staff/providers regarding MHDCCA activities, best practice changes, PD opportunities, community events, etc.</p>	<p>Individual staff/providers will be invited to become individual members and will receive weekly email updates from the coordinator with info on best practice, PD opportunities, community events, etc.</p> <p>Directors will receive monthly newsletters from the coordinator with info regarding MHDCCA activities, articles on child development, etc.</p>	<p># weekly updates sent per year</p> <p>Lists of PD opportunities included in weekly update</p> <p># of monthly newsletters per year</p> <p># of Child Care Administrators reached</p>	<p>30 weekly updates sent to at least 150 Early Childhood Educators</p> <p>10 monthly newsletters per year with an expected reach of at least 50 Child Care Administrators.</p>	<p>32 weekly updates sent to an approximately 380 Educators</p> <p>10 newsletters sent out to 80 MHDCCA members</p>

Goal	Outcome	Performance Measures	Target	Results
<p>To provide funding to members to support best practice in their unique programs with a focus on one or more of the following categories: child development, child-caregiver interactions, facility enhancement, program administration, inclusive/multicultural programming, professional development</p>	<p>Child care program's capacity to serve families will be improved.</p> <p>Directors report that the funding provided has improved their service for children and families.</p>	<p># of programs accessing funding</p> <p>Survey</p>	<p>100% of regular child care program members</p> <p>80% of Directors report that the funding provided has improved their service for children and families.</p>	<p>96% of eligible members accessed their funding</p> <p>100% of Directors report that the funding provided has improved their service for children and families.</p>
<p>To build a stronger connection with child care program operators across the region allowing the MHDCCA to provide a wider span of support</p>	<p>Rural programs will feel welcome to become a part of the MHDCCA.</p> <p>Non-member programs will receive information on a yearly basis about the MHDCCA and what type of support we provide.</p>	<p># of rural programs visited</p> <p>% of non-member programs receiving information</p>	<p>Coordinator will visit at least 1 rural program outside of Medicine Hat per year to offer membership.</p> <p>Yearly, the Coordinator will send membership information to 100% of the programs outside of Medicine Hat who are not currently members.</p>	<p>September 2018: Coordinator visited a Brooks Out of School Care program to offer membership</p> <p>March 2018: 100% of all non-member programs were sent information</p>
<p>To raise public awareness that quality child care is a vital asset to our community</p>	<p>The public will be offered information on quality child care and the activities of the MHDCCA on a regular basis.</p>	<p># of times the MHDCCA attends community events per year</p>	<p>4 Community Events and/or Job Fairs per year</p>	<p>June 2018: Get Outside & Play Day</p> <p>July 2018: Canada Day Art in the Park</p> <p>August 2018: Fresh Start to School Event</p> <p>October 2018: MHC Job Fair</p> <p>February 2019: MHC Job Fair</p>

Goal	Outcome	Performance Measures	Target	Results
		<p># of articles printed in the Medicine Hat News per year</p> <p># of Choosing Quality Child Care packages put out to local community agencies, including Parent Link, AHS, etc.</p>	<p>3 Medicine Hat News Articles per year</p> <p>25 Choosing Quality Child Care packages per year</p>	<p>June 2018: Medicine Hat News Article "How do you know which kind of child care program is the right one for you?"</p> <p>October 2018: Medicine Hat News Article "I'm not your child's babysitter"</p> <p>January 2019: 30 Years as the MHDCCA</p> <p>50 handed out total</p> <p>Baby & Me Session at Health Unit: July 2018: 5, October 2018: 5, December 2018: 10, February 2019: 5</p> <p>Coalition meeting in December 2018: 15</p> <p>December 2018: To Bridges 10</p>
<p>To recognize staff/providers for their valuable contributions to our member's child care programs</p>	<p>Members report feeling recognized and supported within the local child care community</p>	<p># of ECE highlights featured in the MHDCCA newsletter</p> <p>Survey</p>	<p>3 ECE highlights in the MHDCCA newsletter per year</p> <p>75% of members report feeling recognized and supported within the local child care community</p>	<p>May 2018: Brooks Preschool Society</p> <p>June 2018: Brooks Dynamite Academy</p> <p>November 2018: Nature's Way Learning Centre</p> <p>December 2018: College Day Homes</p> <p>98% of members report feeling recognized and supported within the local child care community</p>
<p>To plan events that relate to Early Childhood Educator appreciation and allow for Networking</p>	<p>Educators and other staff in the MHDCCA's members programs will feel appreciated and connected to their local child care community.</p>	<p>Survey</p>	<p>Following the event, 75% of Educators reporting feeling appreciated and connected to the local child care community</p>	<p>April 2018: Brooks Child Care Crawl</p> <p>March 2019: Early Learning and Child Care Conference 30th Anniversary Luncheon (146 attendees, 96% feeling appreciated and connected to the local child care community)</p>

<p>To ensure strong governance supports the association and its work with its members</p>	<p>The MHDCCA will Produce an Annual Report in May each year detailing the year's accomplishments.</p> <p>The MHDCCA will continue with data collection on MHDCCA's activities on a monthly basis.</p>	<p>Annual Report sent to CFS</p> <p>Data collection sent to CFS</p>	<p>Receipt of report within 90 days of the end of the fiscal year.</p> <p>Twice per year the data collection spreadsheet will be sent to CFS.</p>	<p>Sent as requested</p> <p>Sent as requested</p>
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Children's Services Year-End Template 2018-2019

SECTION I **Program Information:**

1. Identify program activities and services offered during the year.

The Mission of the Medicine Hat District Child Care Association is to support the child care community by promoting quality outcomes for children 0-12 years of age. The three core areas of our work include:

To promote best practices in early childhood environments (Professional Development including ELCC Conference, various workshops, Early Childhood Educator Chat Nights in Brooks; professional memberships or partnerships with Association for Early Childhood Educators of Alberta, Canadian Child Care Federation, Medicine Hat Early Childhood Coalition; Allocation of funding to child care programs to improve quality of care)

To raise awareness that quality child care is a vital asset to our community (TV News interviews, Medicine Hat Newspaper articles, Choosing quality child care presentations at the Baby and Me classes at the health unit and for the Bridges organization clients, handing out Choosing quality child care information packages to various community agencies, hosting booths at a variety of community events)

To support and recognize Early Childhood Educators (Brainious Documentary movie night, ECE Appreciation Luncheon at ELCC Conference, Medicine Hat News articles, monthly newsletter featuring Meet our Early Childhood Educators, attendance at local job fairs)

Please see data collection for 2018-2019 for more details.

2. Identify any program development that has occurred during the past year.

In terms of membership, there was an increase in the out of school care programs (including the new YMCA run programs) and associate members within our organization during this fiscal year. This also means an increase in the number of children that the Children's Services Child Care Program Support Funding is benefitting.

We have continued to support Early Childhood Educators, Directors, and families. Our focus this year was on celebrating our 30th year anniversary by hosting the ELCC conference. The conference theme was exploring trends in early learning. To this end, we were able to access speakers on the importance of play, professionalism in early learning, outdoor play and how to spark children's interest, and much more.

SECTION II Utilization of Program

- 1. Occupancy rate for the last twelve months. Identify the total number of clients served, total number of admissions and discharges.**

	2018-2019	
Membership	24	Child Care Centers
	5	Day Home Agencies
	6	Preschools (1 is an associate members)
	24	Out of School Cares
	24	Additional Associate Members (Community Agencies, MHC ELCC, SD76 ELPs etc.)
TOTAL	83	

- 2. Identify issues and trends related to occupancy. Include a demographic profile of clients during the past year. (Sex, age, racial origin, etc.)**

The Coordinator continues to send out membership packages to non-members on a yearly basis. She also connects with these non-member programs via phone calls, emails, and visits.

Almost all of our members are female. There were only one or two males working in the field that we know of this year.

The majority of ECEs are approximately 20-50 years of age and of Caucasian background. However, there is some diversity within the ECEs working in the centers. The Brooks area has the most amount ECEs from diverse backgrounds, however, we have seen an increase in the number of ECEs within Medicine Hat as well. We are seeing an increase in the number of students in our local ELCC program who are from diverse backgrounds. This can be a challenge when it comes to English language proficiency during practicum placements.

SECTION III Evaluation of Program

- 1. Provide outcome data on clients served.**
- 2. Provide an overview of goals and objectives accomplished and not accomplished as identified in Schedule A.**

See attached outcomes report.

3. Describe what has worked well, identify the struggles you have encountered in delivering programs and explain how you overcame any challenges.

Our professional development, including the ELCC conference, has been well attended and the feedback has been excellent. Presenters have been selected through diligent research and/or suggestions from our membership. We have selected the topics that are presented through reflection on the trends we see in our community and in early learning. We are currently booking new professional development into spring 2020. We want to be sure that we have regular sessions but not so many that Educators burn out from attending PD outside of their work hours.

Last year, we saw a decline in the number of families attending the Baby and Me sessions and this year it has increased. AHS has restructured the Baby and Me program and this has been a positive thing for families.

On another positive note, we saw a great demand for our Choosing quality child care packages from the Medicine Hat Early Childhood Coalition member agencies.

Membership recruitment remains a small concern. There are a few programs that have not joined our organization. We continue to offer membership on a yearly basis. We do offer out of town members the opportunity to attend meetings via teleconference to reduce travel demands.

4. Demonstrate community connection, networking with community partner and how your program has been flexible to meet client's needs.

Our coordinator sits as the Chairperson of the Medicine Hat Early Childhood Coalition. This group continues to be an excellent way to build on our relationships with community partners. We are well informed about their activities and can pass this information on to our membership. Our guest speaker slots at our monthly meetings are booked well in advance. These meetings are also used as a way to find out more about our member's needs. Members are encouraged to add items to our agenda and to provide feedback to the board.

Our coordinator also sits as a member of the Association of Early Childhood Educators of Alberta board. This connection allows the MHDECCA to stay updated on the provincial child care community. The MHDECCA hosted 2 community engagement sessions with our members and AECEA.

Other connections include Moving & Choosing Network, National Child Day Provincial Steering Committee, and the newly formed Nature Playground Steering Committee (with the city of Medicine Hat).

5. Provide an overview of critical incidents during the past year.

N/A

SECTION IV Personnel

1. Describe the staffing complement during the past year. Identify staff turnover during the past year.

The MHDCCA employs one person, a coordinator for 30 hours per week. We have had no staff turnover in the past 10 years.

2. Describe the training offered your staff during the past year and identify the cost of this training to your agency.

Our staff person was able to partake in all trainings that were offered by the MHDCCA this year. This was at no cost to the agency.

There was one additional training that our Coordinator participated in this year. This was a workshop with Teacher Tom in Lethbridge. The cost of this training was \$125 plus hotel, meals and mileage. This workshop allowed our coordinator to learn more about children and building a democracy in child care centers. In addition, our coordinator was able to determine if this training would be beneficial to the Educators in our membership.

SECTION V Feedback

1. Provide a review of the program from a consumer perspective. Identify what they feel is working well and issues that they have identified to you over the last year.

As showcased in the attached Annual Report, the MHDCCA remains a strong, supportive presence in the community.

Our membership spent time in June 2018 reviewing our strategic plan and has adopted a revised version that will take us until 2021. We have also spent time this year reviewing our bylaws and we will be sending these into Service Canada in the next few weeks.

Each year upon membership renewal, we conduct a survey to see how the directors are feeling about the work the MHDCCA is doing. This year's results are overwhelmingly positive.

- 100% of child care directors said that the funding provided by Children's Services has improved their service for children and families.
- 98% of child care directors reported feeling recognized and supported within the local child care community.

2. Describe any issues or concerns that you have with the Department.

N/A

SECTION VI

Program Development

1. In your program planning have you identified any gaps in service delivery or any program areas in which you have given consideration to expansion?

We remained focused on membership recruitment this year as we would like to have 100% of the child care programs in Southeast Alberta accessing our programs and services.

One of the issues that has been brought to our attention via our membership is a need for Educators to access more post-secondary education and therefore increase their certification levels. A challenging aspect of this has been finding practicum supervisors (especially in the Brooks area). We have been working with our members and brought this to the attention of the Association of Early Childhood Educators of Alberta as well. We have been in contact with the provincial ELCC Program Coordinator's Group to find out if there are ways that this challenge can be mitigated.

2. Describe changes that you anticipate making over the next three, six and nine months.

Our Coordinator has been accepted into the Masters of Education program at the University of Alberta. The program is through the Department of Elementary Education and is an Early Learning Cohort in Curriculum and Pedagogy. The MHDCCA is looking forward to the coordinator's increased knowledge and the sharing that is planned with our membership. This program starts in July of 2019.



MEDICINE HAT & DISTRICT
Child Care Association

Bay 3- 749 14th St. SW, Medicine Hat, Alberta, T1A 4V8

Contact:

Jennifer Usher, mjusher@telus.net, 403-977-8120

www.mhdcca.com, www.facebook.com/MHDCCA