



Board Meeting Date: September 24, 2024

Title: Kids Club Update - Community Education & Strategic Partnerships Department

Type: Discussion

Presenter(s): Dr. Anne Marie Leland, Director of Community Education & Strategic Partnerships; and Julie Gabrielson, Supervisor of Facilities, Operations, and School Age Child Care

Description: Based on community feedback, our department has made significant changes to the Kids Club registration and enrollment process since 2022. This presentation will demonstrate the results of our enhanced hiring practices and real-time tracking of requested contracts versus staff counts. Our department has three years of enrollment and waitlist data to compare the number of requested contracts and our ability to place children earlier in the months leading up to the school year allowing better communication regarding the status of contract requests to families. As of mid-September 2024, Kids Club has accepted 985 contracts compared to 946 in 2023, and 617 in 2022 during the same time period.

Even though the changes made to Kids Club processes have elevated our understanding of the data, our value on providing high quality experiences for families and their children remains the heart of our work. This presentation contains program highlights, staffing trends, and feedback from our participants, families, and staff.

Recommendation: N/A

Desired Outcomes from the Board: Please review the information and come prepared with your questions.

Attachments: Kids Club Update Slide Deck



Kids Club **Community Education and Strategic Partnerships**



DEFINING EXCELLENCE





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PROGRAM *Highlights*

1.

PROGRAM *Highlights*

92% of families report they would recommend the program to a friend.

“Great mix of field trips and onsite activities. Great staff. Children are given a lot of flexibility in a safe environment!”

“We loved the activities, the staff was amazing and my child was never without something to do.”





Community Service

Countryside Kids Club

- Bake sale to **raise money** for Alzheimer's Association
- Waters Senior Living **partnership**



Student **Leadership**

- All sites, gr. 4th - 5th
- **Guiding** younger students (gr. K - 1st), including snack time, safety with movement around site, and winter gear
- Planning **clubs and activities**
- **Literacy** work/reading mentors





Non School **Days**

- Over **450 students** enrolled on October 4
- **Field trips**
 - 1st: Wabasha Street Caves
 - 2nd/3rd: Como Zoo, MN Landscape Arboretum, Gale Woods Farm
 - 4th/5th: Top Golf
- **On site themes**
 - Nordic Heritage, Dreamland Day, and Enchanted Farmstead



ENROLLMENT *Trends*

2.

ENROLLMENT *Trends*

We have made strides in our ability to provide school age care since 2022-23.

- *Currently serving **60% of students** who have requested a contract for school year 2024-25*
- *This is compared to 57% this time last year and 45% in 2022-23.*

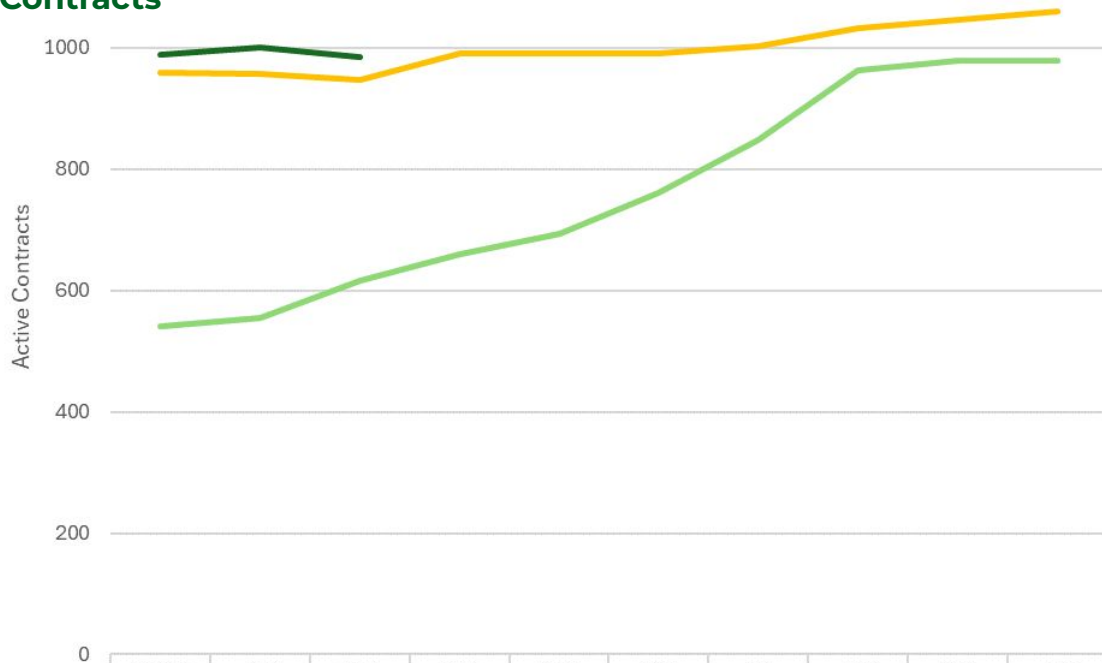




Enrollment TRENDS

School Year Accepted Contracts

2022-23 through 2024-25



	Spring	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Total Accepted Contracts 22-23	541	554	617	660	693	760	847	963	979	979
Total Accepted Contracts 23-24	958	957	946	990	990	991	1003	1033	1046	1060
Total Accepted Contracts 24-25	988	1000	985							



STAFFING *Trends*

3.

STAFFING *Trends*

“The entire staff is very friendly and loving.”

“The staff really connected and rocked it with my daughter! Your connection made a huge difference in her wanting to come each day.”

“Harry is the best. For every family that picks up, he is telling parents one good thing about their kid.”





Staffing *Trends*

Current staffing levels:

- **129 staff** total on site
- **60** full-time staff working with students
- **38** part-time staff each afternoon, daily
- Need of **15 additional staff** daily to fully support students currently enrolled





Hiring Efforts

Hiring and Retention

- Full-time staff specialist dedicated to hiring, onboarding, training, and retention
- Local staffing agency focused on guiding applicants through the hiring process, helping them “across the finish line”

Hiring since July 1:

- 101 applicants
- 54 interviews
- 12 new hires
- 22% interview to hire conversion rate



What's **NEXT?**

Challenges

- Appropriate spaces
- Systems of support for scaling program

Opportunities

- Department-wide focus on participant feedback to assure alignment with strategic goals
- Alignment with school day (MTSS, SEL curriculum)



QUESTIONS?

Edina Public Schools

