

Executive Summary

Prepared for Board of Trustees Meeting
November 10, 2009

Virginia Gallian Child Development Center

Board Goal:

Vision ... In pursuit of excellence, the district will:

Develop a culture where learning is our first priority.

Climate... In pursuit of excellence, the district will:

Promote and nourish a safe learning and working environment which is supportive, cooperative, and ensures open communication.

Establish a high expectation level for success for all students, staff, parents, and community.

Human Resources... In pursuit of excellence, the district will:

Promote health and wellness in the workforce

Purpose of Report

To provide an update to the Board regarding the Virginia Gallian Child Development Center

Objectives

- To report and provide information about the Virginia Gallian Child Development Center relating to:
 - Marketing strategies
 - Collaborative partnerships
 - Enrollment
 - Staffing

Operational Impact

- Marketing Strategies
 - We have employed various strategies to create enrollment including but not limited to:
 - Held an Open House
 - Posters
 - Describing the program, fees, hours etc.
 - Electronic Flyers
 - Sharing enrollment opportunities
 - Offering tours
 - We have had 3 enrollments directly resulting from the email that went earlier this semester
 - DISD New Staff Orientation
 - Presented information regarding the program
 - Word of mouth

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- Parents of the children in the program are satisfied and have shared their satisfaction with other parents
- Pictures
 - Taking pictures of the children in the classroom and emailed them to the child's parents and they have shared with co-workers
- Newsletters
 - Each classroom distributes their own newsletter about their class
 - Created a center wide newsletter that has information about:
 - Each classroom
 - General information about the happenings in the program
 - Articles related to the growth and development of young children
- Hold Family Events
 - In an effort to promote social bonds between parents that attend the Virginia Gallian Child Development Center and to promote the center as a whole we have
 - Attend the DHS football game November 6th as a group
 - "Coach Patz" one of the parents in our program helped organize this for us
- Correspondence with prospective families
 - Email or phone prospective families encouraging them to tour the facility meet the teachers and to keep our program in mind while making the decision for child care placement.
- We plan on continuing to employ the above listed strategies and to incorporate some new strategies listed below:
 - Hold a Thanksgiving dinner families and staff
 - Send pictures to Sharon Cox for printing in the DISD Network newsletter
 - Work with Sharon Cox to create an ad for the DISD Network newsletter
- Collaborative partnerships which indirectly support the enrollment/marketing of the program:
 - Ms. Sharon Betty program specialist and grandparent to one of the children in the VG CDC
 - Brought some critters for us to see
 - We have begun discussing with her plans for creating a garden
 - TWU
 - We are working with more than 20 college students who are conducting their observations in our program
 - All licensing and DISD requirements have been met.
 - Ann Windle
 - Ms. Jennifer Engelbrecht Pre K teacher at Ann Windle and teacher to one of the children in our program, he attends both Windle and VG CDC,

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Allowed us to observe in her classroom and provided other Kindergarten readiness support for us.

- Ms. Kim Ray Pre K Special Education Hearing Impaired Teacher at Windle and parent to a child in the VG CDC Agreed to teach a basic Sign Language class to the parents

Results

Current Enrollment

Room #	Age	Weekly Rate	Max #	Currently enrolled	Direct Care Staff
1	6wk-12mo	\$180	8	6	2
2	12mo-18 months	\$174	8	3	1
3	1 ½ - 2 ½ years	\$150	12	7	2
4	2 ½ - 3 ½	\$145	12	12	2
5	Empty		12	0	0
6	3 ½ -5 years	\$137	14	14	2
Total			66	42	9

Waiting list

- Currently there are no individuals on the waiting list

Pending Enrollment

- Pending birth and then age eligibility we have 6 individuals pending enrollment
- To accommodate the enrollment for the 6 pending individuals we will move some children from the Infant Room, Room 1, to the Older Infant Room, Room 2 as they are:
 - Old enough
 - Developmentally ready

Current Staff

- 2 Administrators
- 9 direct care staff
- 1 support staff