



Deepening Provider Engagement with Automation Tools

Presented by

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Introductions

Jacqueline Penning
Financial Management Supervisor





Rebekah Hungate
Financial Management Supervisor

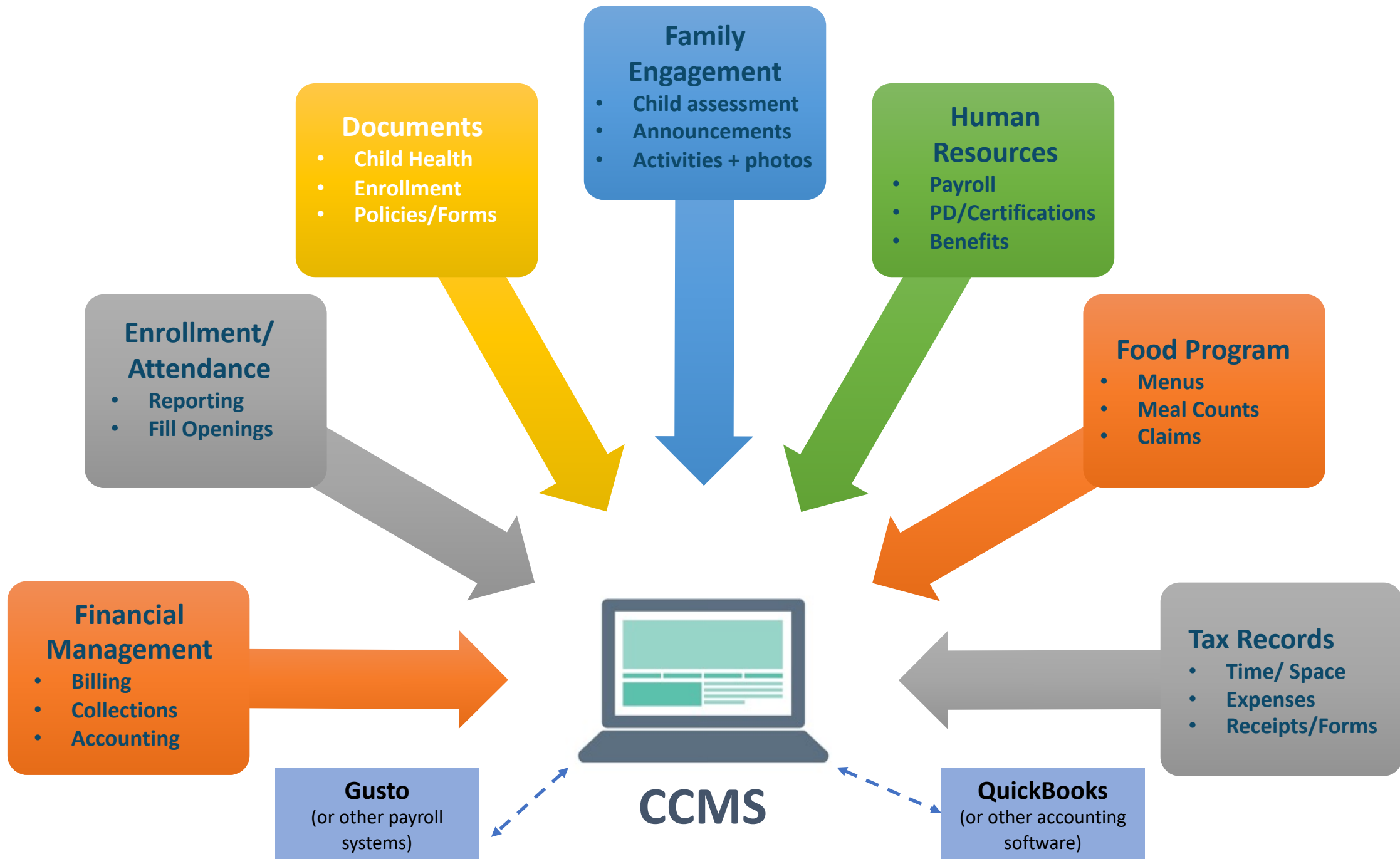




Karla Houghtalin
Senior Program Manager

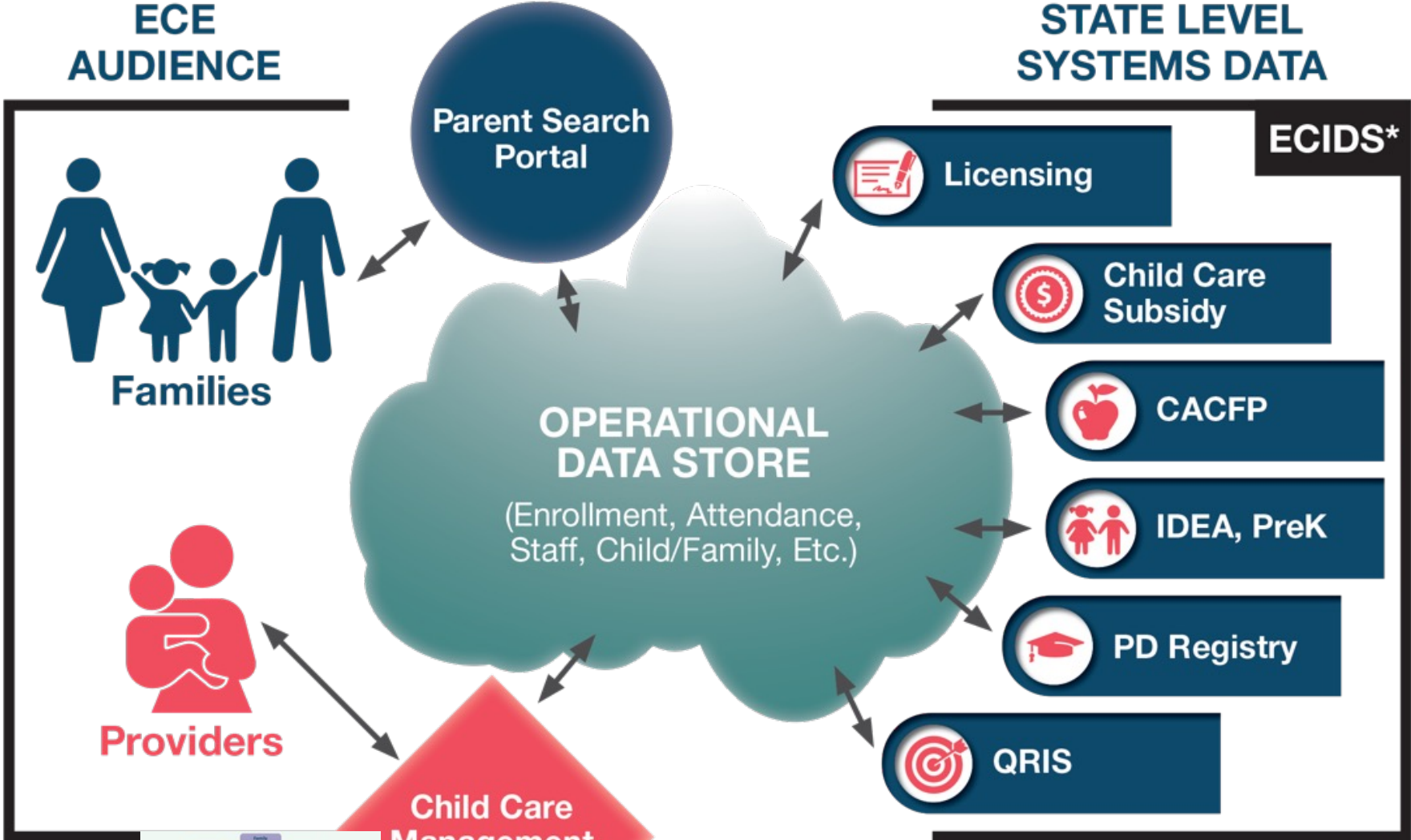


**Early Childhood
Business Solutions**



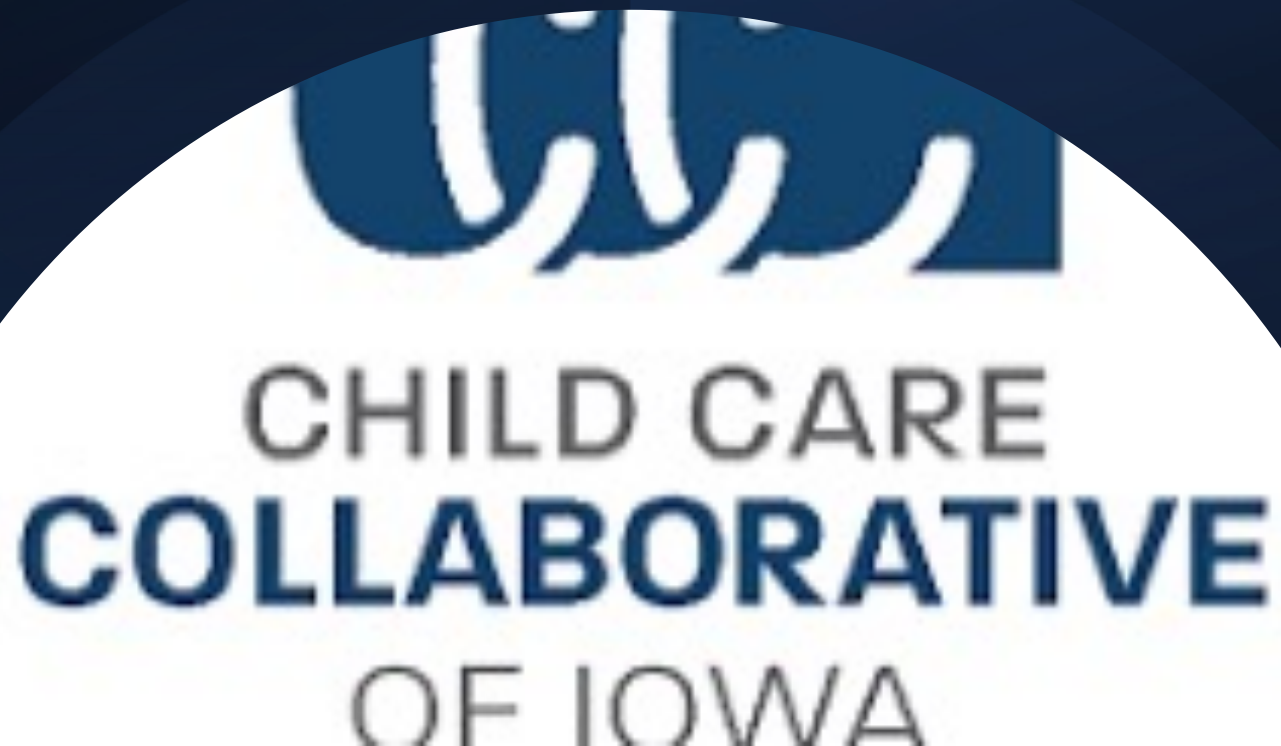
Thesis: Provider Use of
Child Care Management
Software is deepened via
State Tech Efforts

ECE ECOSYSTEM – FUTURE STATE



*ECIDS: An Early Childhood Integrated Data System collects, integrates, maintains, stores and reports information from early childhood programs across multiple agencies within a state that serve children and families from birth to age eight.

CCMS Integration in Iowa



Background

- 2021 Iowa's Governor Childcare Task Force Report with comprehensive strategies to address child care shortage and barriers to work
- Multi-pronged approach including Shared Services, automation and technology initiatives tied to financial management consultation (FMC)
- Multiple requests for proposals – Mid-Sioux selected as FMC provider

Resulting Approach to Data, Technology and Automation

- Technology grants
 - SFY'23, 283 providers received a grant and a total of \$350,430 was expended
- State payment for CCMS licenses with approved vendors - Playground and brightwheel
 - Vendors agreed to data bridges (APIs) with state subsidy
 - Vendors agreed to create + share data dashboards on provider use patterns & Iron Triangle metrics
 - Vendors push provider vacancy data from CCMS to state data portal
- Provider access to one year of financial management consultation tied to the approved CCMS selected

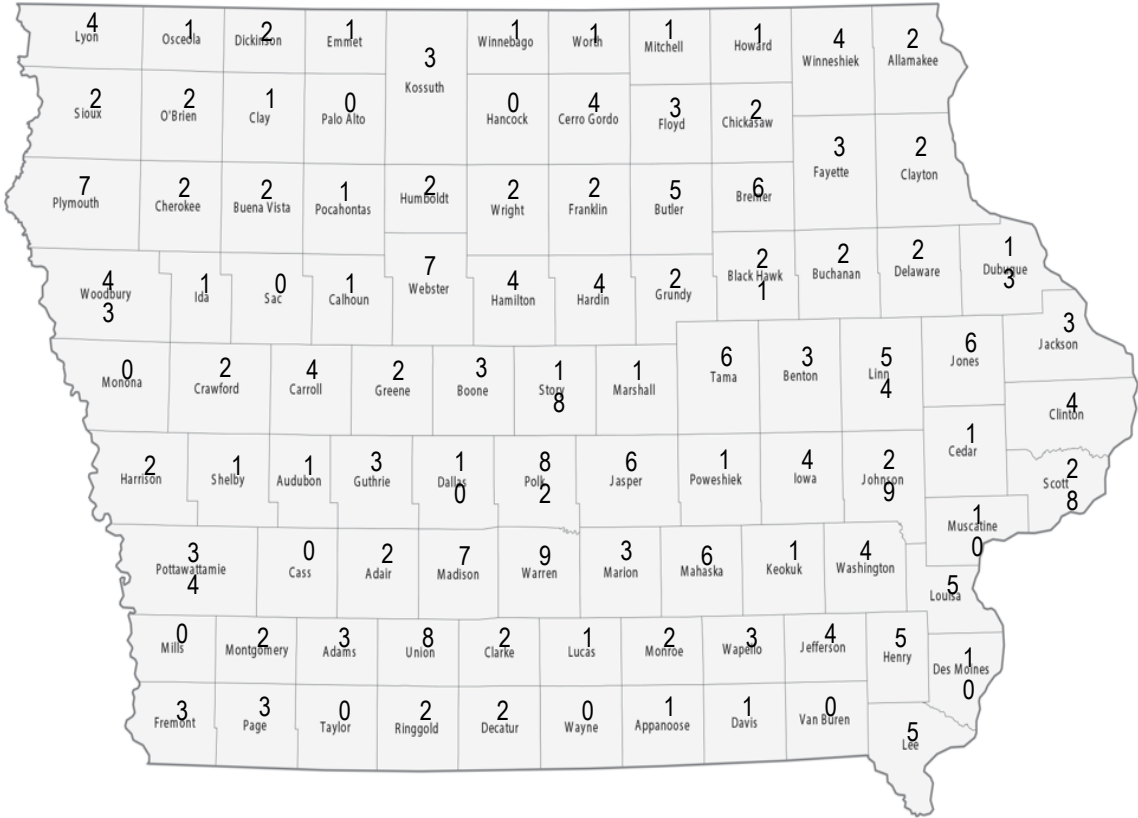
Financial Management Consultants (FMC)

- Work with providers (center owners/directors and child development home providers) to identify and implement strategies to strengthen fiscal sustainability and support high-quality programming
- Support programs in monitoring Iron Triangle metrics – full enrollment, full fee collection, and cost-per-child calculations, using CCMS software
- Help providers to implement business practices, support efficient operations, budgeting, fee collection and financial reporting

Provider Recruitment for FMC Services

Eligible providers include:

- Registered child development homes (or providers in the process of becoming a child development home)
- Licensed child care centers (or businesses/organizations in the process of becoming a licensed child care center)
- Providers currently using one of the state-selected CCMS software products
- Providers interested in using one of the state-selected CCMS software products



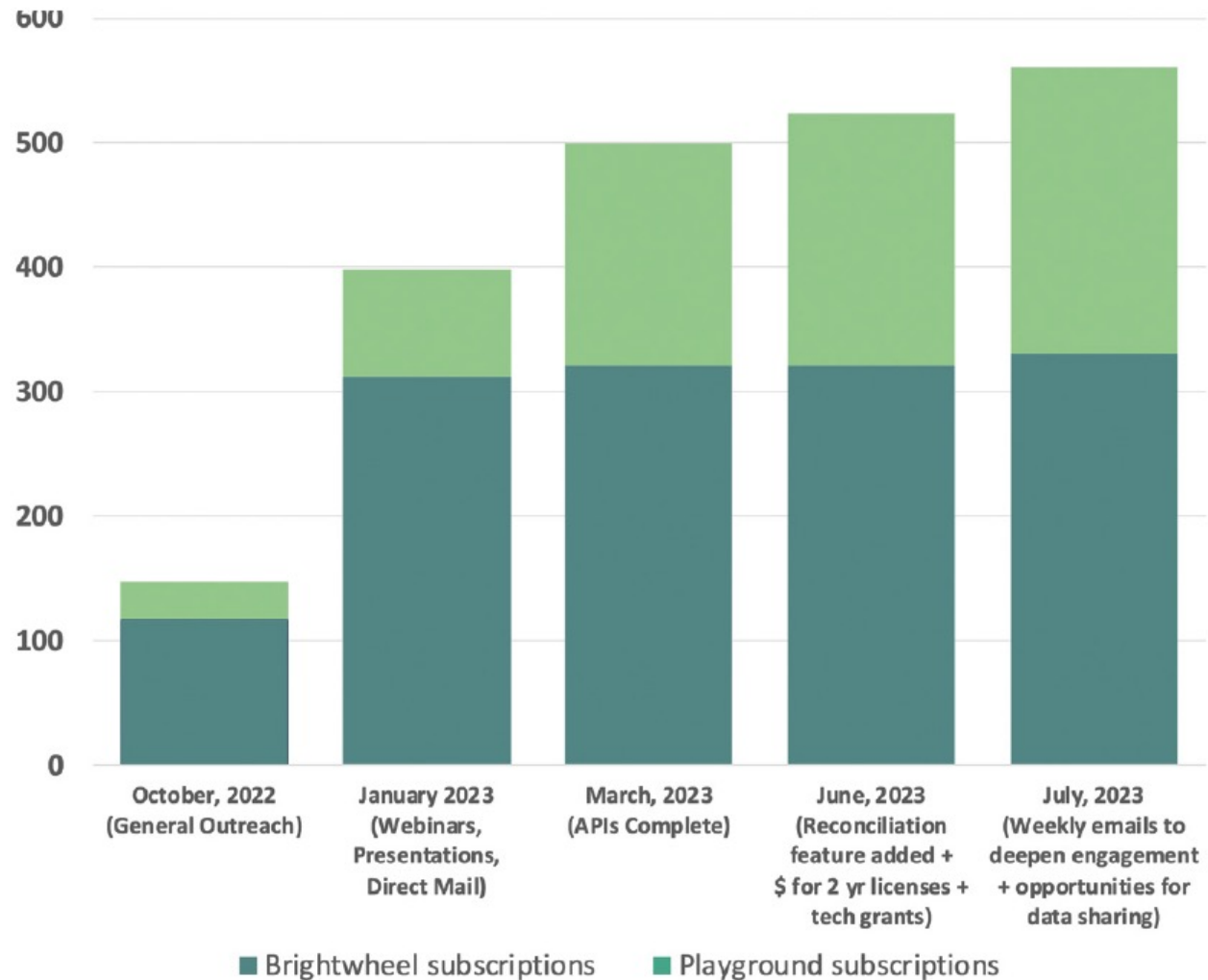
- As of August 2023, CCCI had:
- 305 homes enrolled
- 337 centers enrolled
- 296 brightwheel users
- 312 Playground users
- 33 undecided
- 13 full time Financial Management Consultants working across the entire state of Iowa

Provider Participation in CCMS

< 9 months from launch (August 2023):




- 560 providers participating
- 11% of licensed centers
- 8% of registered homes

...and growing



CCMS Selection Checklist

Selecting Child Care Management Software

	A	C	D	E	F	G
	 <p>Features: Items that CCMS typically include in their product offerings</p>				<p>Notes</p> 	<p>Notes</p> 
1		MUST HAVE	WOULD BE NICE TO HAVE	NOT IMPORTANT		
2	Marketing and Enrollment					
3	Families can apply and enroll children online					
4	Supports providers in developing a website and helping the program to be found in internet searches					
5	Waitlist Management - keeps track of who is interested; supports regular communication with prospects					
6	Child and Family Information					
7	Tracking Health Data - vaccination deadlines, allergies, etc.					
8	Links Siblings - keeps child/family history					
9	Staff information - HR					
10	Keeps Data on Staff - demographics, education/qualifications, PD records, etc.					
11	Staff Documents - deadlines/notifications for clearances, health check-ups, vaccines, PD requirements, etc.					
12	Staff Time Clock					
13	Supports Payroll Reporting					
14	Scheduling					
15	Room/Staff Scheduling					
16	Transportation Schedules					
17	Attendance					
18	Time Stamped Check-in/out - for enrolled children through a unique identifier (QR code/biometrics, etc.)					

Additional Features:

- Billing/Invoicing
- Accounting (Centers)
- Accounting (Home-based)
- CACFP
- Education Tracking
- Parent Communication
- Training/TA Support

CCMS Integration in Arizona



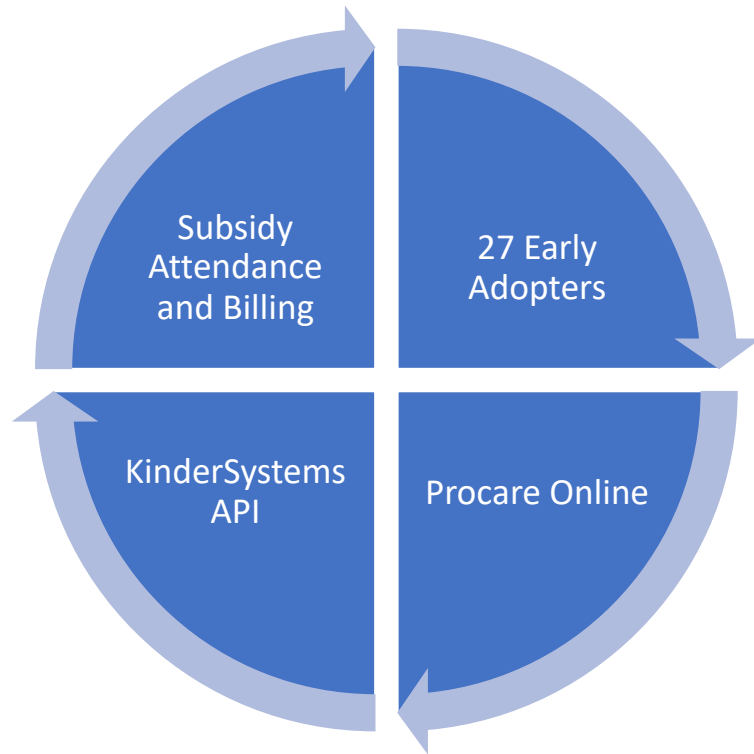
**Early Childhood
Business Solutions**

SWHD History and Projects

- 2019 pilot as part of a Quality First Redesign project (QRIS)
- Brightwheel and 13 providers
- 2021 expansion with grants, contracts and partnership from public and philanthropic entities:
 - State of Arizona, Department of Economic Security (DES), Division of Child Care
 - Local Initiatives Support Corporation
 - Helios Education Foundation
 - Virginia G. Piper Charitable Trust
- Procure Online
- Potential reach of 1700+ providers statewide individual coaching and 3000+ through support line
- 2023 expansion of provider CCMS choice

Current Integrated Initiatives

Arizona Child Care Electronic System



Shared Services Hubs

- 40 Providers
- Accounting and Bookkeeping Services (1st Steps Accounting and QuickBooks Online)
- Gusto payroll
- CCMS integrated curriculum (Procure and Learning Beyond Paper)



Southwest Human Development Program Specifics

Participant Profile

- 73% Individually owned centers
- 27% Family child care homes
- 15% Primary Language Spanish
- Statewide

Benefits

- Free license to Procure Online
 - Individualized CCMS Onboarding
 - Tablets provided at no cost to participants
 - Business coaching tied to data and reports in CCMS
 - Peer learning opportunities
-



Arizona Provider CCMS Engagement

Features and Support

- Participants use all features of CCMS
 - Student and Family Data
 - Scheduling
 - Billing
 - Reports
- SWHD staff review enrollment and aging data in Procure with providers monthly

Challenges

- Low level of technology comfort
 - Staff sites issues
 - Provider time
-

Provider Spotlight

Aaron and Kelly Pitts

Owners

The Kingman Gingerbread House

Early Adopter CCES

Business Coaching

Procare Online



Provider Engagement with CCMS

Other Tools for Deepening Provider Engagement with CCMS

- Coach to the data
 - Enterprise dashboards
 - Corporate portals
- Use multiple coaching methods
 - Individual and small group coaching
 - In-person and remote
 - Peer-led "how to" and "why" webinars
- Look to the experts
 - Vendor implementation consultants, help desk and other resources

CCMS Dashboard Screenshot



Government Organization Dashboard

Select Government Organization

Organization Summary Stats

# of Licenses Purchased	# of Licenses Claimed
1,000	397

Total Logins	Total Activities	Total Photos Videos Shared	Total Messages	Unique Students Che..
1,221,037	32,539,819	4,038,969	2,739,270	27,071

# Programs Product Activated	# Programs Billing Signed Up	# Programs Billing Activated
297	302	247
75%	76%	62%

# Active Students	# Students w/ Autopay	# Programs w/ Autopay	# Students on Waitlist	# Staff
18,547	1,221	189	717	4,622

Uploaded Students	Added Parents	Logged First Activity	Initiated Parent Signups	Added Menu Plans	Added Staff	Product Activated
343	320	325	320	101	282	297
86%	81%	82%	81%	25%	71%	75%

Billing Activated	Active Billing in Last 31 Days	Has Subsidy Integration	Has Students with Subsidy
247	230	140	109
62%	58%	35%	27%

Has Activity	Has Messages	Has Checkins	Has Photos or Videos
330	304	299	262
83%	77%	75%	66%

Individual Programs

Programs List Filter

Search by text

City

Admin Name

Launch Date

Activation Status by School

Program	Uploaded Students	Added Parents	Logged First Activity	Initiated Parent Signups	Added Menu Plans	Added Staff	Product Activated	Billing Activated	Active Billing in Last 31 D..	Has Subsi dy Integra tion	Has Students w/ Subsi..
	●	●	●	●	●	●	●	●	●	●	●
	●	●	●	●	●	●	●	●	●	●	●
	●	●	●	●	●	●	●	●	●	●	●
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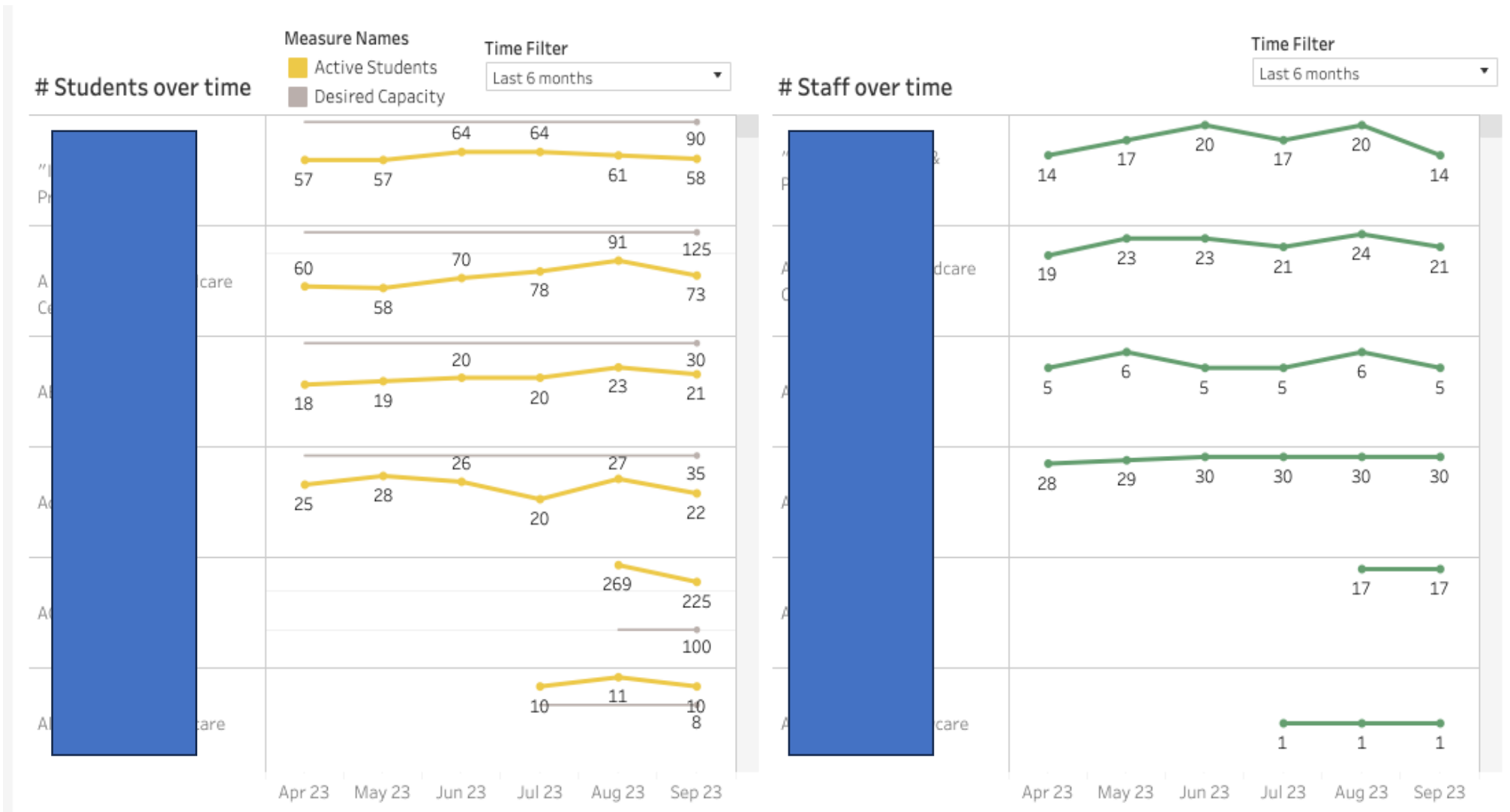
Uploaded Students

Added Parents

Logged First Activity

Initiated Parent Signups

CCMS Dashboard Screenshot



Provider Pain Point Coaching/Consultation Tool

- Aligns pain point with:
 - CCMS function/feature
 - CCMS help resources specific to that function
 - CCMS reports on that function (at provider and enterprise/Alliance/network level)
 - Provider internal policies related to that pain point
 - Available ECE business resources on that pain point
- Pain points include:
 - I'm too busy/overwhelmed
 - My teachers are leaving for other jobs
 - I need to prep for my upcoming licensing/quality visit
 - I need to fill more seats
 - I worry about paying my bills
 - I don't fully understand the financial status of my business
 - My parents won't like using the technology
 - Am I doing everything right? Is my business at risk?
 - I don't want to enter data into the new system by hand.

Summary

Iowa

- Big wins
- Biggest challenges
- What patterns do you see
- What would you do differently

Arizona

- Big wins
- Biggest challenges
- What patterns do you see
- What would you do differently



Questions
Conversation
Observations

Thank you for joining us!

Child Care Collaborative of Iowa

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