

# Annual Report



**Day Care Council  
of New York**

*Educated Children Are Our Future*



**November 2014**

## THE HISTORY OF THE DAY CARE COUNCIL OF NEW YORK

In 1947, non-profit organizations banded together to fight for the survival of their programs when child care funds were eliminated at the end of World War II. At that time, New York City sponsored 80 child care programs serving children of working parents. With persistent effort and the support of New York City, the Day Care Council was incorporated in August 1952 as the coordinating body for these organizations. Since those beginning days, the Day Care Council has played a major role in public policy advocacy to achieve significant gains for child care programs in New York City and New York State.

### MISSION STATEMENT

The Day Care Council of New York is a diverse membership organization of child care and family service providers, consumers and advocates. The Council's mission is to seek support for and assist in the development of quality child and family care services.

The organization works with its members to maintain high standards of child developmental, educational and social services. The Council is committed to programs and services which are designed to promote the sound growth and development of children and their families necessary for a healthy society.



Dear Friends and Colleagues:

We would like to extend our sincere thank you for your support and encouragement during several major changes in the City's early childhood system. To be clear, we are changing a common refrain to, "it was the worst of times, let's hope the best of times are upon us." Without exaggeration, Day Care Council member agencies are coping with fiscal and policy changes that cause pause and frustration. Thankfully, the spirit of those who work directly with children is unbroken.

We are fortunate to have a committed and loyal workforce of more than 3,000 directors, educators and support staff who dedicate themselves daily to ensuring our youngest citizens receive the education, nurturing and socialization they need. This is a workforce that has not had a cost-of-living wage increase in eight years. That's shameful; proclaim those who work outside of the system. Unfortunately, the situation persisted for eight years. Various advocacy campaigns were developed to bring attention to the fate of these workers with very little recognition. The final months of the previous Mayoral administration ended without addressing the collective bargaining agreement for the child care workers as well as thousands of other unionized workers.

We now have a new Mayoral administration that has ushered in some hope with the pronouncement and actions to make full-day Universal Pre-kindergarten a reality. Thus far, our sector is waiting patiently to see the outcome of this expansion. Hope is definitely alive.

DCCNY's array of supportive services for parents, staff and those individuals who desired to operate their own child care program touched thousands of people during the year. DCCNY staff in the Child Care Resource and Referral program, Labor Relations and Mediation, the James C. Hall Family Child Care Network, Eat Well Play Hard in Child Care Settings and the Early Childhood Employment Partnership generated a tremendous amount of activity providing more than 7,700 contacts that were either phone calls, emails, site visits, direct technical assistance and/or training workshops. We also worked on a special Head Start regulations project. Our program services for our member agencies and the early childhood community is a significant part of our work.

Advocacy is the centerpiece of our work. We recognize that qualified staff is at the heart of successful early childhood programs. Imposing regulations, unfunded mandates and untenable policy changes will remain on our policy agenda until an equitable solution is developed. We ask that you remain an advocate for early childhood education in our City speaking out whenever and wherever you can to make a difference. Again, we appreciate and thank you for your support.

Best regards,

Lorenzo Newby  
Board President

Andrea Anthony  
Executive Director

## **Child Care Division**

During the period of July 2013 – June 2014, the Day Care Council 's Child Care Division provided information, resources and assistance on quality child care to New York City families, child care providers and member agencies.

### **Child Care Resource and Referral Service (CCR&R)**

The DCCNY's Child Care Resource and Referral program (CCR&R) provided 1,650 one-on-one child care referrals to parents and families in the five boroughs, as well as 600 online inquiries. CCR&R staff:

- Continued the media campaign aimed particularly to parents by placing advertisement in AmNY and the Sports Journal. We also mailed postcards to NYC Housing Authority residents offering our services.
- Processed 80 Start-Up and Health & Safety grants for child care providers to assist in improving program quality.
- Conducted 1,500 hours of intensive technical assistance (one-on-one mentoring and training) for center-based and family child care providers.
- Awarded quality improvement grants consisting of specialized training and appropriate child care program materials to 54 child care programs.

DCCNY's Health Care Consultancy program held 15 Medication Administration Trainings (MAT) to prepare 100 child care professionals to administer medications to children in their programs. In addition:

- One hundred twenty-five (125) child care sites completed a health care plan with DCCNY's assistance in order to comply with the OCFS medication regulations.
- Health Care Grants, consisting of health-centered training for medication administration and CPR were awarded to 88 child care sites within the five boroughs.

### **Early Childhood Training Institute**

The Council's Early Childhood Training Institute offered approximately 3,000 training hours in both English and Spanish to more than 500 child care professionals from the five boroughs. Training topics included medication administration training (MAT), SUNY Health & Safety, Becoming a Family Child Care Provider, Introduction to the Family Child Care Environment Rating Scale (FCCERS), CPR/First Aid, Beginning Facebook to Market Your Day Care Center, Mandated Reporting, and Record Keeping for Child Care Providers.

The Day Care Council's partnership with Smart Horizons now offers 100 hours of NYS-approved online courses. These classes can be accessed via the Day Care Council's website: [www.dccnyinc.org](http://www.dccnyinc.org). Click on 'For Providers', then click on "New! NYS OCFS Approved Online Courses". Enter your zip code and order the courses you want!



## Infant/Toddler Program

The Day Care Council's Infant/Toddler Specialists are a resource for our member centers and other regulated or licensed child care sites. Our Specialists provided many hours of training on such topics as Infant and Toddler Learning and Development, Directing Infant and Toddler Programs, Transitioning from Preschool to Infants and Toddlers, Using the Infant/Toddler Environment Rating Scale (ITERS) to Arrange Classroom Environment, and Infant and Toddler Discipline and Guidance. More than 100 technical assistance calls, and over 75 hours of intensive technical assistance hours are completed in conjunction with the NYC CCR&R Infant/Toddler Program.

## James C. Hall, Jr. Family Child Care Network

The staff at the James C. Hall, Jr. Family Child Care Network continues to work with 150 family child care providers in the Child and Adult Care Food Program (CACFP) serving approximately 1,200 children. We made 450 monitor visits were made to child care homes participating in the program. Network staff conducts provider trainings throughout the year to scaffold providers' quality child care.

We continued our collaborative work with the New York City Child Care Resource and Referral Consortium, which includes the Center for Children's Initiatives, Inc., Child Development Support Corporation, Chinese American Planning Council, The Committee for Hispanic Children and Families, and the Day Care Council of New York. The Consortium has remained a successful working partnership for more than 25 years. DCCNY continues to serve as the lead organization for the Consortium

## Eat Well Play Hard in Child Care Settings -- Bronx and Brooklyn 2013-2014

The Eat Well Play Hard in Child Care Setting (EWPHCCS) offers a holistic approach to eating for children, their parents and center staff. Together with food demonstrations and physical activities to promote exercise in a very enjoyable way, EWPHCCS is a welcome addition to child care programs.

During the 2013-2014 fiscal year, 28 child care centers participated in EWPHCCS. We also selected two child care programs, members Nuestros Niños Day Care Center and Susan Wagner Child Care Center to become Champion Centers. This 16 week program features teacher led lessons to incorporate environmental changes that support healthy lifestyle practices. A tool kit is provided including books, visual aids, posters, child size utensils and \$250 worth of items to support the objectives of a Champion Center.

A total of **1,448** children between ages three to five years who reside in low income areas and attend center based child care programs enjoyed the hands on cooking and tasting healthy food. Similar to their children, **472** parents have had the opportunity to get involved in food demonstrations like their children. Equally, **258** staff had the opportunity to choose two topics from the curriculum and attend training classes specifically for them with food demonstration.

This year we continued our Breastfeeding Friendly child care certificate program designed to recognize child care centers that support mothers who have chosen to continue to breastfeed after returning to work or school. In addition, the centers were introduced to *Let's Move!*, Michelle Obama's effort to promote children's health by encouraging and supporting healthier eating and physical exercise.

## Labor Relations and Mediation Service

During FY 2013-14, the Day Care Council (DCCNY) Labor Relations and Mediation Service (LRAS) participated in a number of meetings in an effort to re-start negotiations on successor collective bargaining agreements with the two child care unions, District Council 1707, Local 205 and the Council of Supervisors and Administrators (CSA). Several attempts were made to re-engage the Office of Labor Relations (OLR). For approximately eight years under the past Mayoral Administration, the OLR has not participated in labor negotiations with public labor unions. Given this roadblock, it was difficult to plan how to work collectively (as we have in the past) on securing salary increases and benefits for the thousands of child care workers in DCCNY's membership.

The current collective bargaining agreement expired on September 30, 2014. This agreement was executed in response to secure a new health insurance plan for the workers. We are awaiting the start of labor negotiations with OLR and the two child care unions. At the writing of this report, we have positive indications that the new Mayoral Administration is concerned about the plight of child care workers. We will work to translate this concern into substantial results.

### Mediations

Once again, more than 1,000 contacts and disciplinary cases were handled during this past year. The principal focus of the LRAS' day-to-day activities continues to be the guidance and assistance provided to help DCCNY's member agencies to resolve grievances filed under the collective bargaining agreements.

Over fifty (50) formal mediation sessions were held in FY 2013-14, with the vast majority of the grievances being resolved at this level. Given our success rate, only a handful of cases were taken to arbitration. The issues presented in those cases included discipline, discharge, failure to promote, vacation pay-outs, seniority, and health insurance opt-out payments.

### Training and Technical Assistance

Under the LRAS program, the Day Care Council offered a variety of training opportunities and technical assistance to our member agencies. The Council regularly offers trainings to board of directors and directors to assist them in remaining compliant with the collective bargaining agreement; and local, state, and federal labor and employment laws.

In collaboration with the Administration for Children Services, the DCCNY presented a Management Skills Conference for dually funded EarlyLearn programs on June 24, 2014. The conference was a culmination of one-on-one technical assistance for agencies referred for assistance in Head Start federal regulations. More than seventy (70) participants attended the all-day conference.



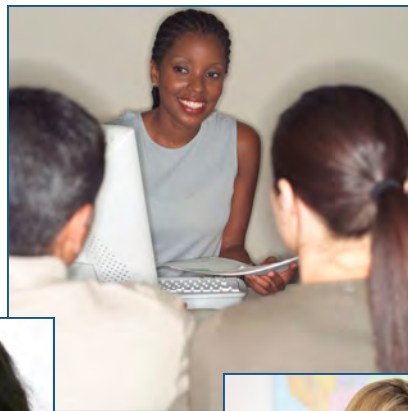
## Early Childhood Employment Partnership

Entering year three, the Early Childhood Employment Partnership has continued to offer vital services for people looking for jobs in the early childhood education field. As the figures show, these services have been used by an increasing number of job seekers.

More than 1,600 job seekers are registered with the ECEP program with an average of 65 people per month. Some 220 employers are registered with the ECEP website, 201 of whom have posted vacancies. Our site currently boasts 71 vacancies posted by 32 different organizations and a total of 422 jobs posted to our site have been filled.

In the fall, a comprehensive survey of ECEP job seekers interested in pursuing their Child Development Associate revealed that 75% of respondents had never enrolled in a CDA course. The top three identified barriers were affordability, lack of information and need for greater support. Barriers were the same for those who had begun CDA coursework but had not completed it. Therefore, we placed a strong emphasis on those who wanted to pursue their CDA, and created good linkages with programs that can assist them in overcoming barriers. We have demonstrated that the ECEP is an important service to those individuals who want to stay in the early childhood field. The ECEP's main program components are:

- A user-friendly website that allows job seekers to open a free account, upload resumes and search for available positions. It also allows employers to post vacancies and view the details and resumes of job seekers.
- Job Training and Placement Forums that give options to those who want to stay in childcare, and to those who desire retraining.
- Career development consultation backed up by easy to understand education and professional certification resources.
- And mostly importantly, staff who are available by phone, email or in person who understand the needs of those trying to find employment.



## Public Policy and Advocacy

Our public policy and advocacy agenda was grounded in an agency wide effort to visit member agencies during the year. We completed 36 joint meetings with board members and directors. These visits resulted in members identifying the following priorities: the inadequate EarlyLearn rate, enrollment challenges, staff compensation, recruitment and turnover, and workers' compensation and liability insurance problems. This effort will continue and has led to the creation of the Day Care Council's Advisory Committee which held its first meeting in April. Membership is open to the entire Council, with a current body of 15, who in turn represent the interest of three additional members. The Advisory Committee's overarching goal is the provision of high quality early education for all New York City children.

Our work at the federal level included meetings with Congressional Representative Hakeem Jeffries, District 8/Brooklyn and Senator Kirsten Gillibrand where we expressed our support for the President's *Strong Start for America's Children* legislation. With adequate funding, states would receive grants to expand access and improve quality for pre-kindergarten programs, create Early Head Start-child care partnerships, and expand voluntary support for families through home visiting. We participated in a press conference held by Representative Joseph Crowley, District 14/Queens where he introduced the *Children First Act of 2014* focused on helping more families manage the high cost of child care, without having to sacrifice quality or safety. We also advocated for adequate funding in the reauthorization of the Child Care Development Block Grant which would provide new quality improvement grants to each state, along with preschool development grants.

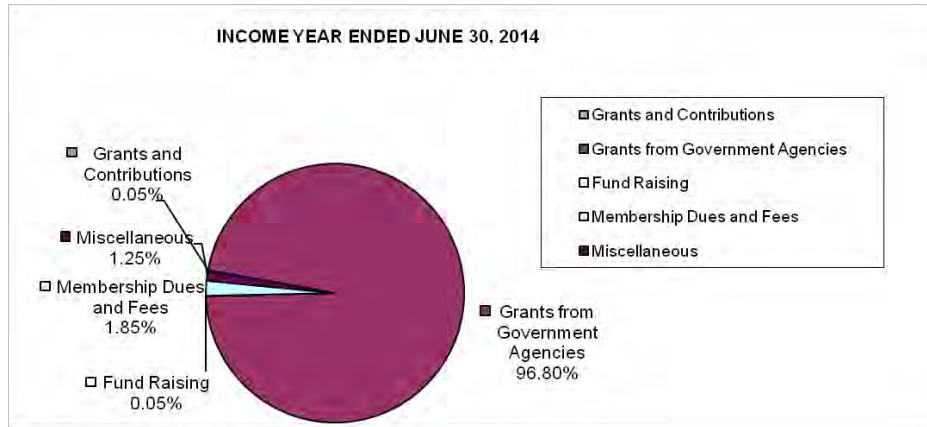
At the state level, we took the lead in the development of a workforce committee for the state-wide advocacy group, Winning Beginnings. We developed a workforce survey which will gather data on compensation, benefits, and professional credentials from early educators in all sectors across the state. In meetings with Senator Charles Schumer's staff and Assemblyman Robert Rodriguez, District 68/East Harlem, we advocated for the restoration of funding for child care subsidies impacted by the overall loss of \$82 million in state child care funding since 2010-11. Finally, we strongly supported the *Mayor's Universal Pre-kindergarten for All* plan, attending the campaign launch in Albany and Brooklyn. The statewide investment of \$340 million for full-day Pre-Kindergarten was a tremendous victory with \$300 million for New York City.

We have continued our work on the city level with the Campaign for Children, participating in meetings with new City Council members, the Independent Budget Office and the Fiscal Policy Institute. This work will continue in light of a projected Administration for Children's Services deficit of \$92 million. We also met with staff from the Office of the Public Advocate and surveyed our members to obtain a clear picture of the number of certified teachers on staff in anticipation of the UPK roll-out.

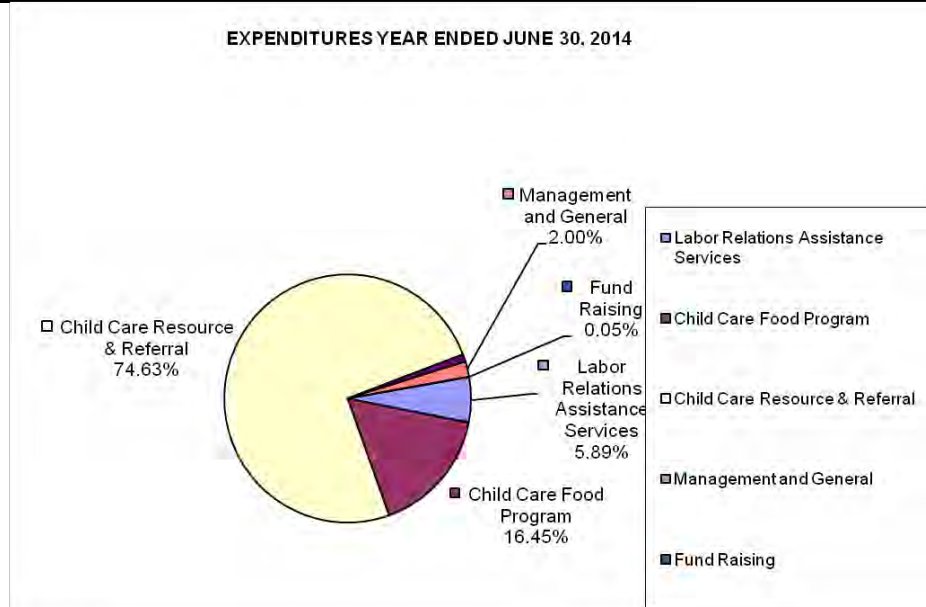
Apart from these advocacy efforts, we have continued with a range of supports that meet the broader needs of member agencies. Parents invited us to join them in a meeting with staff from City Council Speaker Melissa Mark-Viverito's office. These parent advocates also delivered more than 500 petitions to the Mayor in favor of adequate funding for two and three year olds and salary parity. We collaborated with the Mayor's Office of Emergency Management to provide training for our member agencies that wanted to be ready for any future challenges. And finally, we were a primary resource for a report issued by the New School Center for New York City Affairs entitled *Big Dreams for New York City's Youngest Children, the Future of Early Care and Education*. The report examined the implementation and progress of Early Learn.



# Financial Report



<b>SOURCE OF INCOME</b>	<b>FY 2014</b>
Grants and Contributions	2,720
Grants from Government Agencies	8,959,429
Fund Raising	-
Membership Dues and Fees	221,213
Miscellaneous	188,484
<b>TOTAL</b>	<b>9,371,846</b>



<b>USE OF INCOME</b>	<b>FY 2014</b>
Labor Relations Assistance Services	645,000
Child Care Food Program	1,746,109
Child Care Resource & Referral	6,617,035
Other Programs	
Management and General	226,598
Fund Raising	
<b>TOTAL</b>	<b>9,234,742</b>

Note: Miscellaneous include Investment Income. These are unaudited figures.

# Board of Directors FY 2013-2014

## OFFICERS

Lorenzo Newby	President
Valli Cook	Vice President
Connie V. Miller	Vice President
Alice B. Owens	Vice President
Robert Gutheil	Treasurer/Vice President
Anona Joseph	Secretary

## BOARD MEMBERS

Takiema Bunche-Smith	Betty C. Jones
Pauline Chen	Rachel Pivnick
Jean Jeremie	Vaughn Toney
Pamela Haas	YiShaun Yang

## Affiliations

Campaign for Children  
Child & Adult Care Food Program Sponsors Association  
Child Care Aware of America  
Federation of Protestant Welfare Agencies  
Human Services Council  
National Association for the Education of Young Children  
NYC Child Care Resource & Referral Consortium  
NYS Early Care and Learning Council  
Nonprofit Coordinating Committee of New York  
Winning Beginnings New York

## Day Care Council Staff

### ADMINISTRATION

Andrea Anthony	Executive Director
Lisa Caswell	Senior Policy Analyst
Risa Bernstein	Office Manager
Hyacinth Barnes	Asst. Office Manager

### CHILD CARE DIVISION

Jon Pinkos	Director
Yadira Rodriguez	Assistant Director
Teresa Olander	Health Care Consultant
Indra Moore	FCC Network Coordinator
Keishla Hornsby	Asst. FCC Network Coordinator
Ana Maria Matos	Special Projects Coordinator
Rosie Morales	Provider Specialist
Joy Jensen	Provider Specialist
Almarie McCoy	Provider Specialist
Genine Tanta	Infant/Toddler Specialist
I-Ling Tsai	Infant/Toddler Specialist
Clara Almanzar	Child Care Specialist
Janetssy Duran	Child Care Specialist
Carline Lamy-Jacob	Child Care Specialist
Crystal Luna	Child Care Specialist

### EAT WELL PLAY HARD IN CHILD CARE SETTINGS

Uzma Iram	Registered Dietitian
Shari Portnoy	Registered Dietitian

### LABOR RELATIONS ASSISTANCE & MEDIATION SERVICE

Jesseka Green Gooden, Esq. Associate. Director

### EARLY CHILDHOOD EMPLOYMENT PARTNERSHIP

Craig Holden	Researcher
--------------	------------





## Day Care Council of New York

*Educated Children Are Our Future*

2082 Lexington Avenue, Suite 204  
New York, NY 10035

P: 212-206-7818 F: 212-206-7836  
info@dccnyinc.org www.dccnyinc.org

 [www.facebook.com/dccnyinc](http://www.facebook.com/dccnyinc)  
 @DCCNYINC

### Program Services

Public Policy Advocacy on the City, State and Federal Levels  
Child Care Resource & Referral  
Early Childhood Employment Partnership  
Early Childhood Training Institute  
Eat Well Play Hard in Child Care Settings  
Fund Development  
Infant/Toddler and Pre-school Program Technical Assistance  
James C. Hall, Jr. Family Child Care Network  
Labor Relations and Mediation Service  
Management and Board Development Trainings  
Medication Administration Training