



strategic action plan

GARDEN CITY, IDAHO

GARDEN CITY
early learning
COLLABORATIVE

In December 2019,

the Idaho Association for the Education of Young Children (IDAEYC) was awarded a federal Preschool Development Grant Birth through Five (PDG B-5) to analyze and augment the state's early childhood systems and family resources. IDAEYC selected Garden City as one of 16 collaboratives to carry out the work within each region, building upon the infrastructure established in 2018's Preschool the Idaho Way project. The Garden City Early Learning Collaborative collected demographic data and conducted surveys of its families, businesses and early learning programs during July and August 2020. Findings from this assessment assisted in creating this local strategic plan and contributed to the state level strategic plan, prepared for the next phase of the grant to increase and expand high quality learning opportunities and resources for Idaho's young children and families.



The work of the local collaborative was carried out by ten community leaders representing various local organizations, dubbed the Garden City Early Learning Advisory Committee (ELAC).



lindsey pettyjohn

GARDEN CITY PUBLIC LIBRARY



annie anderson

VINEYARD CHRISTIAN
FELLOWSHIP OF BOISE



linda villaseñor

GENESIS COMMUNITY HEALTH



jennifer schmidt

RIVERSIDE HOTEL



tami tremblay

KTVB



lori fascilla

GIRAFFE LAUGH EARLY
LEARNING CENTERS



heather lee

IDAEOYC



joy hansel

LEARNING LAB



heather efaw

FUTURE PUBLIC SCHOOL



jenni webster

FRIENDS OF CHILDREN AND FAMILIES,
HEAD START/EARLY HEAD START



Every young child and family in Garden City
will have the opportunity to participate in
**high quality early
care and learning**

to pursue their full potential in
life, work and citizenship.



**To increase affordable,
high quality learning**

opportunities for Garden City's young children
and families through information, resources,
and community engagement



05 FINDINGS OF THE NEEDS ASSESSMENT

The needs assessment indicated that **families need greater access** to affordable high quality early care and education opportunities in their own community.

Business respondents reported that early childhood education and child care services are **an important component for success** of their employees, strengthening the current workforce and developing a competent future workforce. Child care providers stated that they are grappling with the higher cost of business with less revenue due to COVID-19 and need supplemental funds to stay afloat until the pandemic is under control. They also spoke of the challenge of finding and retaining quality teachers and some unlicensed programs' willingness to become licensed with additional support to do so.



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DESCRIPTION OF THE STRATEGIC ACTION PLAN



The findings led to the creation of a three-year action plan that outlines three goals: 1) **stabilize Garden City's weakened child care infrastructure**, including Garden City's Preschool the Idaho Way site, by developing a relationship with current child care programs and providing support for marketing, licensing, and increasing training opportunities; 2) **increase capacity in quality child care programs** each year by adding more seats in established programs such as the Preschool the Idaho Way site and new in-home providers and securing new resource streams; and 3) **raise awareness of the work of the Collaborative** and the Preschool the Idaho Way Project through participation in two community events and connecting with like-minded industry partners and parents with whom to expand its work. This grass roots effort and investment bear potential to develop a more sustainable child care system for Garden City. The tactics and timeline involved are detailed in the next section.

The Garden City ELAC will monitor the progress of the plan at its monthly meetings, making any necessary adjustments to meet its goals and effect positive outcomes for the young children and families of Garden City.

By December 2022, we will reinforce Garden City's child care infrastructure, including Garden City's Preschool the Idaho Way site, by developing a relationship with current child care programs and providing support for marketing, licensing, and increasing training opportunities.

strategy 1.1

By December 2021, fill all available slots in current child care programs that were vacated because of COVID-19

Collaborate with the Region 4 Child Care Resource Office to inform the community of available child care programs in Garden City by cross referencing programs participating in Idaho STARS with business directory and identifying the number of available seats

ANNIE | JAN 2021

Compile a variety of resources to include on the Garden City Early Learning Collaborative (GCELC) website, including a link to 2-1-1 Idaho Careline and other parent supports as well as provider information that will be updated monthly

JOY, LINDSEY | BEGINNING FEB 2021

Connect providers with program for emergency funds

HEATHER E. | BEGINNING FEB 2021

strategy 1.2

By December 2021, help interested providers to become licensed and/or join the Steps to Quality (STQ) Program, and connect all providers to available trainings

Identify all current Garden City providers with help from Idaho STARS and business directory

ANNIE | JAN 2021

Develop relationships with all current child care providers by sending Dutch Bros and Dapper Doughnut gifts cards to all providers; purchase gift cards and note cards

JOY | APR 16, 2021

Deliver gift cards to providers

JOY, ANNIE | MAY 4 (TEACHER'S DAY) & NOVEMBER (THANKSGIVING)

Interview/survey providers to determine which programs to focus on for licensing and STQ support

LINDA, JENNI | JAN 2021

Collaborate with Idaho STARS to create a timeline for providers to obtain licensing or join Steps to Quality

LINDA, JENNI | JAN 2021

Connect providers with necessary resources through Idaho STARS to carry out the requirements of licensing, beginning with a one-page how-to

LINDA, JENNI | BEGINNING MAR 2021

Connect providers with free training webinars, IDAAYC's Early Learning Academies and incentivize participation with coffee cards

LINDA, JENNI | THROUGHOUT THE YEAR

strategy 1.3

By December 2023, create mentorships in which established child care programs will be available to struggling programs

Collaborate with the Region 4 Child Care Resource Office to identify programs that would like mentorship and brainstorm what a pilot program would look like

ANNIE | JAN 2023

Begin pilot

ANNIE | JUN 2023

By August 2023, we will increase capacity in quality child care programs each year by adding more seats in established programs such as the Preschool the Idaho Way site and new in-home providers and securing new resource streams.

strategy 2.1

By December 2023, add five new available child care seats each year in 2022 and 2023

Identify possible programs that could be expanded to serve five more children, ages birth through 5 years

HEATHER E. | MAY 2021

Include Idaho STARS' Jim Fertisi in meetings regarding expansion of seats

HEATHER L. | BEGINNING JANUARY 2021

Interview program administrators to determine interest and identify possible barriers to expansion

HEATHER E. | MAY 2021

Confirm commitment agreements for two programs willing to participate in expansion efforts

HEATHER E. | JUL 2021, JUL 2022

Search for three new grant opportunities

LINDSEY | JAN & JUN '21, JAN & JUN '22

Provide \$5,000 expansion grants to participating programs

LINDA | JUN 2021, JAN 2022

Create advertisement for new seats

HEATHER L. | FEB 2022

Advertise to fill seats

TAMI | MAR 2022

strategy 2.2

By December 2023, recruit at least one new in-home provider in the Garden City community each year

Write and submit news article to local newspaper about need for child care providers in Garden City, the work of the GCELC, and announce the launch of the website

JENNI, TAMI | JAN 2021

Partner with Idaho STARS to develop a timeline and contract for interested providers

HEATHER L. | JAN 2021

Partner with Idaho STARS to reach out to the community about this opportunity

HEATHER L. | FEB 2021

Add website resources for prospective providers

LINDSEY | MAR 2021

Offer and disperse \$1,000 business start up grants

LINDA, HEATHER L. | APR 2021

Provide Idaho STARS classes on how to get started

JENNI, LINDSEY | APR 2021

Create an infographic on how to start an in-home child care in Garden City and start a social media campaign

HEATHER L. | APR 2021

Recruit new teachers from local higher education organizations and high schools (seniors) and connect them to Idaho STARS Professional Development System

HEATHER L., JENNI | FEB & APR '21, FEB & AUG '22

Provide \$100 hiring bonus to brand new teachers after 3 months of work and enrollment in the Professional Development System (PDS)

LINDA, HEATHER L. | BEGINNING FEB '21

Create forums for child care administrators and owners to discuss maintaining staff

HEATHER E. | JAN 2022

By December 2022, we will raise awareness of the work of the Collaborative and the Preschool the Idaho Way project through participation in community events and seek like-minded industry partners and parents with whom to expand our work.

strategy 3.1

By June 2022, launch a program to distribute a gift and information to pregnant women about community child care offerings, resources and early childhood education information

Connect with the program Books for Babies and offer to partner with its efforts

JENNI, LINDA, LINDSEY | JUNE 2021

Seek other partners/donor for baskets

JENNI, LINDA, JEN | JUNE 2021

strategy 3.2

By December 2022, participate in two community events to connect with local families and increase awareness in the work of the GCELC

Find out the cost of sponsorship/vendor participation and deadline for application of **EVENT 1**

JEN | JAN 31, 2021

Sign up and pay for **EVENT 1**, including sponsorship of a child-friendly activity and booth

LINDA | DONE BY JUN 2021

Purchase and/or seek donations of books/toys to give out during **EVENT 1**

LORI | DONE BY JUN 2021

Have flyers, upright banner and tablecloth ready to go for **EVENT 1**

LORI | DEC 2021

Have a booth with an activity for young children at **EVENT 1**, and offer information and free books on the GCELC work collaborative to families with young children

LORI | DEC 2021

Identify 10 parents interested in supporting our work at **EVENT 1** and invite them to a (remote/in person) meeting
TAMI | DEC 2021

Find out the cost of sponsorship/vendor participation and deadline for application of **EVENT 2**

JEN | JAN 31, 2021

Sign up and pay for **EVENT 2**, including sponsorship of a child-friendly activity and booth

JEN | DEC 2022

Purchase and/or seek donations of books/toys to give out during **EVENT 2**

LORI | DEC 2022

Have flyers, upright banner and tablecloth ready to go for **EVENT 2**

TAMI | DEC 2022

Have a booth with an activity for young children at **EVENT 2**, and offer information and free books on the GCELC work collaborative to families with young children

JEN | DEC 2022

Identify 10 parents interested in supporting our work at **EVENT 2** and invite them to a (remote/in person) meeting

TAMI | DEC 2022

strategy 3.3

By December 2022, identify five business stakeholders and hold a fundraiser for donation to programs in crisis, scholarships for struggling families, and/or addition of child care slots

Reach out to businesses who filled out the business survey and send a letter informing them of our work

JEN | JAN 31, 2021

Engage members of Idaho Businesses for Education and schedule to present at next available meeting
LORI | JAN 31, 2021

Create new survey to gauge current willingness to support our work

TAMI | FEB 28, 2021

Raise awareness of and advocate for the GCELC at the a Garden City Chamber of Commerce meeting

LORI | FEB 2021

Invite interested businesses to a (remote/in person) meeting

JEN | FEB 28, 2021

Conduct first quarterly meeting with business partners to brainstorm on raising funds

LORI | MAY 2021

Conduct second quarterly meeting with business partners to vote on fundraiser

TAMI | AUG 2021

Conduct third quarterly meeting with business partners to brainstorm other businesses to invite to cause

JEN | NOV 2021

Conduct fourth quarterly meeting with business partners to work on details of fundraiser

LORI | FEB 2022

Conduct fifth quarterly meeting with business partners to work on the fundraiser

TAMI | MAY 2022

Hold fundraiser

LORI | JUN 2022 - DEC 2022



The most important investment.

PARENT TESTIMONY BY *samantha p.*

My name is Samantha and I am a single working mother and the sole provider for my 5-year-old son, Teddy. Affording reliable, safe, and quality care for my son is my biggest challenge and has been since I started work and continued my education when he was a few months old. Currently, my son is enrolled full-time in an early childhood education program in a neighboring city. Getting Teddy into this program was no easy feat. Though I am a student and pay the lowest rate possible, I have taken out student loans each semester in order to afford this care. Even with children of students given priority on this waitlist, it took me over a year to get my son into the program.

Child care is vital to us. I would not be able to work full time without reliable full-day care for my son. Having Teddy in this program has benefited our family in ways that will affect us for the rest of our lives. Teddy's teachers and administrators advocated for us to gain access to therapies and counseling as we both navigated his anxiety and other social-emotional struggles. In fact, they themselves received training to best understand his needs.

There are few early learning program options in Garden City that are of similar quality. It would greatly benefit us to have such a program available in our own city, as well as one that is inclusive, a place in which my son can see himself reflected. Subsidies would also be incredibly helpful toward making high quality care attainable to our family. I hope Teddy and all Garden City children can have the gift of a strong early learning foundation within their reach.



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