

DURHAM PREK MANAGEMENT CONTRACT SCOPE OF WORK

FISCAL YEAR 2024-2025

Executive Summary:

The following scope of work outlines the key deliverables and responsibilities for the implementation of the Durham PreK program by Child Care Services Association and subcontractors, aimed at providing high-quality early childhood education and support to children and families in Durham County. The scope is divided into four main sections: Child and Families, Preschool Providers, Systems Development, and Management and Oversight.

In the Child and Families section, the focus is on managing the application and enrollment process, providing application support to parents, conducting screenings, and ensuring language accessibility. The goal is to recruit and engage families through robust outreach and consumer education strategies, support their understanding of the program and application process, and facilitate their enrollment in appropriate preschool settings.

The Preschool Providers section addresses the identification and contracting of pre-k centers, as well as data management and payment processing. It emphasizes capacity building through technical assistance, quality support to active classrooms and leadership, and professional development opportunities to enhance teacher and director skills. Additionally, it includes efforts made to expand access to wrap care (before and after school) for working families.

The Systems Development section focuses on the ongoing development and revision of quality standards, funding and sustainability strategies, program evaluation activities, and workforce development initiatives. It also includes public engagement efforts through website management, newsletters, social media, and partnerships with local businesses.

Lastly, the Management and Oversight section highlights the managerial functions of the program, such as staff supervision, collaboration with pre-k partners, and reporting to the Durham PreK Governance Committee. It also emphasizes the importance of stakeholder engagement, policy recommendations, and the implementation of an evaluation plan.

By executing this comprehensive scope of work, the Durham PreK program aims to provide equitable access to high-quality early childhood education, support the professional development of educators, engage families and the community, and ensure effective management and oversight of Durham's locally designed universal pre-k program. These efforts contribute to building a strong foundation for the future success and well-being of Durham County's children and families.

DELIVERABLES

Child and Families

Child & Family Applications

1. Manage the year-long rolling application and enrollment process, leveraging/incorporating NC Pre-K, Head Start, and Title I application processes
2. Operate the 1-833-773-5338 Durham PreK information desk line on a year-round basis. Staff will serve as family champions to resolve confusion and connect parents to appropriate support, schedule application appointments, reschedule missed appointments, track applications through the application database, manage application data and answer parent inquiries. The phone line is staffed with two FTEs
3. Support application process: counsel parents about pre-k and the application process, conduct in-person and virtual application appointments in collaboration with partner agencies. During peak season (6 months), the manager and coordinator provide application support and additional support hours are provided by the two information line staff and five referral counselors as well as additional temporary staff
4. Manage and pay for online DPK student applications, process submitted eligibility documents, track and maintain application files, and support pre-k partners with completed applications
5. Support Durham Public Schools with scheduling and conducting ASQ screenings in Spanish. Provide personnel to complete up to 110 child screenings in Spanish
6. Assure language accessibility by managing a subscription and access to a language translation software
7. Manage, pay, and develop content for secure texting platform; coordinate family communication plans through the platform

Child & Family Enrollment

1. Manage, through a collaborative process, selection and enrollment of children, leveraging/incorporating NC Pre-K,

Head Start, and Title I selection process

2. Select and enroll children for Durham PreK following Durham PreK child selection criteria (some will be enhanced NC Pre-K, DPS or Head Start spaces and some will be Durham PreK only spaces); leadership and implementation of child placement processes by sub-contractor

3. Increase access to wrap care for children beyond the school day to meet the needs of working families. Work with partner agencies to increase the availability of wrap care at DPK sites and administer a limited number of wrap care scholarships to eligible families.

Family Engagement

1. Continue development and ongoing revision of a written articulation of principles/standards for Family Engagement

2. Engage sub-contractor to work with Durham PreK sites on implementation of Family Engagement strategies as described in the subcontract scope of work

3. Implement Family Engagement strategies and activities by sub-contractor

Outreach

1. Continue development and ongoing revision of written plan and design of marketing materials for comprehensive and continuous outreach and recruitment of preschool children based on eligibility criteria and enrollment priorities

2. Implement outreach plan to engage and provide families and community members with information about Durham PreK including material distribution, staffing community events, social media posts and paid marketing

3. Engage with community partners to support Durham PreK outreach efforts

4. Emphasize community understanding of the high-level points about how our DPK program works, how the child

placement process works, and reasoning behind the placement timeline in order to build awareness and manage expectations with families

5. Develop and implement a mobile application strategy that brings application support directly to neighborhoods throughout Durham

6. Target local businesses that are family friendly to become DPK Ambassadors as an outreach strategy. (See Public Engagement)

Preschool Providers

PreK Center Contracting

1. Continue development and ongoing revision of written system of procedures, application and forms for selection of Durham PreK sites, leveraging/incorporating NC Pre-K process as appropriate; complete integrated site application process

2. Complete school year 2024-2025 contracts with programs meeting Durham PreK standards and budgeted to receive funding from Durham PreK (mix of new and converted from NC Pre-K, Title I, Head Start and Durham Public Schools)

3. Complete fiscal/administrative monitoring of all classrooms

4. Assure compliance with all quality program standards

PreK Center Data & Payment Processing

1. Assess and assign Durham PreK rates, per classroom, based on differential criteria and established rate structure

2. Assess and assign Parent Fees to applicable children in Durham PreK-only seats

3. Collect and process monthly attendance, including reconciliation with NC Pre-K for "Enhanced" seats

4. Issue monthly payments to all active Durham PreK classrooms, in accordance with rate, parent fee and attendance criteria

5. Track child enrollment and attendance, and site/classroom and staffing information; process and issue payments

6. Continue development, revision and/or maintenance of written system of procedures and forms for collecting, tracking, and processing child, family, site, classroom, staffing, enrollment, attendance and payment information

PreK Center Identification and Development (Capacity Building)

1. Continue development and ongoing revision of articulated plan for desired site/classroom expansion based on enrollment priorities and demographic and geographic gaps in supply/location of services

2. Continue comprehensive outreach to potential Durham PreK providers, leveraging/incorporating NC Pre-K process as appropriate. Recruit interested preschool providers to enroll in TA support services to build capacity of providers to meet and implement Durham PreK quality standards.

3. Allocate grants for classroom improvements to meet Durham PreK standards (as funding allows)

4. Conduct 2 information sessions for interested providers

5. Contract with 6 - 9 classrooms identified in capacity building recruitment for TA services

6. Conduct monthly group TA sessions for directors

7. Conduct monthly group TA sessions for teachers

8. Conduct monthly TA visits to classroom teachers

Teacher and Director Quality Support - TA to Active Classrooms

<p>1. L1 classroom - average of weekly TA visits L2 classroom - average of bi-weekly TA visits L3 classroom - average of monthly TA visits</p>
<p>2. L1 - L2 Leadership - average of bi-weekly TA visits L3 Leadership - average of monthly TA visits</p>
<p>3. L1, L2, L3 classrooms - Quality improvement plans outlining strategies to implement Durham PreK standards for 100% of classrooms</p>
<p>4. L1, L2 and L3 leadership - Quality improvement plans outlining strategies to improve administrative practices and instructional leadership for 100% of sites/directors</p>
<p>5. L1, L2, L3 classrooms - Classroom assessments with scores demonstrating improved knowledge and practices by 90% of participants</p>
<p>6. L1 - L2 leadership - Leadership assessments with scores demonstrating improved knowledge and practices by 90% of participants</p>
<p>7. L3 leadership – Leadership assessments targeting sub-scale score below a 5. All sub-scale scores at a 5 or above will have a plan to maintain.</p>
<p>8. Expand capacity through technical assistance for DPK sites to provide wrap care for children beyond the school day to meet the needs of working families</p>
<p><i>Professional Development</i></p>
<p>1. Create Professional Development/Education plans for 100% of active Durham PreK classrooms and leadership</p>

2. Implement the on-demand learning platform for 24-hour access by Durham PreK teachers and administrative leadership to meet CEU requirements. Develop course content to meet requirements for BK licensing and professional development workshops for child care credits.
3. Support enrollment of 75% of teachers [from programs on TA contracts] without BK license in BK college coursework
4. Provide MMCI Course (12 sessions) to new classrooms and select teacher assistants
5. Provide Introduction to CLASS, Program Assessment to new leadership
6. Provide monthly Professional Learning Community meetings for directors and teachers
7. Provide a Teacher Assistant Seminar in the Spring
8. Conduct quarterly MMCI reflection sessions as an option for veterans from Cohort 1 - 3 (from 2019-2024)
9. Provide a minimum of 6 professional development sessions for directors
10. Conduct or provide access to optional monthly webinars for all classrooms' instructional staff
11. Provide at least 5 webinars related to instructional leadership for program directors
12. Support state required training for teachers on Teaching Strategies Gold for all teachers

Systems Development
<i>Quality Standards</i>
1. Continue development and ongoing revision of Durham PreK quality standards and associated accountability measures
2. Continue development and ongoing revision of written system of procedures and forms for annual program quality monitoring

3. Monitor program quality of active Durham PreK sites, including a joint monitoring process in tandem with Durham's Partnership for Children each fall.

Funding/Sustainability

1. Continue development of collaborative priorities and processes for the braiding of other public funds for preschool (Head Start, Title I, and NC Pre-K) with Durham PreK, including shared decision-making and coordination of seat allocations, reimbursement rate structure, technical assistance services and process-evaluation of programs

2. Implement supplemental payment system for NC Pre-K classrooms (i.e., "Match/Gap" payments) to establish parity and bring equity to NC Pre-K reimbursement across full NC Pre-K system

3. Continue development and ongoing revision of written guidelines and policies for eligibility criteria, enrollment priorities, and sliding fee scale for families

4. Work to broker agreements between partner agencies for information and data-sharing to facilitate families' access to services and maximize public funding

5. Work with the Governance Committee to develop strategies and priorities for fund development

6. Work with the Durham County Early Childhood Coordinator and other County stakeholders to integrate ARPA activities to support DPK families where appropriate

Program Evaluation

1. Implement limited, internal process-evaluation activities, including application and enrollment process surveys; periodic, enrolled-families survey; provider surveys to include teacher and director surveys

2. Analyze application data and student demographics to create program profiles, and to identify strengths and potential gaps in service

3. Continue work from FY21 to prioritize wrap care as a strategy to support children and families in Durham PreK
3a. Stay up-to date on wrap care options and strategies used in public preschool in North Carolina and in public preschool programs across the country
3a.1. In NC, identify ways to advocate for new resources to support wrap care for public preschool programs such as NC PreK
3a.2. Collaborate with Durham DSS to use vouchers for wrap care
3b. Review data from DPK from families that request wrap and/or refuse enrollment due to lack of available wrap
3c. Meet with leaders of private child care programs and existing public programs in Durham County to build capacity in Durham for expanded wrap care
4. Complete an annual report of Durham PreK, compiling available data on the students and classrooms participating across programs (DPK only, DPK enhanced)—teacher compensation (avg. wage, etc.), enrollment, attendance, classroom assessments, and student assessments
<i>Workforce Development</i>
1. Continue to engage with the TEACH higher-education committee which includes local/state universities and community colleges to develop institutional and systems strategies to further degree-completion and skill-building in the PreK workforce
2. Support wage parity by completing Durham PreK Teacher Compensation Support Payments to all BK licensed lead teachers; monitor wages across the Durham PreK program sites for teachers and teacher assistants
3. Support Durham Tech with initiatives to enroll and graduate early childhood students

4. Coordinate and plan activities and on-demand educational sessions that support workforce development in early education to provide early childhood teachers with information about obtaining higher degrees, licensure and/or career opportunities in early childhood education in collaboration with community college, higher education, DPFC and other workforce development partners

5. Coordinate an Early Education Apprenticeship and Workforce Development Program collaborating with Durham Tech, other community partners and institutes of higher learning

Public Engagement

1. Continue implementation of public engagement strategies

2. Continue maintenance and updating of Durham PreK website with updated information, content and resources

3. Curate content for Community Connections newsletter that provides accessible information on early childhood topics to the community

4. Curate content for Teacher Talk newsletter that provides accessible information on early childhood classroom topics to early childhood educators

5. Maintain regular posting schedule on social media platforms to engage the community, provide updates and information, and advertise Durham PreK

6. Create and implement a partnership application for local businesses to become DPK Ambassadors. Secure partners using a tiered criteria of investments that reflect both in-kind and financial donations

Management and Oversight

Management Functions

1. Supervise project staff and hiring of staff when applicable.

2. Coordinate and pay fees for facilitation of partner meetings, at least six times per year, that engage DPS, DPFC, Head Start and CCSA teams to enhance collaboration and coordination of pre-school services and to build on the shared vision for a universal preschool system; and to increase collective accountability towards common goals
3. Coordinate formal work agreements with principal implementation partners, including but not limited to DPFC, DPS, DSS, and Families and Communities Rising (Head Start)
4. Complete contractual agreements with sub-contractors, as outlined in specific component areas
5. Report on the program’s activities, processes and accomplishments to the Durham PreK Governance Committee at each meeting; complete monthly process updates and report on all activities to Durham County monthly and to the Board of County Commissioners as requested
6. Work with DPS stakeholders, including Office of Early Learning and other key staff to work towards a concrete plan for expansion of PK classrooms at DPS that is well-aligned with DPK. Meet with DPS by attending meetings of the school board as necessary and complete monthly administrative meetings with DPS leadership at least six times per year
7. Maintain historical records of DPK policies and management processes, student enrollment, provider contracts, publications and materials and have a plan for access to these materials for future DPK management agencies
8. As needed, work with Durham County personnel to facilitate a positive transition in the management of DPK services after completion of the 2023 management bid cycle
<i>Governance</i>
1. Provide support to the Durham PreK Governance Committee
2. Hold at least 5 Governance Committee meetings per year
3. Establish and support content-specific advisory subcommittees to make policy and program recommendations to Governance Committee
4. Support Governance to review elements of child level evaluation plan with stakeholders

4a. Support Quality Subcommittee of Durham PreK Governance to determine the goals, objectives and desired elements of program evaluation, including process variables and child, family and systems outcomes to be assessed

4b. If funded, develop process for selection of subcontractor to perform a longitudinal, 2-component, process and outcomes evaluation

4c. If funded, develop and implement an evaluation plan by sub-contractor

Component Area

Child and Family Applications and Enrollment; Outreach; Family Engagement

Technical Assistance

Payments Activities and Financial Management

Public Engagement

Workforce Development