

# Strategies to Engage Home Providers

Administration for Children and Families – Department of Education

Advocacy & Communication Solutions, LLC

September 11, 2019



# Welcome & Purpose

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## **Jim Lesko**

- Welcome
- Purpose
- Approach

# PDG B-5 Communities of Conversation

- **Invited participants**
  - PDG B-5 Grantees plus partners, consultants
  - PDG B-5 TA Team
  - Federal Project Officers and Regional Offices
  - PDG B-5 TA partners, e.g., State Capacity Building Center
- **Voluntary**
- **Select presentations and resources**
- **Open discussion, dialogue**
  - Via phone when possible
  - Via virtual chat and Q&A pod—“multitasking” welcome (i.e., chatting when others are)!

# Discussion Structure

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1. Welcome & Purpose (Jim Lesko)
2. Outline of Best Practices (ACS)
3. Discussion (All with ACS)
4. Perspective From The Field (Director Joy Bivens, Franklin County Job & Family Services)
5. Discussion (All with ACS)
6. Overview of Tool (ACS)
7. Discussion (All with ACS)
8. Wrap up (Jim Lesko)

# Structure of the Conversation

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- Define the goal
- Identify the Providers
- How to engage them
- Messages
- Messengers
- Communication and Collateral

# Structure of the Conversation Cont'd

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## **Define the Goal & Purpose**

- For your agency: what do you need?
- For providers: why should they care?
- Do they cross over?
- Base outreach strategy on shared need
- This is the start of solid messaging

# Who do you engage first?

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1. Active and engaged providers
2. Provider associations and non-profits
3. Easy to connect with then more challenging
4. Existing agency relationships
5. Existing or future mandates

# How Do You Engage Them?

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- List of “always”
- Network Mapping
- Appropriate Messages (what to say)
- Appropriate Messengers (who is best to deliver those messages)
- Appropriate Strategies

# List of “Always”

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- Interact and engage is an ongoing effort, never ‘one and done’
- Two way communication, never vehicles that don’t allow interaction/Q&A
- Culturally appropriate, never cookie cutter
- Partnership, never penalty/compliance
- Dogged in pursuit, never give up

# Network Mapping

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- Clarify: organizations
- Identify: who at those organizations
- Organize: how and when to engage

# Appropriate Messages

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- We want to partner with you
- We want you to continue to do the good work you've been doing
- We want to build upon your knowledge and relationships to help children, parents and other providers
- We know you are busy!

# Appropriate Messages Cont'd

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- You offer children quality care and the best start possible in the early years to learn and grow, we would like to share that with others
- Without you, local businesses do not have a reliable workforce
- You are our small business engines that allow parents/caregivers to work, we need you!

# Appropriate Messengers

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- Other childcare providers

# Appropriate Messengers Cont'd

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- Childcare resource and referral agencies
- PARENTS
- Elders/Leaders in local neighborhoods
- Faith community
- Child care associations

# Appropriate Strategies for Engagement

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- Face to Face meetings (directly or with other organizations)
- Door to door visits
- Ongoing, two way communication
- Leveraging trusted messengers for ongoing, two way communication
- An “offering” at little or no cost

# Questions to Ask

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- Is there a flexible database of providers?
- Do you know enough about them?
- Are there multiple data sources to consider?
- Who is tracking outreach and memorializing the activity?
- Are there regular updates on progress?

# Discussion #1

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## Question & Answers about Best Practices

# Perspective from the Field: Franklin County Job & Family Services

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- Goal & Purpose of FCDJFS Work
- Engagement Strategies
- Successes & Challenges
- Lessons Learned & Advice

# Perspective from the Field: Franklin County Job & Family Services Cont'd.

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**Goal:** Increase awareness & engagement related to importance of becoming quality rated by 2020 and highly rated by 2025

**Target Audiences**

- Home and Center providers
- Parents/caregivers
- Communities of color, New Americans, English Language Learners (families and providers)

# Perspective from the Field: Franklin County Job & Family Services Cont'd..

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## Engagement Strategies

- Focus Groups (we asked providers!)
- Message development tailored to audiences
- Free Training to help build portfolio
- Door to Door interaction
- Leveraging other community partners
- Engaging parents to push for quality
- Paid and earned media

# Perspective from the Field: Franklin County Job & Family Services Cont'd...

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## **Successes**

- Trained over half of providers in County
- Over 30% have become rated thus far
- Increase in awareness among public about importance of quality child care
- Stronger lines of two way communication
- Broader understanding among stakeholders about quality childcare

# Perspective from the Field: Franklin County Job & Family Services Cont'd....

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## Challenges

- Reinforcing that providers are already engaged in quality child care
- Continuing to build trust and partnerships with providers and among each other
- Continuing to education providers about the importance of their role for kids, families, and the workforce

# Perspective from the Field

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## Lessons Learned & Advice

1. Face to Face interaction is critical
2. Focus on those that do not respond
3. Build leadership among providers
4. Building trust takes time

# Discussion #2

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## Question & Answers about Franklin County Job & Family Services Scenario

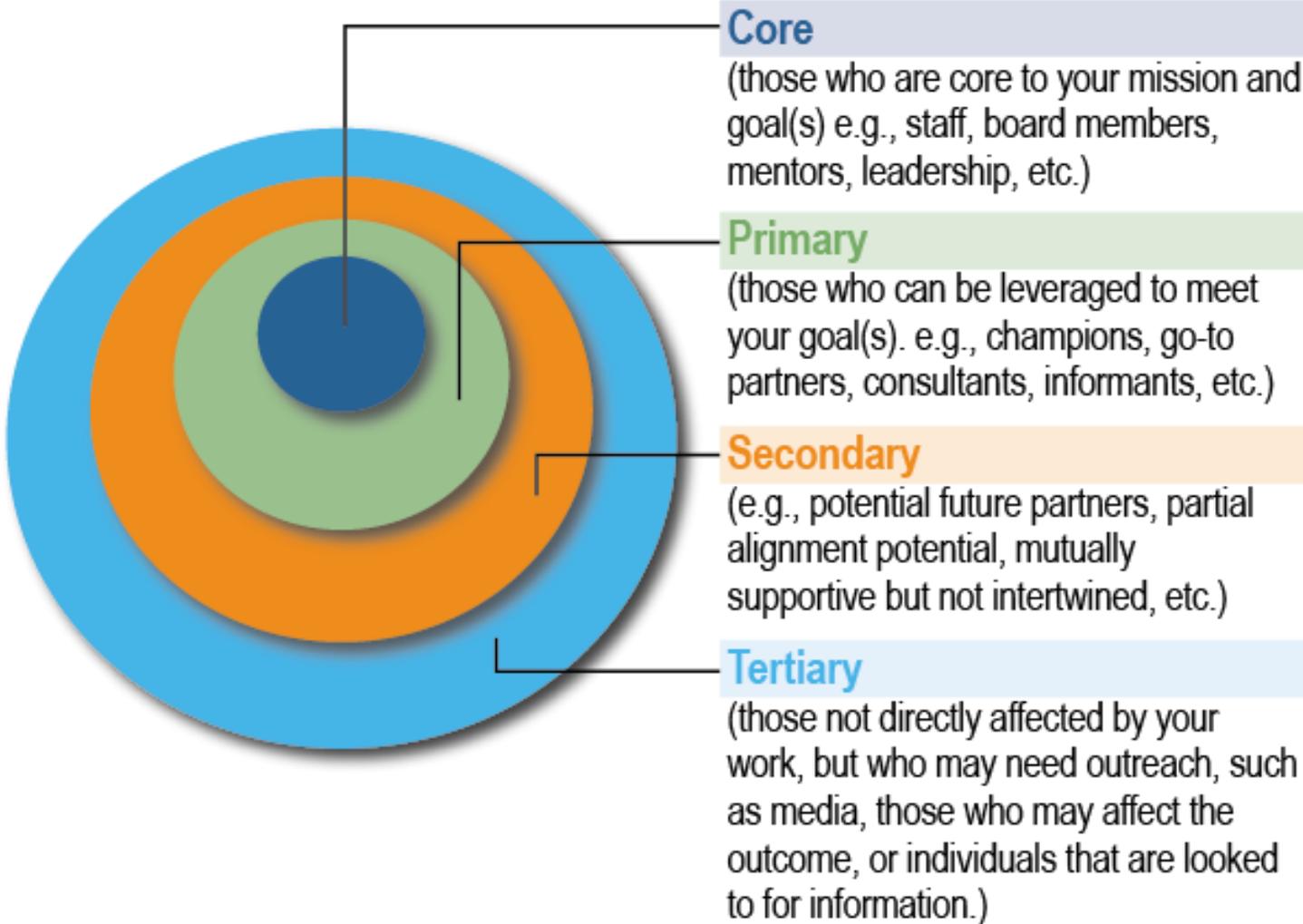
# Overview of Mapping Tool

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## Purpose

- To identify and prioritize relationships with individuals and organizations
- Understand the power of a network and leverage that power to form new partnerships, be more efficient and strategic in reaching any goal

# Mapping Tool – Impact Graphic



# Mapping Tool – Analysis Steps

Category	Who should be engaged?	Why this individual or organization? What will they do to help you achieve your goal?
<b>1. Local, state or federal government partners</b> (include department leadership, key staff, and policymakers)	1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
<b>2. Non-profit partners</b>	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
<b>3. Faith Based Community</b>	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

# Discussion #3

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## Question & Answers about Network Mapping Tool

# Wrap Up

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**Jim Lesko**

# Thank you!

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**Further Questions:**

**PDG B-5 TA Team:** [PDGB5TA@atlasresearch.us](mailto:PDGB5TA@atlasresearch.us)

**We would love to hear your feedback and suggestions!**

– **Post CoC Survey:** <https://www.surveymonkey.com/r/PDGB5COC>



## For More Information

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