The Center for Child Care and Family Resources (CCFR) strives to support the goals of Student Affairs at the University of Utah by helping student-families in the quest for enrolling, persisting and graduating from the University. CCFR endeavors to align their goals and activities to allow student-families with young children to attend their classes, study, work and rest. During the 2014-15 academic year, CCFR went through a tremendous period of growth. In October 2014, the office changed its name for Child Care Coordinating Office to The Center for Child Care and Family Resources. Child care subsidies to students more than doubled during the academic year, new programs were explored and existing services were expanded. Along with the name change came an expansion of the mission, all of which were the driving forces for expansion and growth.

Mission

The mission of The Center for Child Care and Family Resources is to support and coordinate information, program development and services that enhance family resources as well as the availability, affordability and quality of child care for University students, faculty and staff.
Values

There are four core values that personify our work, individually or as a team. They embody the many themes that are essential to the fulfilling of our mission and are inclusive of every activity perspective.

- Quality
- Access
- Affordability
- Collaboration

To meet the core values that are basic to achieving our mission, we provide programs and services in 5 Key Activity Areas:

**Key Activity 1-- Child Care Resource and Referral**

The Center for Child Care and Family Resources serves as a Child Care Resource and Referral service for the University Community. CCFR helps provide linkages, for University families, to child care and other family resources both on-campus and in close proximity.

a. **Goals**

1. Provide child care referrals to University families, via phone or email, to on campus or near campus programs, within 48 hours of request
2. Provide early childhood resources and materials to parents
3. Develop community partners to expand the child care options for student parents
4. Explore feasibility of a Shared Care/Matched Care system
5. Develop a new brochures and marketing materials
6. Develop an updated website
7. Create a satellite CCFR office for Health Sciences
8. Increase number of outreach presentations to groups across campus

i. Outcomes

1. Referrals given to parents within 2 business days of web request
2. Digital materials complete and sent to parents, upon request
3. Contact with 2 new community programs
4. Completed feasibility study with action items to move forward with Shared Care system
5. Completion of new program brochure, power point presentation and digital ads
6. Completion of a user-friendly website and increase of usage

ii. Outcome Achievement

University faculty, staff and students seeking information regarding University and community child care services may call, visit the office or access the newly redesigned CCFR website childcare.utah.edu. Each of the three contact options provides child care resource and referral information that gives a broad overview of child care options, an individualized referral list of programs on-campus, in close proximity to campus or near a family’s home and supports an individualized parent decision making process. In addition to specific child care referrals, a CCFR staff provides age appropriate quality checklists, delivers age and stage consumer education resources upon request and connects parents with other helpful information and resources.

Within 48 hours after the initial contact with the CCFR office, the parent receives an email with individualized referrals to child care programs and requested information. Web access clients may request a follow-up call in addition to their referrals and information packet. Families needing in-depth
information and assistance are encouraged to make a consultation appointment with the CCFR director, Shauna Lower or a referral specialist. All ages and stages pamphlets were converted to digital format to move towards a more sustainable referral service.

With the change in office name and mission, new brand materials were designed and an aggressive outreach campaign was developed to inform programs across campus of our services and information.

A Shared Care/Matched Care feasibility study was completed in conjunction with General Counsel, Risk Management and Canvas design teams and determined we could move ahead with a U-Match design team with legal disclaimers given throughout the process. A “soft-launch” of U-Match began in March 2015 using the Canvas classroom platform. The soft-launch feedback time continued through the end of the reporting year.

b. Utilization Data

After the redesign of the website, it was discovered that all the previous usage data was lost and that data tracking was disabled by the web design team. Tracking was reestablished in June 2015 and will be tracked for future reports.

- 335 web requested referrals were sent via email. Each referral takes approximately 30-40 minutes to complete. Specific demographic information was lost in the redesign.
- 3,100 phone referrals were completed.
- 4 informational brochures were digital designed: Quality Checklist, Transitioning for Home to Child Care, Your Infant in Child Care, and Your Two-year-old in Child Care.
• 36 presentations were given across campus at staff meetings, the President’s Commission on the Status of Women, student-groups and conferences.

Key Activity 2 -- Special Programming

CCFR provides special programming child care activities that occur outside the typical child care needs, for class and study, to help support student family’s health and well-being.

Goals:

a. Plan and conduct 8 Parent Night Out sessions.

Child care services are provided free of charge, to student-parents, one Saturday night per month. Typically, the times were 6:30 pm – 10:00 pm, however, responding to parent requests two nights were scheduled for an earlier time, 4:00 pm – 7:30 pm and one Parent Day Out, 10:00 am – 1:30 pm. Services are provided by ASUU Student Child Care and Early Childhood Education Center.

b. Collaborate with Rec Services to administer the Team Tot program.

This collaboration allows student-parents to use Campus Rec. facilities two nights per week while their children are cared for free of charge at the ASUU Student Child Care Center.

c. Offer free child care for student parents during finals week each semester.

High quality child care is provided for children of student parents on each day during finals week. Students have an opportunity to rest, study or take an exam while their child is cared for in a safe and healthy environment. Services are provided by, staff and early childhood students from the ASUU Student Child Care Center.
d. Facilitate the School-Life Scholarship program.

Through ASUU Development Account, funded through the interest from the ASUU Development Account in collaboration with the Associated Students of the University of Utah Student Vice President and other members of the assembly, we provide a child care scholarship that helps families with extreme circumstances pay for their child care arrangements.

ii. Outcome Achievements

Through the efforts of several Campus Recreational Services, The Associated Students of the University of Utah, ASUU Student Child Care, Early Childhood Education Center and The Center for Child Care and Family Resources a number of Special Programming activities were held. Each activity was an opportunity for student-parents to study, complete finals, rest and physically work-out, thus meeting many goals within the Student Affairs Strategic Plan as well as the overall goals of the University in student success as well as health and wellness.

b. Utilization Data

Special Programming partnerships continued through ASUU, Campus Recreation. “Parent Night Out” and “Finals Week Care” sponsored ASUU ran at full capacity with waiting lists. Team Tots, now in its 9th year, provided a much needed work-out respite for student-parents, while the School-Life Scholarship provided funds for student-parents who had such extenuating circumstances as: large medical bills from cancer treatment, spouse mental health issues, children with special needs.

CCFR and partners provided the services in the following numbers.

- 8 Parent Night/Day Out sessions held.
• 251 Families participated in PNO, 12 families were wait listed.

• 236 were student families, 12 were families of faculty or staff (these families pay a small fee for the evening’s care and are open only after all student families are served.)

• 301 children were cared for during the Parent Night Out program.
  o 32 children 6 weeks – 23 mos.
  o 76 children 24 – 35 mos.
  o 193 children 36+ mos.

• Final’s Week Care operated through all three semesters at ASUU Student Child Care.

• 106 families received care during this time period.

• 96 student families were served and 8 faculty/staff families. (These families participate for a fee and only after all student-parents are served.

• 111 children were cared for during Final’s Week.
  o 31 children 6 weeks – 23 mos.
  o 26 children 24 – 34 mos.
  o 54 children 36+ mos.

• Team Tot’s provided services during the Fall and Spring semester at ASUU Student Child care.

• 34 student families received care during this time period.

• 160 children were cared for.
  o 14 children 6 weeks – 23 mos. (Care for this age group did not begin until Spring 15.)
  o 34 children 24 – 35 mos.
  o 112 children 36+ mos.
- 45 families with 51 children needing child care assistance applied for the School-Life Scholarship.
- 15 families with 12 children were awarded an S-LS. (Award goes directly to a campus child care program.)
- A total of $8,715.00 were awarded to families.

**Key Activity 3 - Administrative Oversight of ASUU Student Child Care**

Support quality, accredited and financially viable child care to best meet the needs of student families by providing part-time, hourly care.

**Goals:**

a. Develop a procedure for drop-in evening care
b. Develop a Veteran’s priority placement policy
c. Develop a financial and design plan for an infant room
d. Increase evening enrollment

**ii. Outcome Achievements**

The 2014-15 year was a period of great growth for CCFR and the ASUU Student Child Care program. The year was heralded in by the development of the first Military-connected student family priority placement program. The goal of the new program was to have a military-connected student family enrolled in every age classroom or hold a position for a family through the 2nd week of class. Through help from the Veteran’s Support Center the program grew to include many more families than just 1 per classroom.

The idea of turning a teacher preparation room, inside the ASUU Student Child Care, into an infant room that would serve children 6 weeks – 12 mos. (a previously unserved age-group) began Fall 2013 with fundraising event occurring...
Spring 2014. Construction began Fall 2014 and was completed for the Spring semester 2015.

To increase the utilization numbers of the ASUU CC evening hours, a drop-in punch card was developed and rolled out for Fall and Spring semesters. The punch-cards allows parents to purchase 6 hours of child care during the evening hours of 5 pm – 9 pm when space is available. Not a true “drop-in”, parents must call or email the day the care is needed to check for availability. When the parent arrives for the designated time, they present the evening director with a pre-paid punch card. If the parent is a student, the card can be redeemed at the CCFR for 2 hours of free drop-in child care in the evening.

b. Utilization Data

- ASSU Child Care enrollment – Hours 7:15 am – 5:00 pm
  - 319 families were enrolled during this time period.
    - 158 Undergrad families.
    - 103 Graduate families.
    - 25 Faculty families
    - 42 Staff families
    - 22 Community families
  
  - 351 children were cared for during this time period
    - 80 children 6 weeks – 23 mos.
    - 114 children 36+ mos.

- ASUU Child Care drop-in evening enrollment – Hours 5:00 pm – 9:00 pm
  - 19 families took advantage of drop-in evening care.
  
  - 155 hours of drop-in care were provided.
  - 61 children were cared for during this time period.
• ASUU Student Child Care served 21 Military-connected families through Summer, Fall and Spring semester.

• 23 children of Military families, ages 6 weeks – 4 years, were cared for during this time period.

• To increase the level of quality care and teacher proficiency, teachers are engaged in topic specific training.
  o ASUU Child Care teachers and assistants received 1589 hours of early childhood and curriculum development.

Key Activity 4 -- Grants and Scholarships

Engage in grant writing opportunities to be financially sound and provide funding to ensure that child care remain affordable.

Goals:

a. Complete CCAMPIS grant application for new funding term.

b. Provide CCAMPIS subsidy to student families.

c. Identify and write grants to increase the School-Life scholarship fund.

d. Identify and write grants to complete ASUU Child Care Infant Room.

ii. Outcome Achievements

The Child Care Access Means Parents In School (CCAMPIS) grant provides a significant financial resource to income eligible students who need to pay for child care while they are attending school. The University of Utah Center for Child Care and Family Resources secured another round of 4 year funding during the Summer semester 2013, however the new grant cycle did not begin until October 1, 2014. With the new 4 year grant, funds increased from $122,000/year to $325,000/year. This allowed for more student families to
participate and to have a greater portion of their child care expenses paid for through the subsidy.

In order to complete the new infant room at ASUU Student Child Care, a number of foundation grants were secured along with a substantial commitment from the university in the form of Capital Facilities and Remodeling. Coupled with a grant from the George S. and Doré Eccles Foundation and the 2014 Senior Class gift, the $105,000 needed was raised and construction began and was completed in time for Spring 2015 classes.

b. Utilization Data

- CCAMPIS Subsidy
  - 116 families received some form of CCAMPIS subsidy.
  - 129 children received care from a nationally accredited program funded by the CCAMPIS subsidy.
  - $135,007 were awarded to families for child care costs.

Key Activity 5 -- Campus Program Coordination and Space Development

Deliver campus-wide program coordination and development to departments across campus.

Goals:

a. Hold 8 Director Coalition Meetings
b. Create a Child Care Advisory Board
c. Provide support to child care programs on campus for national accreditation
d. Provide ongoing program assessment and evaluation for early care programs on campus
e. Create a list of lactation spaces that exist on campus
f. Support departments in their development of lactation and family spaces

g. Transition management of child care contracts to CCCO office

h. Provide support services to Health Sciences in the development of an on-site child care program

ii. **Outcome Achievements**

The Center for Child Care and Family Resources supports a number of initiatives, activities and programs across campus.

To help paint a broad stroke picture of the campus child care community, CCFR collects and reports center data for child care capacity, vacancy as well as the existence of waiting lists. A recent survey of the seven Early Care and Education programs on campus demonstrates the utilization and high demand of the existing programs. Chart 1 shows the total capacity of child care slots during the June 2015 reporting period. Chart 2 illustrates the total number of vacancies within each care program during the same reporting timeframe. Although the university programs offer 358 child care slots, only three full-time and two part-time openings were available, none of which are available to children under the age of 2. Furthermore, Chart 3 illustrates the presence of waiting lists in the university’s high quality, nationally accredited programs.

The CCFR director serves as a chair and coordinator of the University of Utah Early Childhood Director’s Coalition. The coalition has representation from the university’s eight early care and education programs. The combined services of these programs provide over 350 full-time and/or part-time slots for families. Monthly meetings help facilitate communication, training and technical assistance between the individual centers. In addition, the Coalition sponsors and collaborates on staff training and program enhancement throughout the year.

The eight programs include:

- ASUU Student Child Care – hourly part-day for student families
• Bio Kids – full-day for Biology faculty and staff
• Club U – summer camp for school-age children
• Child & Family Development Center – part-day preschool and half-day private kindergarten
• Early Childhood Education Center – full-day for residents of University Student Apartments
• SLCAP Head Start – part-day preschool for income eligible residents of University Student Apartments
• University Kids – full-day child care
• Tanner Dance and Fine Arts preschool – part-day preschool

During the fall semester 2013 a University Child Care Advisory Board was established, commissioned by President Pershing and chaired by the Dean of Students, Annie Christensen. Board members are appointed from all areas on campus and include:

⇒ Mary Anne Berzins – Human Resource and PCSW Chair
⇒ Debra Daniels – Women’s Resource Center
⇒ Anna Jolley – Staff Council representative
⇒ Shauna Lower – The Center for Child Care and Family Resource
⇒ Jennifer Mabey – Graduate School
⇒ Geri Mendoza – Academic Department representative
⇒ Katie Nelson – Development Office representative
⇒ Sandi Pershing – Continuing Education
⇒ Kristin Phillips – Risk Management
⇒ Christie Porucznik – Health Science faculty representative
⇒ Madison Black – Student representative
⇒ Barbara Smith – Office of the President
The main focus for the 2014-15 academic year was to increase family friendly spaces on campus. The Marriott Library added a Family Reading Room, where parents can take their children, on the 3rd floor of the library, to study or work while their children play nearby. A campus map including dedicated lactation spaces and diaper changing areas, was developed. The interactive map, located on the childcare.utah.edu webpage, includes building/room locations, pictures of the rooms and universal signage. There are presently 28 lactation and/or diapering stations across campus. In May 2015, through the efforts of Jennifer Still and the Child Care Advisory Board, a new policy was written and approved stating that all new construction and renovations over 10 million must include a lactation space in the construction. It clearly defines the minimum size, presence of a sink and electrical outlets at other important components. Along with these important milestones, A “Creating Lactation Space” packets were developed and given to 5 key building managers.

In June 2014, the University of Utah South Jordan Health Center approached the CCFR director in hopes of collaborating on a drop-in child care space located at the center. Minor renovations were made to an existing room, 4 part-time teachers were hired and care began on November 10, 2014. The drop-in center is designed specifically for patients who are in a doctor’s appointment or physical therapy session. The center accepts children from 18 months – 8 years old for an average of 1 – 2 hours, but can care for children up to 4 hours.
b. **Utilization Data**

**Chart 1. Child Care Capacity June 2015**

<table>
<thead>
<tr>
<th>Service</th>
<th>Birth-24 months</th>
<th>2-5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASUU Child Care</td>
<td>16</td>
<td>42</td>
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<tr>
<td>BioKids</td>
<td>8</td>
<td>23</td>
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<tr>
<td>CFDC</td>
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<td>80</td>
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<tr>
<td>ECEC</td>
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<td>57</td>
</tr>
<tr>
<td>SL Head Start</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>Tanner Preschool</td>
<td>0</td>
<td>46</td>
</tr>
<tr>
<td>Ukids</td>
<td>0</td>
<td>40</td>
</tr>
</tbody>
</table>

**Chart 2. Child Care Vacancies June 2015**

<table>
<thead>
<tr>
<th>Service</th>
<th>Birth-24 months</th>
<th>2-5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASUU CC</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>BioKids</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CFDC</td>
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<td>0</td>
</tr>
<tr>
<td>ECEC</td>
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<td>3</td>
</tr>
<tr>
<td>SL Head Start</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Tanner Preschool</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ukids</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
It is important to note that not all University programs allow parents to apply for waiting list status. For instance, the CFDC and the Tanner Preschool do not keep waiting lists as their enrollment process is conducted prior to the beginning of the school year. In addition, ASUU Student Child Care does not keep extensive waiting list applications due to the semester enrollment process.

II. Plan for the Future

The Center for Child Care and Family Resources has an assertive strategic plan to continue with the growth that has occurred in the past 3 years. We anticipate to fully roll out the U-Match matched care program with a redesigned platform structure. One challenge we anticipate with the roll out is that more parents will be looking for a babysitter or nanny than people enrolled to care for children. The service is labor intensive, as it requires a staff member view every application for university affiliation and manually add them to a management software for acceptance as well as type in the individuals information onto a spreadsheet. At this time the application does not automatically populate the spreadsheet data fields.
A plan is in place to develop two new events this year. One is develop an award process to highlight the departments and/or individuals across campus that are working to provide family friendly spaces, initiatives and activities for student parents. The second is to plan and conduct a Family Literacy Fair in collaboration with campus and community partners that celebrates young learner’s literacy skills.