



Review of Family Engagement Section of the Maryland State Plan Thursday, March 15, 2018

Workgroup Attendees	Carrie Sanders, Dorothy Stoltz, Windy Phillips, Margo Candelaria, Kelly Hutter, Paola Andujar, Rachel Wright, Anna M. Simulis, Terri Gwizdala, Malkia McLeod, Robin L. Hopkins, Cynthia Lessner, Karina Hudack, Leanne Meisinger, Gina Jachimowicz
Outreach to Families with Limited English Proficiency and Persons with Disabilities	<p>Question regarding website accessibility: Is the website mobile friendly? Is there an App? If not, can we develop an App?</p> <p>Response - The website is mobile friendly. This should be included in the response on the Plan.</p>
Parental Complaint Process	<p>Question regarding the difference between substantiated complaint and confirmed complaint.</p> <p>Response - The word substantiated is a Child Protective Services (CPS) term that means an allegation was found to be true. Confirmed complaint is a Licensing term that means an allegation was found to be true. When Licensing works with CPS on an abuse or neglect investigation, the terms “substantiated complaint” and “confirmed complaint” are both used to describe the results of that investigation.</p> <p>Question regarding how do parents and families access the www.checkccmd.org website? Is there a link from the DECD website? Is it available in other languages?</p> <p>Question about accessibility of the website: Is it text heavy? Is it accessible? Does the website have a read aloud feature?</p> <p>Response – The website and all materials must be ADA compliant. There is a division/branch currently responsible for this and we will follow up to determine if the website is ADA compliant.</p> <p>A concern was stated that there are several websites where you can access early childhood information. However, one of the challenges is that parents and families may not be aware of the variety of resources available. Therefore, parents and families may have to search several websites before finding much-needed information. It would be more beneficial to parents and families if they were able to locate resources in one place without conducting a timely search. A new “Hub” or one-stop destination where parents and families can find vetted early childhood information.</p> <p>Response - DECD is currently working on updating the website to be more accessible. The state’s new family engagement community Hub website, <i>Maryland Families Engage</i> will be in compliance with Section 508 (Internet Accessibility Policy). It will adapt to different screen resolutions (i.e. access from a mobile, iPad, computer,</p>



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	<p>etc.). In addition, the new website will house a variety of early childhood information.</p> <p>pg. 24 Can providers have the option to receive a call back for questions or issues with understanding language? Can consumers have access to real-time technical assistance from a live person or a website navigator? The website should offer a functional “search” feature. Can we offer a customer service help-desk line to assist parents and families with understanding the information?</p> <p>pg. 27 Recommended to add Maryland EXCELS providers under the current list of providers.</p> <p>pg.29 Conversation regarding LOCATE and future advertising efforts. When a parent has a child and they are looking for child care, how do they know where to look? How can we offer our consumers more access and knowledge?</p> <ul style="list-style-type: none"> ○ Many parents do not associate MSDE with child care; and do not use the same keywords we use when searching for or discussing child care. This can limit the types of resources they generate when searching for information. ○ When parents attempt to look for information, they most likely type “child care near me” into the search engine. When they search by region, the search results are more likely to include child care vendors or advertising. ○ Most Maryland families care more about location, providers and the county where services are offered. Regulated child care and parents do not understand the difference between quality and regulated child care. ○ New research from the Trust for Learning states that parents and families simply do not understand how to determine if a provider offers quality child care. In most cases, their options are based on affordability. ○ Parents do not know whether or not their child care providers are published on the Maryland EXCELS website. MSDE is looking for ways to address this concern (i.e. adding stickers on providers’ doors to promote participation in EXCELS.) ○ We also need to recruit the state’s doctors and pediatricians to help advertise quality child care by distributing postcards and/or fliers for office displays. Key Stone Stars in Pennsylvania used a similar approach. Can we use Read Out and Read? ○ Libraries used to have a list of licensed child care programs in their area to better help families find childcare. Can libraries continue to offer this



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	<p>service by using technology?</p> <ul style="list-style-type: none"> ○ Is MSDE driving families to EXCELS? Is there a Plan to study child care cost versus published EXCELS levels? ○ We need to use more marketing techniques to make sure the message gets out to all families. We need to develop a statewide public awareness campaign with consistent messaging and branding. The campaign should include adaptable templates for each jurisdiction to modify and use. An example is the Family Engagement “It’s Never Too Early To ...” public awareness campaign. ○ With this approach, stakeholders would have access to a MSDE-approved electronic promotional toolkit. The Toolkit would enable each jurisdiction to download materials with marketing materials (i.e. flyers, stickers, press releases, fact sheets, and graphics) to promote childcare resources in their communities. ○ Since parents and families communicate through technology and social media, advertising on Twitter and Facebook would also be helpful. <p>Question regarding if LOCATE screens out childcare programs with complaints?</p> <p>Response from MFN - LOCATE: Child Care is a computerized resource and referral database operated by the Maryland Family Network that contains information on all regulated childcare in Maryland. This is a free service that provides telephone counseling during weekdays, and an internet-based service is available 24/7. Funded and managed by MSDE Division of Early Childhood Development Office of Child Care (OCC), MFN works with OCC to make sure all programs on the LOCATE: Child Care database are operating in good standing with the regulations governing childcare. More information on LOCATE: Child Care can be found at: http://www.marylandfamilynetwork.org/what-is-locate%3A-child-care/</p> <p>pg. 30 (b) The language is confusing. From the definition of substantiated prior (see above) it seems as if the definition changes?</p> <p>There is not a 2.4 and 2.5 section under the State Plan. The table of contents and sections do not align in this section. It seems as if we are missing sections.</p> <p>pg. 33 There is a concern about including partner names other than the ones mentioned because there are other partners at the regional level.</p>



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	<p>pg. 34 More grammatical errors:</p> <p>pg. 35 Check letters E and F.</p> <p>pg. 35 Tense errors and spelling errors.</p> <p>pg. 43 Spelling errors</p> <p>There will be an opportunity for public comment after gathering stakeholders' feedback. The Plan is conducted every three years.</p> <p>There was a request to have one place to find everything. What will happen with the University of Maryland family engagement website <i>Family Connect</i> and the animated videos?</p> <p>Response – MSDE is working to get this information as well as additional information in regards to the consumer education for parents and families all on one website with our new family engagement community Hub website <i>Maryland Families Engage</i>.</p> <p>pg. 8 Add MD State Libraries to the list of partners.</p> <p>Does this Plan include school-age children for before and after care? Response – Yes, if they are licensed.</p> <p>Name correction: In 2014, the association became The Maryland Association of Public Library Administrators. The name on the Plan needs to be corrected.</p>
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