



SF3C

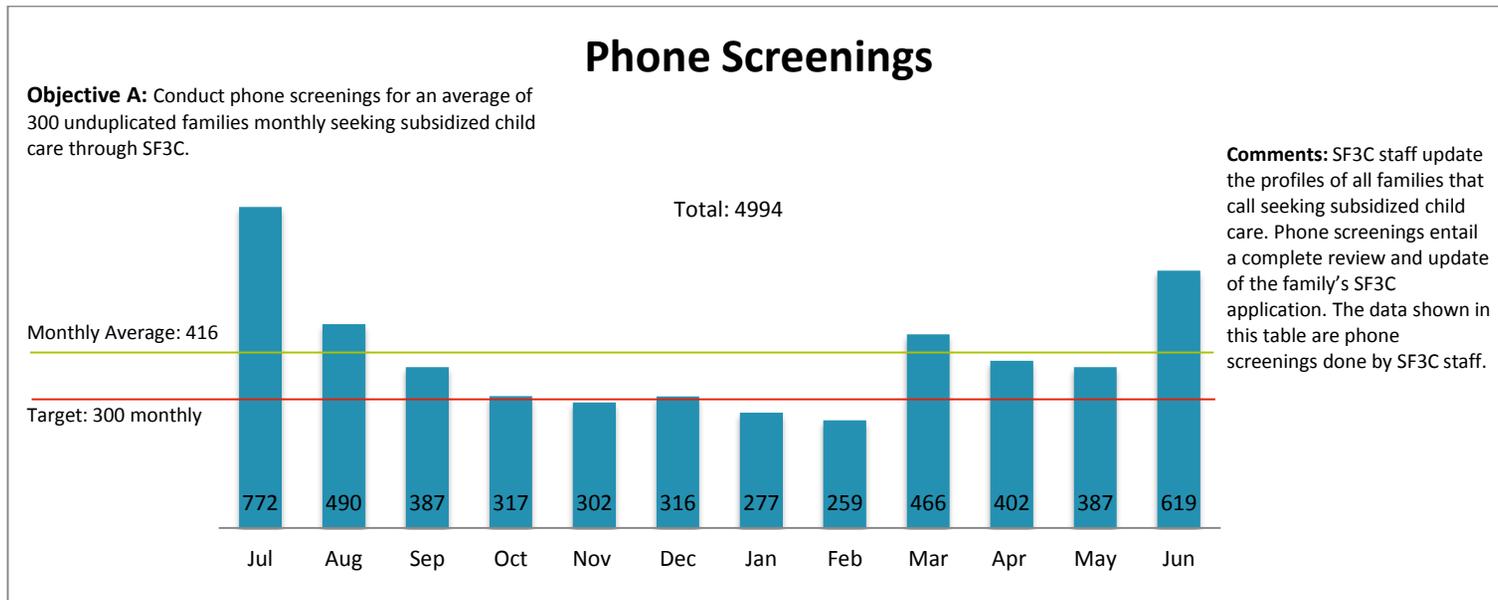
Annual Report

2015-2016

Service and Outcome Objectives

I. Conduct phone screenings for an average of 300 unduplicated families monthly seeking subsidized child care through SF3C

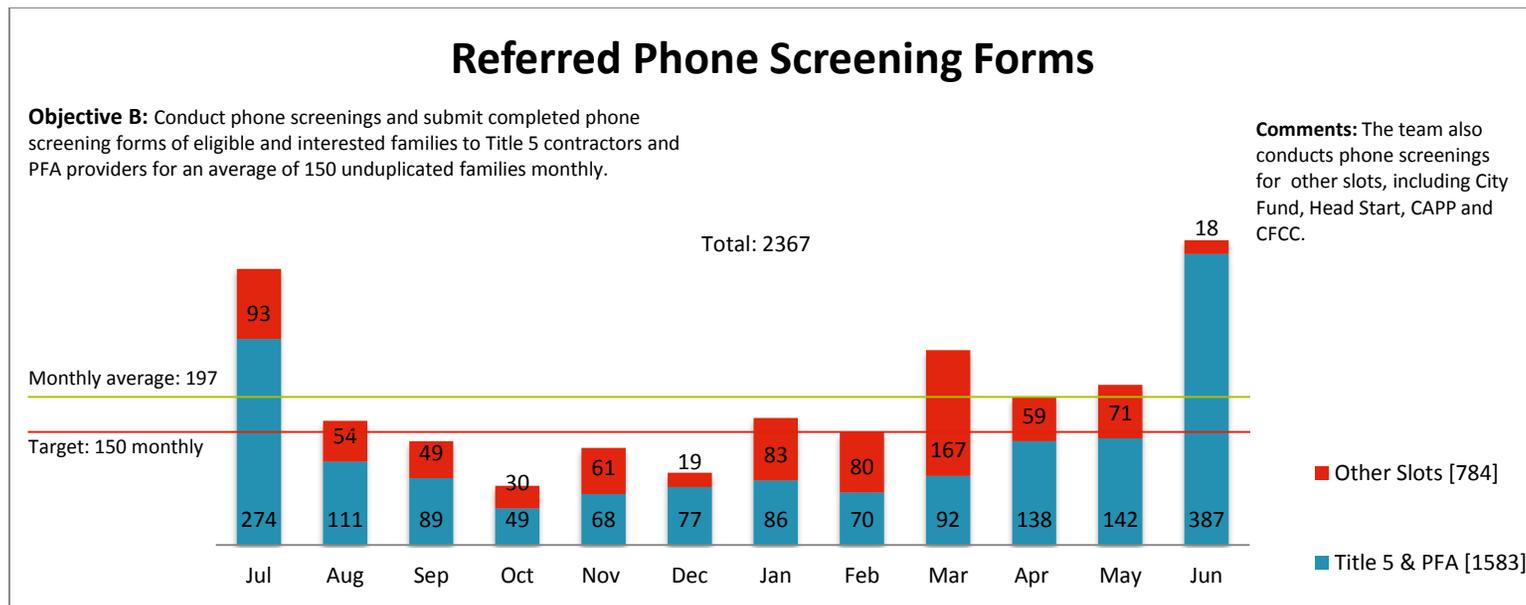
The team conducted a total of 4,994 phone call updates that included phone screens of families and complete review and update of the family's profile. The monthly average of 416 updates exceeded our target number. All families responding to being pulled and/or calling SF3C staff directly to give an update of their information get their profile updated.



Service and Outcome Objectives

II. Conduct phone screenings and submit completed phone screening forms of eligible and interested families to Title 5 contractors and PFA providers for an average of 150 unduplicated families monthly

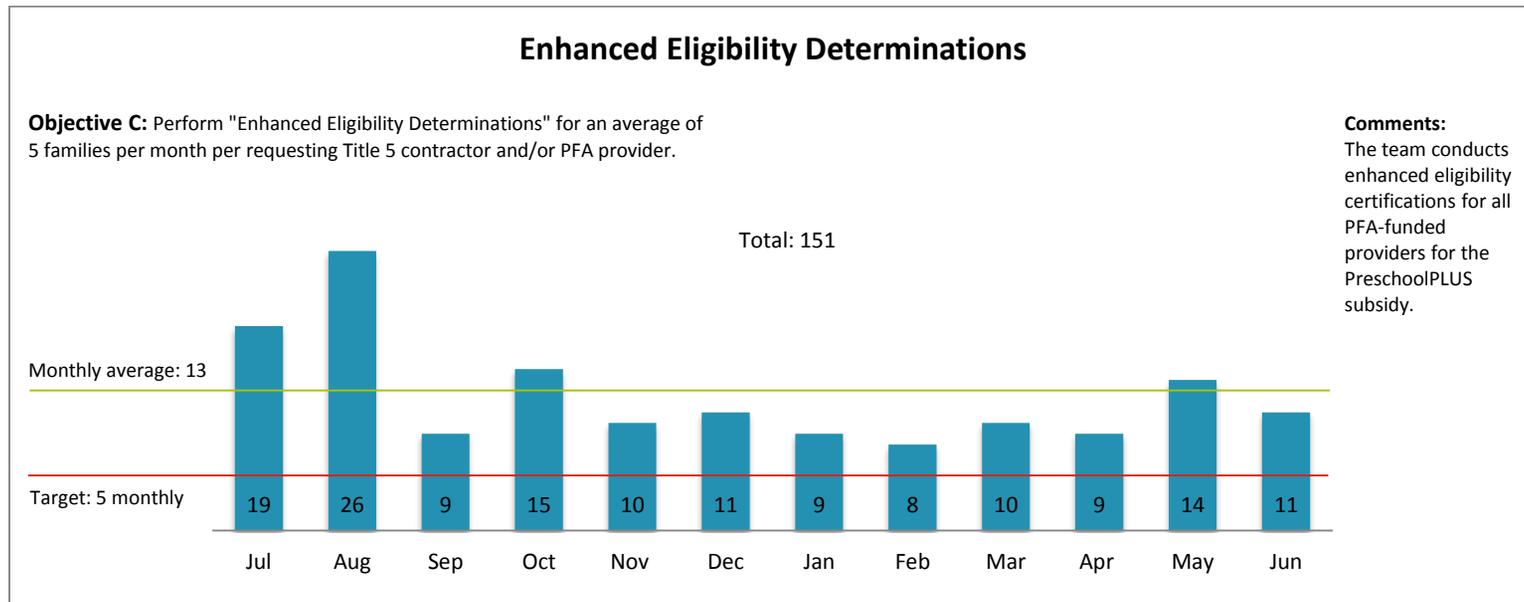
The team completed a total of 1,583 phone screenings/referrals to providers for families whose children had been selected for a slot with a Title 5 or PreschoolPLUS provider. 784 families whose children had been selected for other slots were phone screened and referred. The total monthly average was 197, while the total monthly average for only Title 5 and PFA referrals stood at 131 phone screens/referrals. In accounting for full scope of work of the program and referrals to providers in its entirety, this target was met.



Service and Outcome Objectives

III. Perform "Enhanced Eligibility Determinations" for an average of 5 families per month per requesting Title 5 contractor and/or PFA provider

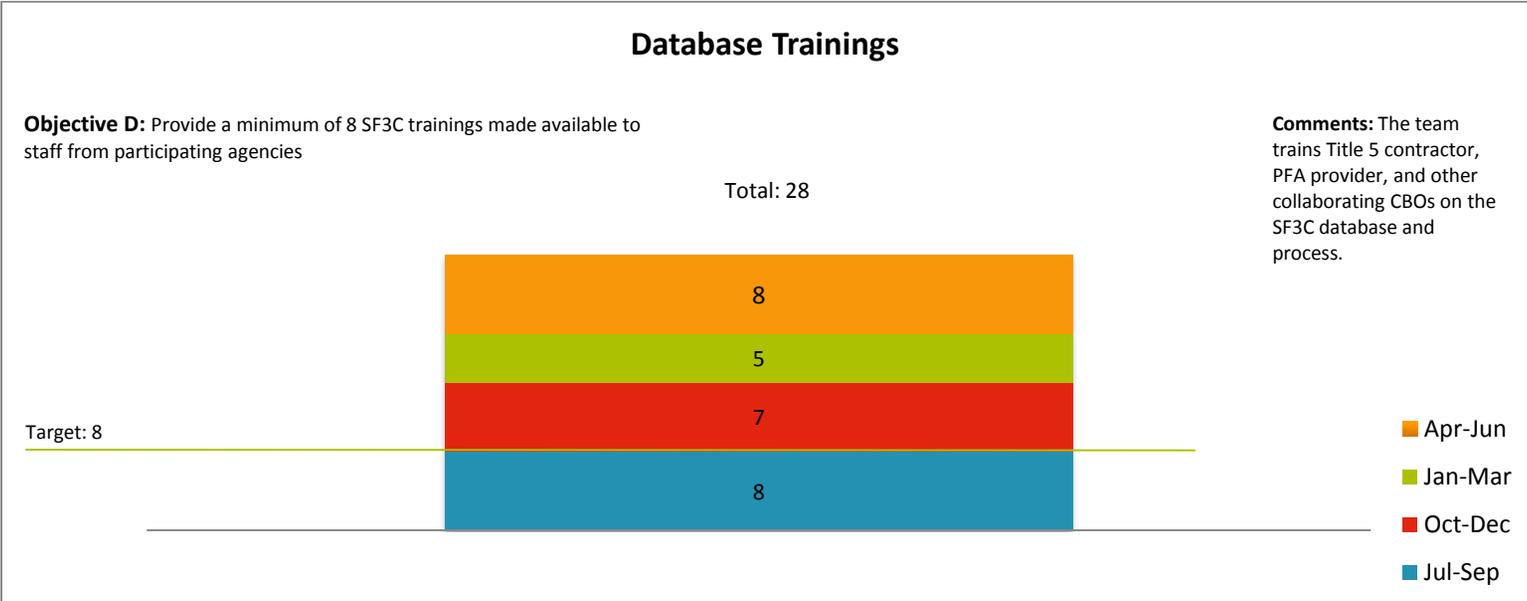
The team conducted a total of 151 enhanced eligibility determinations for requesting PFA providers with a monthly average of 13. We far exceeded the target and welcome the opportunity to certify families and being able to offer them the additional support through Children's Council programs.



Service and Outcome Objectives

IV. Provide a minimum of eight SF3C trainings made available to staff from participating agencies

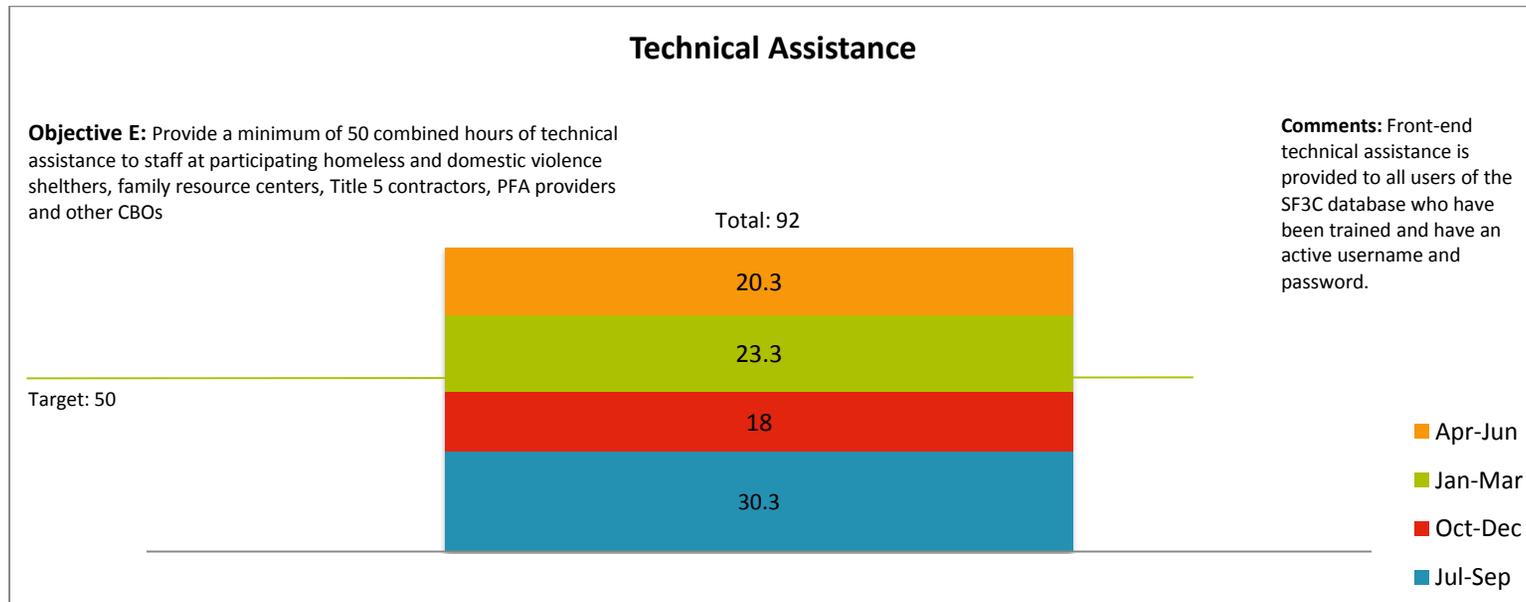
The team conducted a total of 28 SF3C trainings for staff from participating contractors, far exceeding our target. SF3C is very responsive to contractors requesting support from staff or understanding in utilizing the database.



Service and Outcome Objectives

V. Provide a minimum of 50 combined hours of technical assistance to staff at participating homeless and domestic violence shelters, family resource centers, Title 5 contractors, PFA providers and other CBOs

The team provided 92 hours of technical assistance to staff at participating shelters, family resource centers, contractors, providers and other CBOs that use SF3C to enter families into the database or select children into their programs.



Service and Outcome Objectives

A. In a survey of families, to be conducted by the Grantee by March 31st of each FY, a minimum of 70% of the families responding will rate the services of SF3C Need & Eligibility Specialist as “helpful” in understanding the subsidized child care eligibility list and subsidy options. Respondents will report a minimum of 3 of a scale of 1 to 5, 5 being “extremely helpful”

While 61% of families responding to the survey indicated that Children’s Council staff were helpful, quite helpful or extremely helpful in understanding the subsidized child care eligibility list and subsidy options (slightly below our goal of 70%), a review of parent comments indicates that parents’ satisfaction levels were impacted by their inability to obtain child care. For example, many parents expressed frustration with not being contacted for a child care offer, and many noted they had been waiting for over a year. Others asked for updates on when child care might be available and requested more live contact with SF3C staff. Please see Appendix for additional details on the survey conducted.

Over the next year, we will be working to improve customer service. Specifically, we are working more closely with the Parent Services Department Resource & Referral staff to streamline services to pre-screen clients who walk- or call-in to the R&R room and have solidified an enhanced notification process for families served by our Inclusion staff to streamline the communication between teams and to families.

B. In a survey of SF3C participating Title 5 Contractor staff, to be conducted by the Grantee by March 31st of each FY, a minimum of 75% of survey responses will indicate that the SF3C Need & Eligibility Specialist was “helpful” in placing children into open child care slots as requested by the Contractor. Respondents will report a minimum of 3 on a scale of 1 to 5, 5 being “extremely helpful”

Of contractor staff responding to the survey, 91% rated Children’s Council staff as helpful, quite helpful or extremely helpful in assisting them with placement of children in slots (i.e. they selected 3, 4, or 5 score on the 5-point scale). Please see Appendix for further details on the survey conducted.

Overall, contractors responding to the survey expressed their satisfaction with SF3C staff in placing children into their open child care slots. Almost all (91%) indicated that staff were helpful, quite helpful, or extremely helpful in the process. Similarly, over 85% of contractor respondents indicated that SF3C staff were good listeners, courteous and professional, communicated well, and understood their needs and concerns. Written comments from most providers expressed appreciation for individual SF3C specialists and their helpfulness and responsiveness, although some requested more communication about pull outcomes that do not result in pre-screening forms. In response to a question about how to best support contractors, most wrote in with suggestions for database improvements.

Key Accomplishments and Challenges

Key Accomplishments for the Year

Systems Analysis

- In September 2015, we conducted a SF3C systems analysis that found that a preschool-aged child was pulled from the database an average of 3.25 times. We attributed the multiple pulls to the one-to-one SF3C matching process. To address this shortcoming and speed up placements, we began an “open-matching” pilot with San Francisco Unified School District (SFUSD) in April 2016. In the pilot, SF3C staff offer families slots at multiple sites simultaneously. Families who respond are offered a slot in one of the 17 SFUSD’s California State Preschool Part Day Program contracted sites. We help families prioritize their choice by neighborhood and hours needed for child care.

Thus far, we have pulled 749 children on SFUSD’s behalf. From the 378 family responses, we have screened 201 families and, as of the writing of this report, confirmed 62 enrollments. The pilot will continue through October, at which point we will assess the effectiveness of the approach and make recommendations to the Data Advisory Committee. To date, the challenges to enrollment that we have encountered mirror those in SF3C generally: families that decline available slots typically do so because they want full-time care, despite many selecting part-time care as an option in their profiles. In addition, as contractor pulls increase overall during the peak enrollment period, SF3C staff are less available to proactively follow up with non-responsive families.

Prepared Families for Preschool Enrollment

- Beginning in December 2015, Children's Council's Child Care Resource and Referral and SF3C staff conducted expanded outreach to the families of 1,561 academic two- and three-year-old children in the SF3C database to help prepare them for preschool enrollment, understand the preschool enrollment timeline, update their family profile, and help families select at least two preferred providers. Compared to last year, we began outreach three months earlier this year to give families additional time to prepare. We reached and updated the profiles of nearly half (748) of the children. Nearly 40% (594) of the children’s families were unreachable during the timeframe of the update. The remainder (219 children) were inactivated per the family’s request.

Staffing

- In January 2016, we hired Anne Morrison as the new manager of the program. Anne brings expertise in statistical and policy analysis on a range of issues facing low-income families. She holds a Master’s Degree from UC Berkeley’s Goldman School of Public Policy.

Key Accomplishments and Challenges

Increased Efficacy of Contractor Pulls

- In February, we surveyed contractors to compare the number of slots that were going to be available to the number of children waiting on SF3C. Contractors anticipated 1,072 slots for three- to five-year-old children, compared to 1,309 active three- to five-year-old children on SF3C. We used this information to work with contractors to make their pulls more effective. For example, staff worked with contractors one-on-one to strategize pull criteria to increase family responses and generate more successful matches.

Contractor Site Visits

- Over the course of the year, we conducted seven site visits to contractors to learn more about their programs, build better relationships with their staff, and provide them with technical assistance, in addition to the database trainings and technical assistance provided per our contract objectives.

Increased Internal Coordination

- Finally, the SF3C team collaborated more with our Child Care Resource and Referral team to improve overall coordination and effectiveness. For example, SF3C staff were trained on subsidy eligibility for all child care programs in San Francisco. In addition, we co-located SF3C staff with the R&R team to respond to walk-in families.

Number of Families Served, and Demographics of Those Waiting

A total of 6,971 children from 6,078 families were served over the course of FY15-16. To calculate this number, we combined the number of children and families waiting for child care at the end of June 2015 with those entering the eligibility list for the first time during the fiscal year. Specifically, 3,702 children from 3,141 families were on the SF3C list waiting at the end of June 2015.

The number of children waiting for financial assistance remained relatively constant throughout the year at about 3,500.

Typical demographics of those waiting for financial assistance are:

- Children ages birth to 3;
- Asian and Hispanic/Latino;
- Parents working or actively seeking employment.

Key Accomplishments and Challenges

Key Challenges Identified

The antiquated SF3C database created challenges to making improvements to the system. For example, although we successfully rolled out the enrollment page in December it still is not yet working properly. We also experienced technical glitches with a phone system upgrade in December, April and May, which temporarily disrupted the automated robo-calling and texting functions. Fortunately, because we were still sending hard copy letters and emails and proactively calling unresponsive families, families were still notified of offers for available slots. Because it is so easy to disrupt functions of the database, we will not make additional changes until the system is upgraded, which we expect during 2017.

Appendix

Results from the SF3C Parent Survey – June 2016

Overview

The Children’s Council surveyed families who were active members of on the SF3C list as of June 2016 to learn more about their experiences and satisfaction with the SF3C database and support staff service. The survey was electronic and translated into English, Spanish and Chinese language. Email invitations were sent to all active members of the SF3C database. Of the 1,529 SF3C participants surveyed, 195 completed it, yielding a response rate of 13%. Of these responses, 53% (103) were in English, 12% (24) were in Spanish and 34% (66) were in Chinese.

1. How helpful was the staff in explaining possible child care openings/slots and the next steps in the process?

61% of families who responded believed that Children’s Council staff were helpful, quite helpful, or extremely helpful (i.e. they selected 3, 4, 5 score on a 5-point scale)

While 61% of families indicated that Children’s Council staff were helpful, quite helpful, or extremely helpful (below our goal of 70%), parent comments revealed that parents’ satisfaction levels were impacted by their inability to obtain a child care slot. For example, several parents expressed frustration with not being contacted for a child care offer, and many noted they had been waiting for over a year. Other parents asked for more information about subsidized child care and increased live contact with SF3C staff.

2. Think about the staff from Children’s Council SF3C that assisted you. Please rate the following statements on how responsive and helpful their service was regarding the following elements:

- a. Good Listener – 76%
- b. Courteous and Professional – 76%
- c. Communicated Well – 73%
- d. Understood Your Needs and Concerns – 71%

Appendix

Results from the SF3C Contractor Survey – June 2016

Overview

The Children’s Council surveyed contractor staff who were active members on the SF3C list as of June 2016 to learn more about their experiences and satisfaction with the SF3C database and support staff service. The survey was electronic. Email invitations were sent to staff from all participating agencies in the SF3C database. Reminders to complete the survey sent on three occasions. Of the 126 contracting staff who were surveyed, 22 completed it, yielding a response rate of 17%.

1. How helpful were the SF Child Care Connection (SF3C) Specialists in helping you place children into open child care slots?
91% of contractor staff who responded believed that Children’s Council staff were helpful, quite helpful, or extremely helpful (i.e. selected 3, 4, 5 score on a 5-point scale)

2. Think about the SF Child Care Connection (SF3C) Specialists that assisted you. Please rate the following statements on how response and helpful their service was:
 - a. Good Listener – 91%
 - b. Courteous and Professional – 91%
 - c. Communicated Well – 86%
 - Understood Your Needs and Concerns – 86%

Overall, contractors responding to the survey expressed their satisfaction with SF3C staff in placing children into their open child care slots. Almost all (91%) indicated that staff were helpful, quite helpful, or extremely helpful in the process. Similarly, over 85% of contractor respondents indicated that SF3C staff were good listeners, courteous and professional, communicated well, and understood their needs and concerns. Written comments from most providers expressed appreciation for individual SF3C specialists and their helpfulness and responsiveness, although some requested more communication about pull outcomes that do not result in pre-screening forms. In response to a question about how to best support contractors, most wrote in with suggestions for database improvements.