Iowa Child Care Resource & Referral (CCR&R) recognizes the important work of child care providers. We are tasked by the Department of Human Services (DHS) to support programs, assist families searching for care and connect with communities struggling to provide services for children.

We are excited to share that CCR&R’s strategic child care services, provided in all 99 counties, meet or exceed the goals set by DHS.

In Fiscal Year 2022, our top priority includes supporting programs that are re-opening or struggling to stay open while also engaging in the recruitment of new programs.

Respectfully,

CCR&R Regional Directors
Melissa, Mary, Deb, Lora & Becky

"Emotionally nourishing relationships lay the foundation for lifelong health and well-being. When Iowa’s infants and toddlers spend some part of their day with caregivers other than their parents, it is critical all children and families who need it have access to high-quality child care with knowledgeable and experienced providers."

Funding
Funding provided by the Iowa Department of Human Services through the Child Care Development Fund

Additional Funding
Early Childhood Iowa, United Way, Community Programs
Our website features services and resources for providers, families and communities. On average, we have over 20,000 visits each month!

We utilize multiple platforms to reach Iowans with information about quality child care - Facebook, Twitter, Instagram and YouTube - with over 21,000 followers.

Direct marketing emails are sent for CCR&R and DHS updates - sending to over 8,000 contacts.

Direct marketing texts are sent for CCR&R and DHS updates - sending to over 13,000 contacts.
CONSULTATION SERVICES

Child Care Consultants are responsive. The child care profession continues to be impacted by COVID-19, staffing shortages and enrollment issues. At the same time, new funding opportunities and programs are being released and made available. Child Care Consultants are quick to adjust and respond to support the needs of child care providers across the state.

Both in-person and virtual site visits were offered to providers to maximize time and control the spread of COVID-19. In 12 months, 6,390 in-person and 1,141 virtual visits were held. In addition, 46,986 technical assistance services were offered.

New consultation support for this fiscal year includes Child Care Consultants assisting 261 providers to claim $27 million for a new funding program. In April 2021, the Department of Human Services (DHS) announced the availability of this new funding program, Investing in Iowa’s Child Care (IICC). The IICC program is intended to increase the availability of child care throughout Iowa. It is administered with funds from the Coronavirus Response and Relief Supplemental Appropriations Act of 2021.

Funding was available for programs that are licensed or registered by DHS or were seeking to be licensed or registered by DHS. There were three types of funding available: Start-up funding, Expansion funding and Urgent Regulatory funding. Child Care Consultants provided technical assistance on completing the application, budget and claiming process.

CCR&R introduced a new online system for parent referrals and data tracking. The new system now allows child care programs to update their own information. Our Child Care Consultants are helping them learn how to update the information online. Information programs can now upload themselves includes days and times open, rates, number of openings by age, information about the program to share special areas of expertise or experience (i.e. experience with special needs, certifications, etc.) and add pictures of the program for marketing to families.

Child Care Consultants helped programs finalize applications for Iowa’s Quality Rating System, with 1,300 programs achieving their QRS rating through March 31, 2022.
The Iowa Quality for Kids (IQ4K®) program is Iowa's new Quality Rating and Improvement System. Child Care Consultants are partnering with programs to offer assistance in working through the steps to achieve their first building blocks. To do this, consultants are ensuring providers are enrolled properly in the DHS Professional Workforce Registry (i-PoWeR) and assisting with the assessment of nutrition/physical activity plans, family/community partnerships, environment layout and much more! An exciting new feature of IQ4K is that applications are completed online and mailing large packets of paper is a thing of the past. Our Child Care Consultants help programs start their applications online and upload documentation as needed.

CCR&R staff released a new version of ChildNet 3.0 for home providers. This series is a continual quality improvement professional development class with a certification process. Providers completing the training are eligible to go through the certification process by working with a CCR&R Child Care Consultant. During the last year, 306 home providers have completed ChildNet 3.0.

Our Child Care Consultants continue to provide consultation and technical assistance on a variety of topics. They continue to learn new programs, technology and resources so they are available to support programs to the best of their ability.
CCR&R has made a commitment to offer high-quality, foundational professional development opportunities to child care businesses.

CCR&R Training Specialists have spent the last year rebuilding the delivery system for ongoing professional development, adding additional online services!

We were able to add next-level professional development for new topics including:

- Social-Emotional Development
- Developmentally Appropriate Practice
- Anti-Bias
- Financial Management
- Loose Parts Play & Exploration
- All Our Kin Business Series
- Welcome to the Board
- and more!

New grants were also instrumental in being able to offer training and supplies:

- Autism training with over 430 first aid kits distributed
- Emergency Preparedness for Child Care Programs with the distribution of evacuation cribs, buggies, fire extinguishers, lanterns and more

Training Specialists are making plans for updates to the statewide professional development policies, adding an instructor resource page and assisting child care programs with updates to their facility data in the Professional Workforce Registry (i-PoWeR). Keeping i-PoWeR data up-to-date will be instrumental for programs applying for Iowa Quality for Kids (IQ4K®).
Certificates

11,274 Certificates issued for all training types by all funding sources

5,903 DHS Funded

5,371 Blended Funding Sources

Face-to-Face

3,234 Training hours offered by all funding sources

Virtual

1,121 Training hours offered by all funding sources
CCR&R works directly with providers to complete the necessary paperwork for their application to be a registered Child Development Home provider. During this process, CCR&R staff are able to build connections with providers while guiding them through Iowa’s regulation process. They can meet one-on-one with the provider to go through the information either virtually or in-person, are available by phone or email, and can also offer translation services to non-English speaking providers. This year, we have stepped up our technology game and are now able to offer fillable forms for providers.

In addition to our one-on-one service, we offer a program called Child Care Ready, which gives providers a chance to network while completing the process of an application. These sessions have been held virtually and in-person. Each session highlights a different part of the application and offers a space for providers to not only network with each other, but breaks down the steps taken to complete their application. This can make it seem less overwhelming and give providers time to work with a CCR&R team member.

Funding provided by the Iowa Department of Human Services through the Child Care Development Fund
7,160
TECHNICAL ASSISTANCE
CCR&R staff assisted providers with education and guidance to complete their registration application packets for DHS.

284
APPLICATIONS
CCR&R submitted applications to DHS for new Child Development Homes (CDH) and Child Care Homes accepting Child Care Assistance (CCHA).

31
CHILD CARE READY
CCR&R offers an accelerated professional development series designed to help individuals seeking a career in early childhood education.
CCR&R is dedicated to assisting providers, families and communities to be prepared for a variety of emergency situations. For the past three years, CCR&R has partnered with the Department of Human Services (DHS) and Child Care Aware of America through the “Enhancing Preparedness and Response Capabilities for Early Learning Providers, Families and Children” disaster grant to improve the availability of planning resources. Child care businesses have access to:

- Written planning documents, templates and resources
- Short videos explaining how to write emergency plans and utilize the forms
- In-person training, Emergency Preparedness for Child Care Programs, a six-hour training designed to help all child care providers be prepared for handling emergency situations
- Tips on talking to families about emergency preparedness
- Emergency supply kit lists
- Links to local and national resources

In addition to child care providers, CCR&R staff also have new resources available to help advocate for emergency preparedness. PowerPoint presentations and talking points have been created to help CCR&R staff build relationships with emergency managers and local foundations.

Our statewide workgroup collaborates with DHS and works with local communities to help gain information during and after a disaster. This information is used to update the database for parent referrals looking for alternative child care due to the impact of an emergency. Also, the data is shared with DHS to help determine if additional follow-up, support and resources are needed.

This year, CCR&R added an Emergency Preparedness webpage just for parents! We have many resources to assist families with starting their own emergency plan.
Website

41 Templates & Tools
18 Instructional Videos

EP Supplies

72 Evacuation Cribs
28 Six-seat Buggies

Planning

1,170 Emergency Preparedness Consultation/Technical Assistance for Child Care Programs
Our Parent Services team is excited to have additional ways to connect families with our free referral system. Our goal is to reach more families and assist with finding programs that meet their child care needs. CCR&R values the opportunity to help parents understand what quality care should look like and help them find services for their children.

When a family connects with CCR&R Parent Referral Specialists, we take time to share some educational tools regarding quality care and offer assistance to families so they can explore all of their options.

This past year, our marketing efforts expanded to reach more Iowa families by:

- Adding a postcard to the Iowa birth certificate mailing
- New parent services video highlighting services
- Updating our online referral system and families webpage
- Implementing a text campaign
- Mailing of parent resources to statewide partners
- Creating new displays for community events
- Refreshing our “Guide to Choosing Quality Child Care” booklet
Whether parents call, email or search online - our Parent Services Team shares educational resources to help understand quality child care services.

Online referrals allow parents to search for child care any time of the day. Filters are customized for each referral.

This texting tool is the latest edition of our parent referral marketing efforts and offers a way for parents to connect with our online referral options by texting.
COMMUNITY PARTNERS

Our Community Development Specialists work with community partners, businesses and agencies that are looking to find child care solutions for their local areas. Many of Iowa’s parents struggle to find the right child care fit for their family so that they can enter or remain in the workforce. Since CCR&R is Iowa’s #1 Resource for Everything Child Care, our team has been busy partnering with communities and sharing resources to help child care businesses be successful.

Did you know that we have a free parent referral service for families that are looking to find child care? Well, a lot of parents don’t! We advocate for quality child care – but how can parents choose quality without knowing what quality child care looks like? Our team has partnered with many family programs around the state to educate parents about choosing quality care for their children, as well as many other topics surrounding child care. This education can help ensure that parents and families find the right fit for them and their child(ren) so that all members in the family feel safe, happy and healthy.

Many communities see the need for increased child care options, but where should they start? Start with CCR&R! Our Community Development Specialists are available to provide resources and insight into the world of child care in order to inform and aid with developing goals for leaders in our communities.

This year, one of our partnerships included a Medical Director of Operations along with other family support agency representatives to identify goals around adding child care to that community. We discussed recruitment of new providers, retention of current providers, data on local child care options, how to partner with other agencies and supplied several resources for use with clients. This relationship is valuable to the community and to the effort of gaining quality child care providers.

CCR&R loves to participate in events and fairs to share the word about our free services. Over the past year, we made connections with several local police departments to be involved in community safety events for families and children. We want children to be healthy and safe, so discussing topics such as child care program registration and licensing requirements can help parents make informed decisions about the child care program they choose. And of course, this is a great avenue for recruiting new providers into the profession! These types of events give us a chance to connect with parents, community members/leaders and children who are looking to have fun, learn more and obtain some awesome resources!

If you’re wondering about the types of partners that we work with – the sky is the limit! Check out some of the unique entities we’ve worked with this past year. You know what they say – raising a child takes a village, so contact CCR&R today!
Presentations:
- Parent Groups: 47
- Community Partners: 349

Events:
- Fairs: 190
- Communities of Practice, Peer to Peer Collaborations: 66
Hooray!!

This program is IQ4K rated!

Stay Connected with us!

855-244-5301 or 855-Child-01

www.IowaCCRR.org

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@NEIOWACCRR - CCR&R of NE Iowa
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