This report represents CHILD CARE COUNCIL OF KENTUCKY INC's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

**Mission:**
The Child Care Council of Kentucky (CCC) is a visible community resource, committed to offering access to affordable, quality early care and education. Our pledge is to promote, expand, and enhance services that improve the quality of life for all families, children, and early care professionals in Kentucky.
The content of this Charting Impact Report is the sole product and responsibility of CHILD CARE COUNCIL OF KENTUCKY INC. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s *Standards for Charity Accountability*. For more information on Charting Impact, visit [www.guidestar.org/chartingimpact](http://www.guidestar.org/chartingimpact)
1. What are we aiming to accomplish?

The Child Care Council of Kentucky (CCC) is the trusted leader in the field of early care and education. Annually the CCC Professional Development Program offers approximately 900 classes and trains an average of 13,000 participants face to face. In addition 25+ online classes are generally offered and 1800 or more participants took advantage of the convenience of distance learning to meet their personal schedules. These professional development hours of training annually reach over 3,000! All classes meet the state requirements and regulations related to child care. When educating child care providers it is imperative that they receive the best in training. Knowledge gained through training is directly applied into the classroom to improve quality. As a non-profit the CCC actively raises funding to keep the cost of training at low cost or no cost to the participant. The majority of early care classes are offered by the CCC. Research shows that the education of the child care provider is directly related to the success of the children in their care. Children deserve the best in early care and education. The Child Care Council of Kentucky works diligently to stay current on topics of educational interest to providers. CCC staff spend hours researching trends and developing new trainings on topics related to social and emotional well-being, literacy, math, science, art, music, nutrition and family involvement. Involving the family in the child's early care is a crucial factor in determining success when entering school for the first time. It goes hand in hand with the education of early care providers. Educating parents on how to choose quality child care is an on-going goal of the Child Care Council of Kentucky. Resources for parents are available through the CCC website, at community resource fairs, educational events, and through parenting classes. Parent resources regarding quality child care are also distributed through the Child Care Assistance Program offices located in 120 counties in Kentucky. The Child Care Assistance Program (CCAP) is a human service program made available through funding from the Cabinet for Health and Family Service, Division of Child Care. This program assists low income parents with the high cost of child care. The CCC was awarded a contract to administer this program and funds are restricted 100% to program management. Other restricted funding to the CCC is provided through a sub-contract with the University of Kentucky, Human Development Institute, which includes the Child Care Aware services of technical assistance for child care centers, coordination of training and community outreach. As the local Resource and Referral Agency since 1984, the CCC can provide assistance with any questions regarding child care.

2. What are our strategies for making this happen?

The Child Care Council of Kentucky (CCC) has been educating central Kentuckians on the importance of quality child care since 1984. Under the current leadership, staff at the CCC work as a team to "think outside of the box" when setting goals for the future. Through constant research and monitoring of trends the CCC continues to stay ahead of the game when developing new and innovative ideas. With the information highway right in the palm of your hand it makes sense to recognize that information on locating and choosing quality care should be easily accessible to parents. The CCC took this into consideration and developed a smartphone application called the Child Care Finder. This is the first application of its kind in the country. Technology dictates the world and the ease of online websites have made resources available around the clock, 365 days a year. The CCC has built a website that offers a variety of resources to parents, child care providers and the community at-large. Distance learning allows providers to train at their own pace on their own time. The ability to build computer programs relating to organizational operations gave the Child Care Council of Kentucky an edge when submitting the Request for Proposal for the statewide contract for Child Care Assistance. Having been awarded the contract the CCC was able to streamline and formulate methods that make in house procedures operate more efficiently, thereby providing better customer service to those served. By applying the approach of staying well informed and ahead of the game the CCC has been able to expand services for families, children and child care providers. In 1984 CCC served people in 17 counties and today serves people in all 120 of Kentucky. Long term goals have always been to educate child care providers, parents and community partners. All children of Kentucky deserve to have access to quality child care and to become prepared to succeed.
3. What are our organization's capabilities for doing this?

A proven track record with 30 years of experience gives the Child Care Council of Kentucky (CCC) the ability to remain a leader in the field of early care and education. The CCC searches for and employs the best people for each and every job throughout the agency. 19 staff members have been employed with the agency for over 10 years and several of those have been employed since 1997. When the CCC was awarded the contract for management of the statewide contract for the Child Care Assistance Program (CCAP) administrative staff hired many staff that had been with the program for 10 plus years and several who had been with CCAP program since 1997. The CCC benefits from a strong Board of Directors made up of highly visible community members who, guided by the CCC mission, are committed to strategically leading the agency to long term success. With thirty years of experience the CCC has built many strong relationships in the child care field. These include but are not limited to: * The Cabinet for Health and Family Services, Department for Community Based Services, Division of Child Care, * The University of Kentucky, Human Development Institute, Child Care Aware of Kentucky, * Fayette County Public Schools, * United Way of the Bluegrass, * PNC Foundation, * Community Action Council, * Community Early Childhood Councils * National Association of Child Care Resource and Referral Agencies, and * Partners for Youth The budget of the CCC consists of dollars that are directly dedicated to the operation of certain programs. These contract dollars cannot be spent for any other purpose. The CCC general fund generates unrestricted funds that can be used to promote, enhance and expand services to families, children and child care providers. Funds are produced through grants, donations, fundraising events and fees from the Professional Development Program.

4. How will we know if we're making progress?

Because the Child Care Council of Kentucky holds a major contract with the state of Kentucky and a sub contract with the University of Kentucky and CCC is monitored on a regular basis using tools provided. A site visit is also required to monitor the progress of these contracts. Additionally, funding provided through grant awards from the United Way of the Bluegrass, the PNC Foundation and Partners for Youth, Fayette County Public Schools and others require reporting and monitoring of progress. Reports on numbers of participants, agency contacts, demographics, quality control, program evaluation, staffing, and customer satisfaction are required on a quarterly basis. As an agency the CCC monitors all website activity and generates reports on a monthly basis to assess and improve services. The agency has built systems to track CCAP claims and file reviews. The Board of Directors receives a statistical report, reviews all monitor reports and any plans of action that may occur. In addition, the Board of Directors receives a monthly copy of the financials to monitor progress and to assure that the agency is fiscally sound.

5. What have and haven't we accomplished so far?

The Child Care Council of Kentucky is deliberate in its approach to long term impact as indicated through the steady growth of the agency. In 1984 CCC had a staff of two people. With vision and insight leadership chose to move forward. The agency began to apply for funding to increase the ability to provide training to child care providers in 17 counties of the Bluegrass Area Development District. In 1997 a program for assistance to low income parents to help pay for quality child care became available and the agency began to build a foundation for later success when awarded the contract to provide these services in 22 counties. With the successful management of 22 counties, leadership in the organization took the knowledge learned through success and failures, applying that experience when the contract became available again. In 2009 CCC was awarded additional contracts for northern and eastern Kentucky. Encouraged with the continuing success of program management, CCC used a more aggressive and innovative approach when completing the 2011 RFP that would eventually award the program management for the entire state of Kentucky, which is held today. With proven CCAP management success the CCC applied best practice models and was awarded two additional ADD regions in Kentucky for management of the Child Care Aware of Kentucky program and has expanded the Professional Development Program into Lincoln Trail and FIVCO, as well as Jefferson County. Advancing technology makes the field wide open for exciting possibilities like the Child Care Finder App that was developed by CCC for smartphones. It has always been and continues to be the long term
goal of the CCC that all children have access to quality child care. As the CCC grows, the impact of parents demanding quality child care continues to drive the agency forward when educating child care providers. Knowledge learned through training sessions is directly applied to early childcare classrooms, helping to assure that children are prepared to succeed when entering school. There will always be early care providers who need a quality education and ultimately the success of children is the future of Kentucky.