

Supporting Families: Working Together to Create Opportunities



California Child Care Resource & Referral
N E T W O R K

**Preliminary Program for the In-person
Conference**

October 28-30, 2024

Welcome to the 2024 Joint Network/TFC Conference

General Conference Information

We hope that you will be able to join us for this year's Joint Conference and that you will find the conference offerings informative, that you will have an opportunity to network with colleagues from around the state, and that you discover some new ideas to implement and share with others upon your return. We also hope that you leave with renewed enthusiasm for the important work you do.

Your registration includes:

Attendees who register for the in-person conference will receive full access to both the on-site AND virtual programming. The in-person conference will include a reception on Monday evening, breakfast and lunch on Tuesday and breakfast on Wednesday.

Payments

Conference fees may be paid by check or credit card. Credit Cards will be processed during online registration. Make checks payable to: CAPP. Mail checks to: 2024 Hybrid Joint Annual Conference, Thriving Families CA 1435 River Park Drive, Suite 406, Sacramento, CA, 95815

Cancellation Policy

There will be no refunds issued for cancellations. Refunds will not be made for no-shows and unpaid registration fees will be invoiced. This includes presenters. However, substitutions will be allowed until Friday, 10/4/2024. Should TFC/R&R Network cancel, a full registration fee refund will be issued.

For more information, contact:

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Networking Opportunities

Join colleagues from around the state on Monday, October 28th at 5:30 pm for our Welcome Reception.

Tuesday, October 29th after the workshops end at 4:45 you and your peers can create your own experiences. We hope it will be an opportunity for agency staff to spend time together or for staff from a variety of agencies to renew friendships and/or get to know each other. You can also use the Networking ideas below to create your own evening experience.

Networking On Your Own

Create your Own Evening: individuals and/or groups can create their own evening plans by heading out into Sacramento to experience what it has to offer.

Visit Sacramento has information about restaurants, events and things to do that can help you plan your trip!

Old Sacramento Waterfront Unmatched views of the river, locally-owned shops, one-of-a-kind collectables, nightclubs and a buzzing nightlife. Bustling with activity, the waterfront is alive with shopping, dining, entertainment, historical attractions, world-renowned museums, horse carriage and cobblestone!

Arden Fair Mall is within walking distance and is home to the restaurants Johnny Rockets, BJ's Restaurant and Brewhouse, Gen Korean BBQ House, and Seasons 52; The Cheesecake Factory, movie theaters; and department stores including Apple, Coach, lululemon athletica, Macy's and Quay Australia.

Museums: There are 32 museums and destinations in the Sacramento region to check out if you have time before or after the conference.

Visit the State Capitol before or after the conference.

2024 Joint Conference Schedule

Monday, October 28

		Location
11:00 a.m. - 7:00 p.m.	Registration	Grand Ballroom Foyer
12:30 p.m. - 2:00 p.m.	Welcome and Conference Kick-Off	Grand Ballroom
2:15 p.m. - 3:45 p.m.	Workshops	See program
4:00 p.m. - 5:30 p.m.	Workshops	See program
5:30 p.m. - 7:00 p.m.	Welcome and Networking Reception (optional)	Grand Ballroom

Tuesday, October 29

8:00 a.m. - 9:45 a.m.	Breakfast and Keynote	Grand Ballroom
8:00 a.m. - 5:00 p.m.	Registration	Grand Ballroom Foyer
10:00 a.m. - 12:00 noon	Workshops	See Program
12:00 noon - 1:15 p.m.	Lunch and Exhibitor Tables Open	Grand Ballroom
1:30 p.m. - 3:00 p.m.	Workshops	See Program
3:15 pm - 4:45 p.m.	Workshops	See Program
4:45 p.m.	Dinner and Evening on your own	N/A

Wednesday, October 30

8:00 a.m. - 9:15 a.m.	Breakfast and Raffles	Grand Ballroom
9:30 a.m. - 11:00 a.m.	Workshops	See Program
11:00 a.m. - 12 noon	Farewell Activity	Grand Ballroom

Monday, October 28, 2024

2:15 p.m. – 3:45 p.m.

A) Adapting for Success: Market Dynamics, Legislation, and the Future of MCCC

Assemblymember David Alvarez, Livi Alvarez & Jeannine Schumm, AJWI

Strand: Executives

Livi Alvarez will analyze the competitive landscape, highlighting the challenges that for-profit companies pose to Child Care Resource & Referral (CCR&R) agencies. Assemblymember David Alvarez will provide updates on current and upcoming state legislation that impacts the child care sector. Jeannine Schumm will discuss future development plans for the My Child Care Plan Database.

B) Unlocking the Immunity to Change

Mary Hekl and Elaine Lenore, Hively

Strand: Managers

Are you feeling stuck personally or is your agency operating in the status quo? Immunity to Change, created by Harvard professor Robert Kegan, is a way of helping individuals to see how their mindset and mental system can get in the way of what they most want. In this interactive workshop, we'll help participants create their own Immunity to Change map and design an experiment to challenge the deeply held beliefs that hold us back from making the change that will benefit ourselves and our organization.

C) "The Diamond Project": Values of Kindness, Inclusion and Diversity (KID)

Mollie Openshaw, Author "Gam Gam Am I Mixed?"

Strand: Promoting Self-Care and Resilience

One of the presenters' initiatives is "The Diamond Project" which metaphorically illustrates that we are all diamonds in the rough. This project emphasizes the importance of self-care and personal growth, encouraging individuals to polish themselves daily to be their best selves. This philosophy is particularly relevant to the conference audience, which includes CEOs, executives, and child care administrators, as it underscores the importance of self-improvement to effectively support and lead their teams.

D) Common CMR Error Rate Findings and Promising Practice to Ensure Compliance

CDSS Representatives

Strand: AP Administration

Workshop description TBD

E) R&Rs Supporting Child Care Business Success: San Diego's Progress with a Countywide Shared Services Alliance

Laurie Han, YMCA Childcare Resource Service & Saralyn Miller, San Diego State University Research Foundation

Strand: Supporting Child Care Providers

Learn about San Diego's development of a Shared Services Alliance supporting the business success of FCCs and small centers countywide through provider-driven, culturally responsive approaches. Hear what they have learned so far, share your experiences providing business support, and identify what you would like to learn through the evaluation of their 5-year program.

F) Implementing POLL Strategies (Personalized Oral Language Learning)

Stephanie Delaney and Soyla Madrigal, California Child Care Resource & Referral Network

Strand: Supporting Child Care Providers

This workshop provides resource and referral coaches and trainers with strategies from the Personalized Oral Language Learning (POLL) framework to support Family, Friend, and Neighbor caregivers, strengthening young children's oral language development through family, environmental and instructional supports. Participants will learn practical techniques to promote bilingualism and language development in home settings with Family, Friend and Neighbor Caregivers.

G) Navigating Together: Best Practices for Partnering with Resource Families in the Bridge Program

Bianca Soto Alarcon, California Child Care Resource & Referral Network

Strand: Strengthening Families/Diversity, Equity and Inclusion

In this engaging workshop, participants will explore and implement best practices for effectively supporting resource families. Through group discussions, attendees will learn how to leverage strengths within their systems, enhance collaboration, and address challenges faced by resource families. The workshop aims to foster a supportive community and promote innovative strategies for continuous improvement.

H) Unscripted: The Power of Authentic Advocacy

Justin Blakely, Jacqueline Vorhauer and Nina Franqui-Hollomon, Crystal Stairs

Strand: Building Knowledge in the Child Care Field/Emerging Issues

We all have a role to play in advocacy, so how can every organization, in various capacities, create opportunities for individuals and communities to engage in impactful, authentic, and transformational advocacy? The most impacted by policies and budgets are often not invited to decision-making discussions or need to learn how to get legislators to hear their stories. Join us as we share advocate stories and provide strategies to help advocates unleash the power of their story, not only making an impact on the ECE system, but in our communities overall.

I) Provider Security and Stability: Working with the CCPU Toward the Common Goal of a Quality Child Care System

Connie Huynh, Child Care Providers United (CCPU)

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Through Child Care Providers United (CCPU), California's home-based child care providers have won essential benefits to create a more secure and stable child care workforce. These gains in health

care, dental, vision, retirement, and training benefits will directly improve providers' lives and the care they deliver to children. Join us to learn more about our exciting benefits programs, strategize, how partnerships can create provider security, and explore how our combined efforts might retain and support the family child care workforce.

Monday, October 28, 2024

4:00 p.m. – 5:30 p.m.

J) Driving Public, Private, Community Partnerships for Change

Amie Latterman and Ben Doyle, Children's Council of San Francisco and Rachel Wick, Blue Shield of California Foundation

Strand: Executives

At the core of Children's Council's most innovative programming in the past decade has been a collaborative partnership between philanthropic, private and public partners. Come hear how the leadership leveraged core organizational skills and knowledge to build innovative new programs to respond to community needs, working in deep partnership with philanthropic, community-based, academic and government partners in San Francisco and beyond.

K) Weaving Approaches to Early Learning and Care with Cultural Humility for the Whole Child, Family and Community

Jennifer McGowan and Kim Nall, The Tribal Child Care Association of California (TCCAC)

Strand: Managers

The TCCAC leads the change in California to raise the voices of tribal nations in pursuit of equitable approaches to inclusive early learning and care. This workshop will demonstrate how we collaborate with stakeholders to weave tribal traditions and practices with programming and resources for a holistic approach to child care. We will offer tools, techniques, and best practices for collaboration with diverse communities and their unique cultures and traditions.

L) Touchstones

Patty Franco, California Child Care Resource & Referral Network

Strand: Promoting Self-Care and Resilience

This workshop calls upon the collective participation and co-creation of our community to create change. The tangible stones themselves, but also the living, breathing, collective action of carrying our Touchstones into our lives, relationships and community. The Touchstones workshop invites you to embark on this journey, both personally and as part of the greater movement towards healing for survivors of trauma.

M) Training Staff New to AP

Staff from Go Kids, Inc and Child Care Resource Center

Strand: AP Administration

As your agency grows and onboards critical talent, it is essential to implement effective employee training programs to enable new hires and reduce their time to proficiency in their new role.

As part of your employee onboarding process, new employee training programs significantly improve the time-to-productivity for new hires to start making impactful contributions quickly. On the other hand, if your initial training programs are disjointed (or nonexistent), new hires will struggle to adapt to their new role, responsibilities, company culture, and policies – ultimately causing employee turnover.

During this workshop, we will share different types of employee training programs and explore how agencies can empower new hires with an effective training program that enables them to accomplish their responsibilities and sets them up for long-term success.

N) Preventing Injuries Caused by Extreme Weather and Environmental Hazards

Mira Liao and Yaruska Ordinola, California Childcare Health Program

Strand: Supporting Child Care Providers

California's climate is changing, and we are experiencing hazards, like extreme heat and poor air quality, that affect young children's health. We will talk about steps child care providers can take to reduce the effects of those environmental hazards on children's health, and steps agencies can take to support child care providers in this work.

O) Trustline and Guardian 101: From Fingerprints to Final Results

Nick O'Dowd, California Child Care Resource & Referral Network and Pallavi Shimoda, Yasaira Wilkins, and Kimberly Griffith, Department of Social Services

Strand: Supporting Child Care Providers

This workshop is an introduction to the Trustline background check process for subsidized child care programs, how the background check is conducted and how to submit applications and get results.

P) When Families LEAD the way the Efforts are Impactful and Sustainable

Tavia Wooley, Empower THEM Collective and Karla Garzon, All 4 Kids

Strand: Strengthening Families/Diversity, Equity and Inclusion

When families are equipped with skills for effective systems change, sustainability efforts improve. This workshop will educate R&R and APP staff on engaging in systems change by amplifying families' voices, empowering them with skills, and sharing power equitably. Such shared power fosters impactful community changes, enhancing families' abilities to create new opportunities. R&R and APP staff who engage with families offer leadership opportunities to co-create and serve.

Q) Safety & Supervision Strategies for Child Care Facilities

Carla Fernandes-Goes and Danielle Cinder, Department of Social Services

Strand: Building Knowledge in the Child Care Field/Emerging Issues

The core mission of the Community Care Licensing Division, Child Care Licensing Program is to maintain the health and safety of children by ensuring that licensed child care facilities meet established Title 22 standards. In this session, child care program staff will identify and discuss best practices and helpful strategies for maintaining safety and supervision to ensure that licensed child care facilities meet established standards.

R) **The Power of Play: Let's Learn Through Play**

Keyera Tipton-Bradley and Lucy Munoz-Magana, Child Care Resource Center

Strand: Building Knowledge in the Child Care Field/Emerging Issues

During this workshop, participants will gain knowledge on how play is an important part of a child's development and engage in hands-on activities. Participants also will explore the different types of play and how it contributes to various milestones, shaping cognitive, social, emotional and physical growth in the early years of the child's life.

Tuesday, October 29, 2024

10:00 a.m. – 12:00 pm.

S) **Executive Session TBD**

Facilitator: Denyne Colburn, Thriving Families CA, Panelists TBD

Strand: Executives

Workshop Description TBD

T) **Credibility: The Soul of a Great Organization**

Edward Condon, MLC Impact/Region 9 Head Start Association

Strand: Managers

Credibility is essential to establish and maintain during a leader's professional journey. High impact organizations continuously explore key ways to sustain individual and organizational trust, dignity, respect, competence, and vision. Without clear understanding of values and purpose, opportunities are missed and resources wasted. During our time together in this hands-on workshop, participants will explore leadership behaviors that support credibility, and areas to strengthen engagement with team members and advance agency capacity. Drawing from Kouzes and Posner, The Leadership Challenge framework, attendees will engage in small group reflection and exercises.

- U) **Loose Parts: Process Art Workshop**
Christina Figueroa and Joni Ohm, Family Resource Center

Strand: Promoting Self-Care and Resilience

Join us in this hands-on workshop to learn and practice the difference between a craft and processed art. Participants will complete a craft project and a project using the processed art approach that they take back to share with their community. This philosophy fosters resilience, confidence, and celebrates individuality and growth of the creators.

- V) **Income Calculations**
CDSS Representatives

Strand: AP Administration

Workshop Description TBD

- W) **Trauma in Infants and Toddlers: Recognizing Cues**
Michele Tyler, Marin Child Care Council

Strand: Supporting Child Care Providers

In this workshop we will explore how adults can co-regulate with and promote self-regulation in infants and toddlers, including those who have experienced trauma. Participants will begin to understand how to recognize the types of cues that infants and toddlers demonstrate. We will also discuss how trauma can affect an infant's cues and development.

- X) **Reimagining Childhood: Unbiased Learning Environments Through Reggio Emilia and Trauma-Informed Care**
Angelina Nguyen, Connections for Children

Strand: Supporting Child Care Providers

This workshop explores practical strategies and tools that create inclusive classrooms by viewing children as capable and honoring their rights. By exploring and integrating the principles of the Reggio Emilia method with trauma-informed care, this session provides facilitated discussions paired with tools to help educators and providers foster supportive and unbiased learning environments. Participants will engage in interactive discussions and activities to learn how to apply these concepts in their training to help providers.

- Y) **Partnering with Families to Raise Anti-Bias Children**
Wilma Gold, Retired Adjunct Pacific Oaks College and Lola Cornish, Trainer & Consultant

Strand: Strengthening Families/Diversity, Equity and Inclusion

This workshop will help staff who work with child care providers to understand how they can partner with parents to create an equitable world by embracing and teaching anti-bias goals and practices that will lead to greater acceptance of diversity, equity and inclusion.

- Z) **Parents and Providers Bringing Joy: Collaborating to Put Parent and Provider Perspective First**
Courtney Baltiyskyy, YMCA of San Diego County, Megan Moore and Monique Rosas, Children First Collective San Diego and Adrina Carmona, Nectar Digital Collaborative

Strand: Building Knowledge in the Child Care Field/Emerging Issues

An interactive and joyous space to engage directly with Children First Collective's Parent Fellows on exemplary practices for leading with parent and provider voice and perspective. Learn about the collaborative Parents & Providers Bringing Joy Fellowship, transforming communications, by supporting and compensating parents to run Children First Collective San Diego's social media accounts. Leave this workshop feeling energized and with tools for inspiration on how to authentically engage with, and unleash the power of parents and providers in your community!

- AA) **Building Bridges to Support Families Toward Long-Term Stability**
Dr. Easter Calvit, Cheryl Horney and Michele Morrison, Wu Yee Children's Services and Anna Dinh, Maritza Salinas, Children's Council of San Francisco

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Families often face barriers when navigating various choices in child care and funding sources. Hear how two non-profit agencies located in San Francisco have combined efforts of major funding sources and cultivated strong connections with community partners to serve families holistically.

Tuesday, October 29, 2024

1:30 p.m. – 3:00 p.m.

- BB) **Engaging with Employers and Collaborating with Other Agencies**
Laurie Han and Gary Mabalot, YMCA Childcare Resource Service and Jerri Leighton, Sonoma 4Cs

Strand: Executives

Companies are struggling with staffing and recognize child care is a barrier for their employees. Learn about ways YMCA CRS has been engaging employers in San Diego County and how that work has led to a partnership with Sonoma County to serve a shared employer. The possibilities of partnership and collaboration are plentiful!

- CC) **Group Dynamics**
J Carlin, LMFT

Strand: Managers

Do you work in a department, across departments, on a committee or in other groups at work?

Learn how to hone your skills for understanding, navigating and leveraging group dynamics to achieve organizational goals and move projects forward.

DD) Fostering Co-Regulation Skills with Children: Strategies for Supporting Challenging Behaviors

Megan Miccio, CoCo Kids

Strand: Promoting Self-Care and Resilience

In this workshop, we will delve into the intricate dynamics of co-regulation, emphasizing its pivotal role in nurturing secure attachments and emotional resilience in young children. Through interactive discussions and practical exercises, participants will gain invaluable insights into recognizing and responding to childrens' emotional cues effectively. Walk away equipped with tools and resources to support co-regulation, empowering you to create nurturing environments where children feel safe, supported, and capable of regulating their emotions.

EE) Eligibility/Updating Eligibility/Categorical Eligibility

CDSS Representatives

Strand: AP Administration

Workshop Description TBD

FF) Empowering Community Partnerships: Exploring the UPK Partnership Guidebook

LaWanda Wesley, Child Care Resource Center and Monik Vega, Partnership for Children & Youth

Strand: Supporting Child Care Providers

The Universal Pre-Kindergarten (UPK) Partnership Guidebook website is a powerful online tool designed in collaboration with the existing mixed delivery system to support child care professionals in creating and sustaining successful partnerships. This hands-on workshop will guide participants through the website's features and resources, empowering them to leverage this invaluable platform effectively. By the end of the session, participants will gain confidence in navigating the resource, accessing relevant information, and utilizing its valuable content to foster successful partnerships that benefit children, families and communities.

GG) Pathway Program: Professional Development Program Integrated with the California Early Care and Education Workforce Registry

Christy Waterman, Child Care Alliance of Los Angeles, California Early Care and Education Workforce Registry

Strand: Supporting Child Care Providers

The primary goal of this session is to present the Pathway Program, a robust and comprehensive professional development model designed for seamless integration into the California Early Care and Education Workforce Registry. This innovative model includes essential training components and rigorous trainer selection criteria, ensuring the highest standards of quality and effectiveness. Our

objective is to achieve widespread statewide engagement, fostering the growth and development of the early care and education workforce across California.

HH) Family Engagement: A Wholistic Approach to Family Wellness

Teri Morales and Andrea Rojas , Pathways LA

Strand: Strengthening Families/Diversity, Equity and Inclusion

Discover the importance of having a Family Engagement Program in your organization, and how it helps increase overall wellness. Learn about what services can be offered that help enrich and strengthen families. Discuss current family engagement practices and reflect on how to expand or implement Family Engagement Services or practices.

II) ECE Workforce Data and Advocacy Toolkit

Anna Powell and Hopeton Hess, Center for the Study of Child Care Employment

Strand: Building Knowledge in the Child Care Field/Emerging Issues

The Center for the Study of Child Care Employment has created a toolkit that provides early educators with up-to-date data about the ECE field in California. In this workshop, we will demo this new resource, called the California E4 Toolkit. Then attendees will practice engaging in conversations using the ECE workforce data in program planning and advocacy settings.

JJ) Using MyChildCarePlan.or to Connect with Families and Providers

Gretchen Howard, Oscar Tang and Shirley Perez, California Child Care Resource & Referral Network

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Join the MyChildCarePlan team to discuss how to get the most out of California's child care consumer education website. We will discuss how to work with families requesting local assistance via MyChildCarePlan.org, as well as how to engage providers around keeping their referral profiles up-to-date.

Tuesday, October 29, 2024

3:15 p.m. – 4:45 p.m.

KK) Executive Session

Linda Asato, California Child Care Resource & Referral Network, TBD

Strand: Executives

Workshop Description TBD

LL) Authentic Staff Evaluations

J Carlin, LMFT

Strand: Managers

Employee evaluations are an important part of maintaining a healthy workspace and cultivating a culture of openness. In this workshop you will learn about developing tools for continuous evaluation of staff that increase motivation, address performance concerns, strengthen work relationships and support mission objectives.

MM) Using Resonant Language to De-Escalate Tension

Rajkumari Neogy, Ibelong

Strand: Promoting Self-Care and Resilience

In this workshop you will learn ways to move from conflict to connection. Language is the most powerful tool that we have to rewire our brains and support our nervous systems. You'll walk away understanding the core pillars of Resonant Language, the value of Tactical Empathy and sentences that help us move into deeper connection with others.

NN) Emergency Bridge

CDSS Representatives

Strand: AP Administration

Workshop Description TBD

OO) Space Check Monitoring and Support

Jonathan Mar and Iranique Anderson, Children's Council of San Francisco

Strand: Supporting Child Care Providers

Children's Council has developed a capacity monitoring process for licensed FCCs in San Francisco County to support compliance with CAPP policies while promoting diversity and equity, creating access and opportunities for children and providers in San Francisco. This tool aligns with the agency's mission and addresses the identified need to ensure the health and safety of children in FCCs by monitoring their licensed capacity. We will showcase how this process enhances understanding and practices of child care policies, contributing to the advancement of the state's child care framework.

PP) CCIP Hot Topics 2024

Disa Lindgren, Rachel Cook and Carolina Castillo Quintero, California Child Care Resource & Referral Network

Strand: Supporting Child Care Providers

Join the Network CCIP Team for a conversation about recent trends and hot topics, like the new CCIP Quarterly Reports and tracking CCIP data in MyChildCarePlan! Bring any burning questions or topics you'd like to discuss and share your ideas about how to keep CCIP growing to better service children, families, and home based child care providers.

- QQ) **You've Got a Friend In Me: Building Relationships to Better Serve our Families in our Community**
Juan Zaragoza, Nita Navarro and Anabell Aguilar, Child Development Resources of Ventura County

Strand: Strengthening Families/Diversity, Equity and Inclusion

In this workshop participants will engage in a Parent Cafe experience designed to foster discussions about the Five Protective Factors, particularly focusing on Social Connections and Concrete Support in Times of Need. Furthermore, participants will develop strategies for intra-agency collaboration, linking resources to families, and strengthening relationships between their local R&R and AP programs.

- RR) **Seizing the Moment: Advocacy Strategies and Easy-to-Use Tools that Work**
Alex Maykowski, Alan Wong and Maria Luz Torre, Children's Council of San Francisco

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Our team advocates passionately, regularly and successfully for child care at the city, county and state level. We want to share best practices with others on how to find your key issue - including budgeting resources for child care, support for early education providers, resources for our professionals in training, support for families who need subsidies or have additional care needs - the list of advocacy goes on. We want everyone to feel confident and comfortable advocating for a high-quality, accessible, affordable, and equitable child care system.

- SS) **Good Food: The Basics of Child Nutrition**
Cathy De Vuono, BANANAS

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Good Food presents the basics of child nutrition including simple meal planning and cooking for and with our children! The workshop presenter's diverse family brings cultural awareness to food preparation and understanding of the important bonds created when people eat together at home, at school, at child care and at work.

Wednesday, October 30, 2024

9:30 a.m.– 11:00 a.m.

- TT) **Moving to Whole Family or Are We Already There?**
Rick Richardson, Child Development Associates

Strand: Executives

Our workshop will explore the Alternative Payment Program holistic approach that intertwines the well-being of children, families, and communities, with an emphasis on family economic development, health and education. We'll delve into the unique two-generation strategy, a transformative investment in both children and parents. The workshop will also examine current state law, FT&C, and other references to whole family and AP program.

UU) **Managing Change with Staff: Our Transition from CC3 to CC4**
Lorita Yip, Jennie Kong and Maria Matus, Children’s Council of San Francisco

Strand: Managers

This presentation will outline the steps Children’s Council took to help staff manage change while learning new skills and processes to ensure success in using new software. This will specifically reference our approach, experience and learning during our transition from CareControl 3 (CC3) to CareControl 4 (CC4), an MCT subsidy management software.

VV) TBD

WW) **Peer to Peer Roundtable Discussion for Case Managers**
Roundtable facilitators: Joie Owen, Glenn County Office of Education, Liz Mendoza and Mayela Romero, North Coast Opportunities and staff representative from Children’s Resource & Referral Santa Barbara County

Strand: AP Administration

Case managers need to have strong communication, problem-solving, and interpersonal skills, as well as a broad knowledge of resources and policies. It is also important that they have a supportive network of peers who can offer guidance and feedback. Join us for a round-table discussion and engage with others on case management processes, procedures, and creative ways you are supporting the needs of families.

XX) **Strategies to Support Full Enrollment**
Maria Cano Cruz, CoCo Kids

Strand: Supporting Child Care Providers

This workshop will list simple strategies to share with providers who are struggling with enrollment. We will discuss different ways providers can promote their business and help each provider feel empowered to share the great benefits they can provide. If a provider can effectively articulate how wonderful their program is, families will also feel at ease choosing the right program for their child.

YY) **Supporting Child Care Providers’ Technology Needs**
Tiffany Phovixay, Family Resource Center San Joaquin County and Zhiwen Tan, MCT Technology

Strand: Supporting Child Care Providers

In 2023-2024, Family Resource Center of San Joaquin County helped many child care providers transition from paper-based attendance and invoice submission to digital. We want to share what we learned along the way: assess the provider community’s technology needs; develop technology grant funding to help providers acquire free tablets; support providers with technology training; and work with CCPU through technology adoption.

ZZ) TBD

AAA) An Exploration of California Child Care and Development Resources

Heather McClellan-Brandusa, Lakisha Sipple and Chantel Chandra, California Department of Social Services

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Join us for a walkthrough and exploration of resources and supports developed by the California Department of Social Services to support the child care and development workforce. Explore the various resources, tools, professional development opportunities, coaching, and consultation that early learning and child care providers can access to support their work with children and families. Engage in lively discussion about how these resources can support you as a child care provider or in your work supporting the child care workforce.

BBB) Maximum Impact/Minimum Spend: Modern Marketing Tactics for ANY Budget

Tracy Marlowe, Creative Noggin

Strand: Building Knowledge in the Child Care Field/Emerging Issues

Marketing teams are often tasked with achieving lofty goals on a not-so-lofty budget. But there's good news: You don't need a massive marketing budget to make an impact. Join Tracy Marlowe, CEO of full-service marketing agency Creative Noggin, as she shares tried-and-true strategies to help you maximize marketing results on a limited budget.