



## Early Head Start

Providing a Quality Comprehensive Program for Infants, Toddlers, and their Families, Part III

June 15, 2009



## Welcome and House Keeping

- Discussion and Interactive Format

- Quick Polling (click options provided)
- Open Responses
- Personal Reflection
- Responding to Text (chat, questions, comments)



## Webinar Event Sponsored by...

- First 5 California
- Preschool California
- California Head Start Association



## Introductions



**Joya L. Chavarin, Project Director**

- *Early Head Start Expansion Training Opportunities Project*
- *WestEd Center for Child and Family Studies*



## Presenters



- **Suzanne Burns**
  - \_ Senior Development Associate, WestEd



- **Scott Moore**
  - \_ Senior Policy Advisor, Preschool California



- **Cheryl Williams Jackson**
  - \_ Instructor, Child Development Department, Modesto Junior College



## Previous Webinars

### Part I, April 7<sup>th</sup>, 2009

- Early Head Start Program Options
- Introduction to Fiscal/Administrative Requirements
- Using Multiple Sources of Funding

### Part II, April 9<sup>th</sup>, 2009

- Partnering with Other Agencies to Provide EHS Services
- Braiding/Blending Funds
- Challenges



## Poll

### Did you participate in the previous Early Head Start events? (select all that apply)

- Part I, April 7<sup>th</sup>, Webinar 09
- Part II, April 9<sup>th</sup>, Webinar 09
- Office of Head Start May 26<sup>th</sup> Webcast 09
- Regional Workshops April 15<sup>th</sup>- May 15<sup>th</sup> 09
- Other (type into chat)



## Today's Webinar...

### Part III, June 15<sup>th</sup>, 2009

- How to Create a Well-Constructed, Easy-to-Read Proposal Based on this RFP
  - \_ Objectives and Need for Assistance
  - \_ Results or Benefits Expected
  - \_ Approach (and Management Plan)
  - \_ Additional Information
  - \_ Certifications and Assurances
  - \_ Contractual Agreements and Letters of Support
  - \_ Budget and Budget Justification



Poll: Check all that apply

**Which of the following programs do you currently operate?**

- Head Start
- Early Head Start
- Subsidized infant toddler care
- Subsidized preschool programs
- School age
- Early intervention/special education
- Other/Text



Poll

**What will be your role in preparing this proposal?**

- Project Director
- Proposal Writing Team Member
- Collaborating Partners in the Proposal
- Budget Expert
- Support Staff



Poll

**How much experience do you have writing proposals?**

- Lots of experience (more than 10)
- A few experiences (5 - 10)
- Limited experience (2 - 3)
- No experience



Components of the Proposal



1. Table of Contents
2. Summary or Abstract
3. Objectives and Need for Assistance
4. Results and Expected Benefits
5. Approach
6. Additional Information



## Section 3


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# Objectives and Need for Assistance






## Section 3: *Objectives & Need For Assistance*

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- Capture the interest of reviewers
- State the problem(s) that require solutions
- Use data to support your statement
  - Demographics & gaps in regional services
  - Relevant physical, economic, social, financial challenges that support your problem or need
- Identify goals and objectives
- Provide a conceptual and relational roadmap to the proposal narrative

### *Example of Opening Statement*

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“Mothers’ Club, in Northwest Pasadena, is located one of the most densely populated areas of Los Angeles County. We serve families with children ages 0-5 who struggle with poverty, language barriers, low-education levels, inadequate and over-crowded living conditions, lack of job skills and vocational opportunities, unreliable transportation, and many other challenges that so often characterize low-income, marginalized communities.”

*Mother’s Club Family Learning Center Website*




### *Support Your Statement with Data*

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Where would you look to find data to support this statement?




### *Build a Case for Your Objectives*

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- *Why is your proposal significant?*
- *What are your goals?*
- *Briefly describe your conceptual approach.*
- *Provide a roadmap to your proposal narrative.*



### *Reflect...*

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- *Why is your proposal significant?*
- *What are your goals?*
- *What is your "roadmap" to intended outcomes?*



### *A Good Needs Section will...*

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Connect the vision, goals, objectives, and outcomes

Emphasize the significance and uniqueness

Create a roadmap to your proposal

Tell who you are, what you are going to do, why you are going to do it, and demonstrates your capacity to perform the work



## **Section 4:**

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## **RESULTS OR EXPECTED BENEFITS**



## Section 4:

### Results Or Expected Benefits

#### Outcomes

Knowledge	Action	Conditions
What changes in knowledge will there be? with whom?  (Address children, parents, agencies, etc.)	What changes in behavior do you anticipate?  How will they <b>act</b> on what they have learned?	What changes in conditions do you anticipate?  (e.g. self-image, identify formation, attachment, se continuity of care)



### Open Response..

- What are some **knowledge** outcomes you can think of for one of the following:
  - \_ Child
  - \_ Family
  - \_ Community
  - \_ Staff



### Open Response..

- What are some **action** outcomes you can think of for
  - \_ Child
  - \_ Family
  - \_ Community
  - \_ Staff



### A Good Results Section will...

Lead the reader to understand why you have chosen the activities/actions in the next section...The Approach!



Show that you understand how to create a program with:

- High Levels of Performance
- A Dedication to Continuous Improvement
- Creativity and Responsiveness
- Community Commitment




## Section 5: APPROACH





### Section 5: Approach


*The Challenge of a Cohesive Proposal is Making Your Logic Clear!*




*What the children really needed*





*How the parents & community explained it*




*How the program director understood it*



*How staff designed it*

### Logic Model



The Problem

↓

The Solution

↓



The Approach

↓



The Measurable Outcomes

↓

The Long Term Benefit

Situation or Problem	Inputs	Activities	Outcomes		
			Knowledge	Action	Conditions
<p>What is the need or problem?</p> <p>What are the subproblems?</p>	<p>What is invested? (staff, volunteers, materials, equipment, technology, partners?)</p>	<p>What will you do to meet your operational and service goals? (children, parents, agencies)</p> <p><b>Identify who you will reach...</b></p> <p><b>With what.</b> (Workshops, meetings, services, products, curriculum, resources, training, assessment)</p> <p><b>Make sure it leads to the outcomes!</b></p>	<p>A change in the knowledge of participants (what people will learn)</p>	<p>A change in behavior or how participants will act on what they have learned</p>	<p>A change in conditions due to participants' actions taken in the previous column (e.g. self-image, identity formation, attachment, continuity of care)</p>
<p><i>Use a timeline to show monthly or quarterly accomplishments, RFP pp. 17</i></p>					
<p><b>ASSUMPTIONS:</b> Your ideas, based on research, needs assessment, and evaluation upon which the success of the project rests.</p>		<p><b>EXTERNAL FACTORS:</b> What variables are there that will have an effect on the program start up and implementation, that may impact your proposed work? (One factor that might accelerate or decelerate the work and the reasons for your approach, RFP pp. 17.)</p>			

### *A Good Approach Section will...*

1. Connect the problem to activities
2. Connect the activities to performance details
3. Develop an order, logic, and good transitions from section to section



### *Deadly Sins of Proposal Writing*

- Failure to focus on the problems and payoffs
- No clear, competitive analysis: *why you chose the problems, benefits, and action plan you did*
- Key points are buried: *no highlights, no impact*
- Difficult to read: *full of jargon, poorly organized*
- Credibility killers: *misspellings, wrong technical terms, inconsistent format, etc.*

### *Charles Mingus on Grant Writing..*

*"Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity."*



## **Section 6:**

### **ADDITIONAL INFORMATION**

## Section 6:

### *Additional Information*

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1. Eligibility certification.
2. Staff and position data.
3. Organizational profiles.
4. Third party agreements.
5. Letters of support.
6. Budget and budget justification.



## RFP Budget Justification and Layering Early Head Start with State General Child Care and Cal SAFE



### *Budget Justification*

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The purpose of this section is to show the project's cost are appropriate and reasonable in view of the activities to be carried out and the anticipated outcomes.



### *Budget Justification Factors*

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- Funds must be budgeted to provide all required comprehensive EHS services in a cost-effective manner.
- Must show strong fiscal controls and cost effective fiscal management.
- Reasonable training and technical assistance budgets for start up and on going that demonstrates commitment to professional development and continuous program improvement.



### *Budget Justification Factors*

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- Show evidence that start-up costs are justified.
- The extent to which the applicant proposes combining Early Head Start with other funding sources, including nonfederal share.



### Layering Early Head Start with the General Child Care and Development Program (CCTR)

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### *What is Layering*

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1. Not Double Dipping
2. Purchase of distinct Services for EHS & CCTR
3. CCTR pays for child development
4. EHS pays for support services



### *Considerations*

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1. Contract
2. Audit
3. Contract Program Monitoring (CPM)/Prism
4. Fiscal Implications
5. Program Implications



## Contract

- The CCTR/Cal SAFE Agency needs to have a contract that spells out the usual conditions and an exhibit showing the EHS requirements that will be the responsibility of the EHS Grantee and the CDE Agency



## Audit



- The CDE Agency with an EHS Contract must be sure to not only meet all the audit requirements of CDE but also all OMB requirements



## CPM/Prism

- The CDE Agency must be prepared for the CPR/CPM, and the additional requirements of the Federal Prism
- The Contractor CDE Agency is usually not responsible for the Parent Policy Council and the Fiscal Review of the Prism.



## Fiscal Implications

- CDE reimburses at \$14,300+- per year for infants 0-18 months
- CDE reimburses at \$11,800+- per year for toddlers 19-36 months
- CDE funds the child development services
- EHS funds each grantee at a different rate of an average of \$12,500 per year in California
- Grantee may fund Contractor at \$3,000 to \$6,000
- EHS funds the support services



### Program Implications of Additional EHS

- Time lines for DRDP-r
- Two Home Visits
- Comprehensive Services (Dental, Vision, Health Services and others)
- Family Partnership Agreement within 45 days
- Health Plan for all necessary follow-up
- Group Size that eliminates some capacity
- Half of the teaching staff will be required to have BA and half will be required to have AA



### Program Implications of Additional EHS

- Submit monthly Program Information Report (PIR)
- Document 25% In-Kind for Grantee. Can be state contribution of child development.
- Provide Parent Rep(s) for Parent Policy Council
- Other Head Start Requirements.



### For More Information

- Your local Early Head Start Grantee
- Grantees currently contracting with CDE programs: SF Head Start, CFCS, Santa Clara COE and others.
- Office of Head Start Early Head Start Expansion Pre-application webcast: <http://www.fc-tv.com/clients/EHSexpansion/registration.asp>
- Office of Head Start, Early Childhood Learning and Knowledge Center - <http://www.acf.hhs.gov/programs/ohs/eclkc/index.html>
- Early Head Start: <http://eclkc.ohs.acf.hhs.gov/hslc/Early%20Head%20Start>
- California Head Start Association <http://www.caheadstart.org/>



### Next Steps



Create a schedule to get your proposal done ahead of time.

Allow plenty of time for review.

Don't wait until the last minute to electronically submit!



## Next Steps:

- Archive
  - <http://www.schoolsmovingup.net/webinars/headstart3>
- Feedback
  - [http://www.surveymonkey.com/s.aspx?sm=8CmeMhoUKD0q8GLaOZ6dFg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=8CmeMhoUKD0q8GLaOZ6dFg_3d_3d)



# GOOD LUCK!

