



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 7th, 2009

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

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

Today's Webinar...

Part III, June 15th, 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

Objectives and Need for Assistance



Section 3:

Objectives & Need For Assistance



- 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

“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



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

Build a Case for Your Objectives

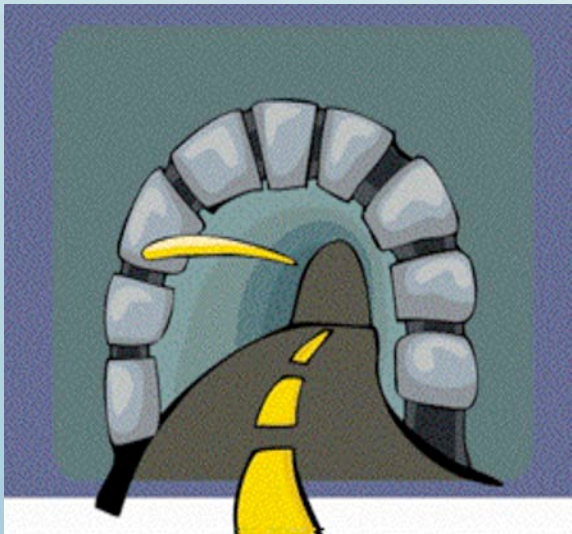
- *Why is your proposal significant?*
- *What are your goals?*
- *Briefly describe your conceptual approach.*
- *Provide a roadmap to your proposal narrative.*



Reflect...

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

A Good Needs Section will...



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:

RESULTS OR EXPECTED BENEFITS



Section 4:

Results Or Expected Benefits

Outcomes

Knowledge

What changes in knowledge will there be? with whom?

(Address children, parents, agencies, etc.)

Action

What changes in behavior do you anticipate?

How will they **act** on what they have learned?

Conditions

What changes in conditions do you anticipate?

(e.g. self-image, identity 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

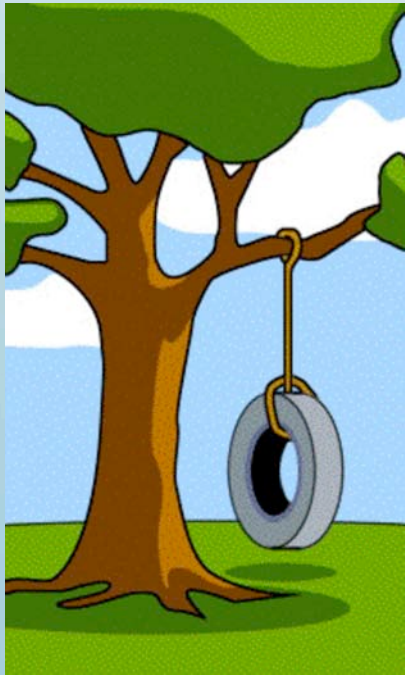
Section 5:

APPROACH



Section 5: *Approach*

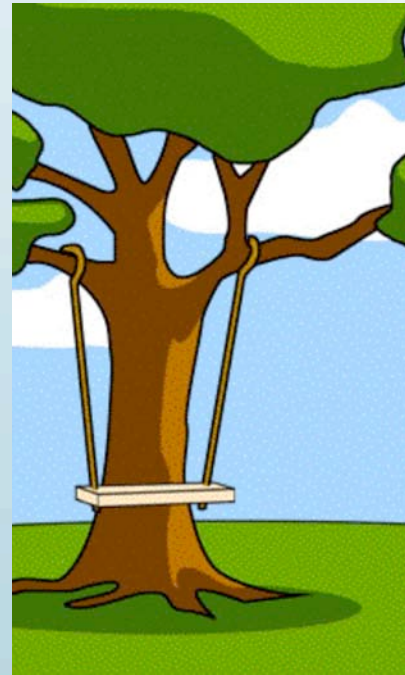
The Challenge of a Cohesive Proposal is Making Your Logic Clear!



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



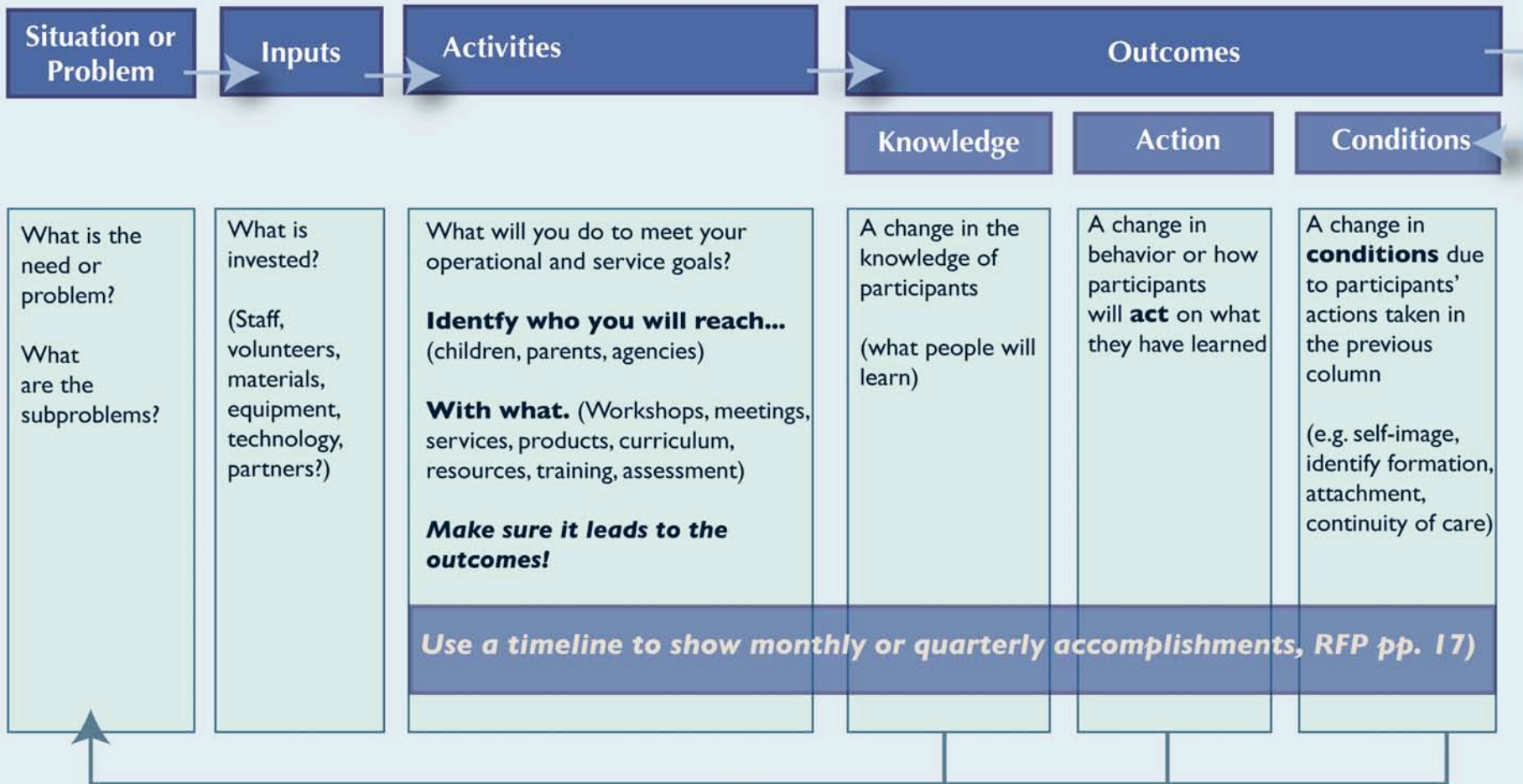
The Approach



The Measurable Outcomes



The Long Term Benefit



ASSUMPTIONS: Your ideas, based on research, needs assessment, and evaluation upon which the success of the project rests.

EXTERNAL FACTORS: What variables are there that will have an effect on the program start up and implementation, that may impact your proposed work? (Cite factors that might accelerate or decelerate the work and the reasons for your approach, RFP pp. 17.)

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

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

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

- 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

- 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)



What is Layering

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

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



GOOD LUCK!

