



WINTER Newsletter 2009

**Child Care
Resource &
Referral -
Region K
serving
Asotin/
Whitman
Counties**

What's Happening at CCR&R.....*Happy Holidays!*

- **Onsite Consultations and Training:** Contact us today to find out the many different onsite consultation experiences that are available. Here are a just few ideas: professional development (register for classes, consult with an advisor about the CDA & college credit courses), behavior issues, classroom environment, curriculum development including literacy, math & science, and Creative Curriculum to name a few! If you need staff training, observation assessment or if we can assist with compliance agreements from your licensor, should you have questions after a licensing visit, let us know. We are here to help you! Call us today—Consultations are FREE!

Building Bridges Winter Quarter ~ PULLMAN Infant Toddler Caregiving

- Receive 3 college credits and 30 STARS hours for attending all three modules.
- These modules are designed for caregivers working with children in the first three years of life.
- This course also meets the CDA & AAS degree requirements for Infant/Toddler Care Education.
- Dates: Every Tuesday ~ Jan 5th through March 9th, 2010
- 5:45pm-9:00pm Instructor: Claire Yenish

Registration Deadline will be **December 21, 2009**.

Contact our office for registration information.

FREE!! FREE!!

Building Bridges at Walla Walla Community College —via ITV in CLARKSTON

Administering Early Learning Programs

Module II, **10 hours only**. This course is designed to provide early childhood education personnel with the information necessary to open, operate and manage child care centers and early learning programs that meet licensing, accreditation and other quality standards. **For licensed child care providers, tuition, books and fees will be paid by a grant from the Department of Early Learning. Class limited to the first 15 to register.**

Instructor: Melinda Brennan

Dates: **January 11 & 25, February 8, March 8, 2010, 6:30-9:00 pm**

Tuition: **FREE!** to Licensed Child Care Providers 1.0 credit, 10 STARS hours

Clarkston students can register by calling 509-527-4237

Children First Conference 2009!!!

Another successful Children First Mini-Conference held on Saturday October 17th!



Cheryl Iverson of Volunteers of America in Everett, WA
Presenting her workshop "Putting PIZZAZZ in Your Circle Time"



Door Prize winners gather for a photo.
Too many winners to fit in the photo!

Marketing Your Business in Tough Economic Times

By Marlyn Garretson, WA State Child Care Resource & Referral Network

Things are rough out there and child care enrollment may be down. Like any other business, the competition can be tough. Why not consider developing a marketing plan? When you market your business you identify your program's strengths and target a specific audience: families with children. First, you need to identify the key needs of those families, then highlight the unique aspects of your program and finally tell parents why your business is better than the competition. Clients will view your child care home or center as offering more perceived added value than competitors and they would probably prefer to purchase child care where they get more value.

How do you determine what makes your services so special or unique? Many child care providers list the features of their programs – the hours the program is open, the ages of children served, and the fact that they are licensed. However, this does not give much information to parents trying to figure out the best program for their children. Parents want to know how a program will meet their needs and those of their children.

Features tell what the provider offers. Benefits show how the program will be of help to the children and parents. Features focus on the providers, while benefits focus on the children and parents.

Here Are a Few Marketing Tips to Remember:

1. Update your profile with your local Child Care Resource & Referral program.
2. Make sure each person who will answer your phone is trained to answer in a courteous and businesslike manner.
3. Create an inviting and safe first impression. Make sure your child care home or center is clean, attractive and well maintained, inside as well as outside.
4. Make sure to welcome new families warmly and sincerely. Marketing doesn't stop when the family enrolls. Families who feel welcome and that they are getting quality care are a huge marketing asset!

Source: *Child Care Aware*, <http://www.childcareaware.org/>

Craft Corner

Aromatic Ornaments

equal parts apple sauce and cinnamon
cookie cutters
ribbon or string

Mix equal amounts of applesauce and cinnamon (for instance 1 cup of each) until you have a dough. Roll out on waxed paper and cut into shapes using Christmas or themed cookie cutters. Poke a hole in the middle, near the top to hang a ribbon or string when the ornament is dry. You may set these out on the cupboard to dry -- it will take several days and you'll need to carefully turn them in order to dry both sides. Or, you may dry in your oven at 200 degrees/warm.

Christmas Spelling Song

This song has even three and four year olds spelling Christmas!

(sung to the tune of Jingle Bells)

C-H-R-I-S-T-M-A-S is here
That's how we spell Christmas
It's the best time of the year!

C-H-R-I-S-T-M-A-S is here
Oh what fun we'll have today
With all our friends so near!

| Features | Benefits |
|--|--|
| My program is open from 6:30 a.m. to 6:00 p.m. | My program fits with the schedules of working parents. |
| My program cares for children from infants through school age. | My program cares for all ages of children so parents don't have to split them up and take them to different locations. |
| My program is licensed. | My program meets all health and safety requirements to make sure your child is safe at all times. |
| My program serves breakfast, lunch, and two snacks. | My program serves nutritious home-cooked meals. Weekly menus are posted so parents know in advance what we are serving everyday. |
| My program meets all child-to-staff ratio requirements. | My program's low child-to-staff ratios and small group sizes allow each staff to spend special time with each child. |
| My program's teachers are experienced. | My program's teachers are selected for their knowledge of child development, their experience with children, and their warmth and love for children. Most of my program's teachers have been with my program for more than 12 years. |



CONFERENCES/TRAININGS

23rd Annual EWAEYC's

"Gift of Childhood" Conference

SATURDAY, FEBRUARY 20th, 2010
7:30 a.m.- 4:00 p.m.
SPOKANE FALLS COMMUNITY COLLEGE
in Spokane

Fees: Any current AEYC member \$45,
Non-member \$65, full time student \$25

For more information call 509-953-4989

This is a WA STARS Approved Training

Motivating the Reluctant Learner

Strategies for teachers to harness the enthusiasm and creativity of children. Help children find that spark, that zest for learning. Create a positive classroom culture that encourages children to explore, be curious, and stay excited and motivated. Bring a sack lunch.

Instructor: Andrea Unck

Date: Saturday, February 20, 2010

Time: 9:00 am.- 2:30 pm Place: Walla Walla Community College Parent/Child Center

Tuition: \$ 56.50

Number: ECE 144, #1101 0.5 credit, **5 WA STARS hours**

To register by telephone, call 527-4443, Monday-Friday 1:00-4:00 pm.

A VISA or MasterCard will be required to pay

For more information about classes at WWCC, call Laurie at 527-4237.

Visit our website: www.wbcc.edu/parent/ccr&r

20 Hour STARS Basic Training **Asotin County Health District**

For Centers and Family Child Care

Sat 1/30/2010 9am-5pm

Mon 2/1, Thurs 2/3 & Mon 2/8 6-10pm

Fee \$20 Snacks included no meals

Call 508-758-3344 to register

Watch for information coming soon
About 20 Hour Basic Training
Classes in Pullman!

Whitman County Health District

Offers HIV/Aids Training on DVD

Check out is \$10 for 2 days

Return the DVD and schedule a time to take the test. Certificate of completion will be mailed to you. Call to confirm DVD availability and to schedule testing times

Pullman 509-332-6752

Colfax 509-397-6280

Asotin County Health District

CPR/First Aid

12/ 16/09

5:30-9:30pm Dinner Provided \$35.00

Bloodborne Pathogens HIV/AIDS

1/19/2010 6:30-8:30pm FREE

to register call 509-758-3344

CPR/FIRSTAID CLASSES

American Red Cross

509-332-2304

Pullman Fire Dept.

509-332-8172

Colfax Fire Dept.

509-397-3416

Asotin Co. Health Dist.

509-758-3344

Need Forms or Policy info?

visit the DEL website at:

www.del.wa.gov

PULLMAN SCHOOL DISTRICT

Child Find -Early Childhood Development Screening

WHO: Children - Birth through 5 years of age who reside in the Pullman School District and children age 6-21 who may have a developmental delay.

WHAT: This screening is an opportunity to review your child's development and to address potential concerns.

WHEN: Friday mornings: 8:30 am - 10:30 am

January 8 (no school on Jan. 1), February 5, March 5, April 9 (no school on Apr. 2)

Appointments scheduled on the half hour until 10:00

WHERE: Community Child Care Center/Head Start ~ 530 NW Larry ~ Pullman, WA

CONTACT: Call Paula Bates at the Pullman School District office at 332-3144 for more information or to schedule an appointment.

FREE!

Consultations at your site!

Whitman/Asotin County Child Care Resource & Referral is excited to offer On Site-Consultations for licensed child care providers. Family Child Care Providers and Center Staff are eligible for **FREE** consultations, as are individuals who are in the process of becoming licensed. At your convenience, we will schedule an on-site consultant to come to your child care program to help in any number of areas, including:

- **Curriculum ideas: circle time, science, art, math literacy, story time and more!**
- **Positive guidance solutions to discipline problems.**
- **Setting up a safe, healthy learning environment and routine.**
- **Increasing parent involvement and communication effectively with parents.**
- **Business practices, including record keeping, taxes, marketing, setting policies and more.**
- **Professional Development and defining a career pathway.**
- **Accessing community resources and meeting licensing requirements.**
- **School District/Child Find questions & concerns. This can include assistance from the school district for identifying developmental delays**

If you want to increase the quality of your program call
509-335-7625

to set up an individual appointment with a consultant matched to your needs!

Available consultants for the various topics include:

Claire Yenish, Harmony Davis, Kaye Yrazabal, Megan Itani,
Leslie Sattler, Shana Codr, Tina Smith, Molly Tyler

News from DEL.....

Benchmarks update moves forward

More than 600 people responded to the online survey to inform an update of the *Washington State Early Learning and Development Benchmarks*.

Individuals shared information about whether and how they use the Benchmarks in their communities, and their thoughts about what additional resources and support would enhance the Benchmarks.

DEL staff are reviewing the survey input, and Director Bette Hyde will be making decisions about next steps in the Benchmarks review and update process.

Any statewide early learning system must include common understanding of what we want children to know and be able to do at different points of their development. The recommendations for how to begin implementing the statewide draft Early Learning Plan includes one specific to the Benchmarks:

“Revise (based on constituent input) Benchmarks, and implement them so that: they work in alignment with K-3 education; and inform the standards and curriculum used for professional development of early learning providers and K-3 teachers.”

Visit www.del.wa.gov/development/benchmarks/Default.aspx to learn more and watch for information about next steps.



Calling all artists! Send your program's art to DEL

The DEL State Office in Lacey often displays art created by children in early learning programs. If you have artwork you'd like to have displayed at DEL, please send it, along with a description of the project and the name of the child for each piece of art to:

Department of Early Learning

Attn: Communications

P.O. Box 40970

Olympia, WA 98504-0970

We will acknowledge those programs with displays at DEL in future newsletters.



Need product recall info? Visit www.del.wa.gov!

DEL's Web site includes a section with the latest on product safety notices for child-related products.

From the home page www.del.wa.gov, look under “How do I find out about...” and click on “Product safety notices” to read more and link to the Consumer Product Safety Commission.



| Child Care Resource & Referral—Region K | |
|--|---|
| <p><u>Provider Services</u></p> <p>For Asotin, Whitman Counties</p> <p>1-509-335-7625 or 1-800-440-2277 E-mail ccrr@wsu.edu</p> | <p><u>Parent Referrals</u></p> <p>Serving Asotin, Columbia, Garfield, Lincoln, Pend Oreille, Spokane, Stevens, Walla Walla, and Whitman Counties</p> <p>1-800-446-2229 parentline@community-minded.org</p> |

Cut Out and Save the numbers



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Fax 509-335-5541
E-mail: ccrr@wsu.edu

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