

## ***SERVICES OFFERED***

### ***For Families:***

- Help in finding child care that meets the specific needs of your family
- Advice on what to look for to find quality child care
- Resources to help pay child care costs
- Information on balancing work and family
- Information about other community resources
- Information on the Oklahoma Reaching for the Stars program

### ***For Child Care Providers:***

- Information on starting a child care center or family child care home
- Assistance with developing or enhancing your child care program
- Training on topics including health, safety, and risk management, successful business practices, reading, games, and craft ideas
- Access to resource libraries where you can use laminating and die cut machines, check out books, games and toys to use in your program
- Referrals to fill vacancies in your program
- Information on program funding
- Professional advancement opportunities

### ***For Employers:***

- Cost-efficient ways to address child care needs of employees
- On-site seminars for employees on balancing work and family, finding quality child care and child development
- Ideas for family friendly policies for employees

East Central University  
Child Care Resource & Referral Agency  
1100 E. 14th, PMB E-3  
Ada, OK 74820

**East Central**  
**UNIVERSITY**

**EAST CENTRAL UNIVERSITY  
CHILD CARE RESOURCE &  
REFERRAL AGENCY**

Serving Oklahoma Families  
Investing in Children



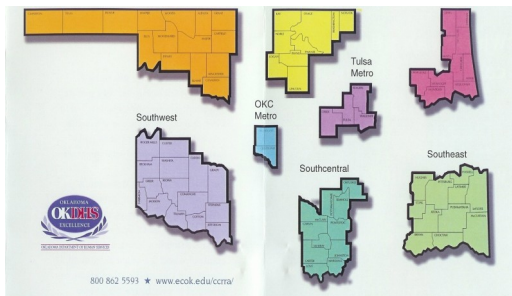
2010-2011  
Annual Report

# ECU Child Care Resource & Referral Agency

The ECU Child Care Resource & Referral Agency is a member of the Oklahoma Child Care Resource & Referral Association, Inc. (OCCRRA) and the National Association of Child Care Resource and Referral Agencies (NACCRRRA). OCCRRA is a state-wide network of community-based resource & referral agencies serving all seventy-seven counties.

ECU's Child Care Resource & Referral Agency serves the following counties:

- Carter
- Garvin
- Johnston
- Love
- Marshall
- Murray
- McClain
- Okfuskee
- Pontotoc
- Pottawatomie
- Seminole



## 2010-2011 — At A Glance Highlights of the Year

### Family Services

In 2010-11 there were 202 new parent referral calls, requesting care for 288 children. Parent referral calls were received from every county in the 11-county SDA, with the majority (46%) coming from Pontotoc, 23% from Pottawatomie and 10% from Carter. When asked how the parent found out about our services, 46% indicated from the phone book, 15% from the website or internet search, 9% from another child care provider, 9% from DHS and 7% from a friend or relative. Hear what parents are saying:

“The information was helpful. It made me look for things I probably wouldn’t have.”

“Great program that needs to be more well known to the community. I didn’t realize there was such a program and being a first time mom, it helped tremendously. Thank you very much.”

“I appreciated the information so much and have told at least 10 people about your services.”

### Community Services

Informational booths were held in Pontotoc, Johnston and Murray counties. A child care tour was conducted in Ada, co-sponsored by Smart Start South Central. Over 25 business and community leaders were in attendance.

*Our mission is to ensure all Oklahoma families have access to quality child care through community-based resource and referral services.*

## Provider Services

As of June 30, 2011 there were 274 child care providers, head start agencies, preschools and license-exempt programs listed on our database. ECU CCRRA staff conducted 144 on-site technical assistance visits during the year to work with child care directors and/or staff. 139 technical assistance visits were conducted at the CCRRA office, 85 technical assistance calls or emails were conducted and 325 provider contacts were made.

Tier I and Tier II training opportunities were facilitated through our agency, with 630 total participants. Newsletters and training calendars were mailed 4 times during the year to all providers.

Providers in the Ada area received books, new toys and/or equipment, delivered by community and business leaders, as a direct result of Project Invest.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★			
★ <b>Reaching for the Stars</b> ★			
★ <u>Homes</u> ★			
	<u>6-30-2010</u>	<u>6-30-2011</u>	★
★ 1 Star	81	79	★
★ 1 Star+	16	11	★
★ 2 Star	35	32	★
★ 3 Star	2	2	★
★ <u>Centers, Head Starts, Preschools</u> ★			
	<u>6-30-2010</u>	<u>6-30-2011</u>	★
★ 1 Star	43	49	★
★ 1 Star+	5	1	★
★ 2 Star	95	90	★
★ 3 Star	4	5	★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★			