

**CSUCI CHILD CARE CENTER COMMITTEE MEETING
JANUARY 20, 2005**

Meeting was called to order by Karen Woodford at 1:44 who gave an overview of the three providers scheduled to present on employer child care arrangements.

Bright Horizons – For-profit Large Corporation

Michelle Kang and Andrew Beckner represented Bright Horizons (BH). Michelle gave an overview stating that Bright Horizons had been established 19 years ago with a focus on custom and fulfilling specific needs of clients. They have been designated an employer of choice and named one of Fortune 100's Best Companies to Work for in the US. She gave an overview of BH's California operations and also stated that they have twenty-one clients in higher education throughout the country. They have approximately 350 centers throughout the US. Their model is employer-sponsored care.

Andrew spoke about their focus on client and parent partnerships, parent satisfaction through surveys, faculty partnerships and contract options.

Michelle stated that it was important to fill the center first to see what demand is. She cited Amgen and Duke University as operations that were small and grew to larger operations. Further, that we should take into account physical structure needs. She stated that in most employer agreements, the client provides the space, utilities and maintenance support. BH stresses lower teacher-to-child ratios. They have recruited staff in more remote areas than this and that they have a Southern California Recruitment Coordinator. She stated that the biggest challenge in reaching agreement was marrying what we want with the financial reality: salaries, tuition, level of quality and up front capital costs.

Their university clients prefer the management contract about 75% of the time with varying degrees of financial subsidies. A management contract is one where the institution pays the Bright Horizon management fee as compared to putting the fee into the operating budget and having the costs spread out throughout the tuition system.

Easter Seals – Not-for-profit Organization

Andrea Kane & Mary London represented Easter Seals. They are an affiliate of Easter Seals (ES) national. Andrea Kane is their consultant on child care and advised that in California their area for child care operations is Madera, Santa Maria and Ventura. They have one employer center at Children's Hospital in Madera.

Their focus is to be inclusive with atypical needs. Their goal is to have 15-30% of enrollments be atypical children. Nationally they have 70 centers with eight in California – about half are employer sponsored. They did have a collaborative effort with SMCC, the San Monica School District, for faculty, students and staff which did not survive because of space issues.

They stressed the need to balance enrollment and staff – project out enrollment to start and grow out. Enroll children in small groups. Lose as little money as possible – that we should expect to lose money in the first year. She advised that CSUCI should handle our projected enrollment and staff very carefully.

Every single employer agreement is unique with respect to:

- Mission and vision
- Resources
- Vendor
- Share vision
- Community

Andrea encouraged the committee to define the vision for the Campus child care program and then find a vendor who shares the vision. Within the ultimate vision, the committee would need to decide what could be negotiated and what cannot be negotiated.

In a sponsor option, such things as the building, maintenance, grounds, improvements, food services, administrative support, personnel and DOJ clearances are taken into consideration. Andrea stated usually the employer provides all of these and encouraged CSUCI to provide as much as possible.

Easter Seals is at near cost of market for salaries. The balance point is program and cost. They encourage parent involvement. Easter Seals sets curriculum decisions and staff evaluations. However, program assessment and student involvement is encouraged. The biggest challenge is financial responsibility and balancing between affordability and quality of care.

In her opinion, remoteness of our location would be a problem in recruiting staff. She suggested that we need to offer an attractive package. ES stresses integrated quality child care that is safe for children, addresses social, emotional and cognitive values and that is fascinating and interesting for children.

With ES, the program insurance is provided by Easter Seals and they hold the operational license. Andrea made the point that ES feels a program should be wonderful for families and that is more important than affordability for parents.

Roots and Wings – For-profit, Locally Owned Small Business

Sherrie LaBoon represented Roots and Wings (RW). Their program started as a contract with the City of Thousands Oaks serving the entire community. Their last contract included slots for City employees. RW specializes in multiple agency contracts and government grants. They have two sites, their own – which is owned by Roots and Wings – and the program sponsored by the City of Thousands Oaks which has 60 children.

They have consulted with Pierce College for their seven million dollar center.

Their experience is on the local level and they have been in the Conejo Valley since 1985 dealing with varied programs and a lot of interaction with students and teachers. They have no experience in a university setting.

The Thousand Oaks operation is City owned with the City owning the site and handling maintenance. The City rents back to RW for \$1 per year. Utility costs and building maintenance are City paid, but supplies and utilities are paid by Roots and Wings – the City provided financing for initial purchase of all contents (pay back over seven years at small rate). There is no administrative fee from the City as the center is run as a profit-making entity and retains all profits. Sherrie said she feels the biggest challenge is determining how to secure start-up funds. She had to spread out her own start-up administrative fees over five years.

Parents are extremely involved in both centers. They have decision-making responsibilities, activities and fundraising and parent advisory committee. The centers are field work sites for students.

RW handles all government reporting with the City paying for an annual audit.

Basic philosophy is educational and developmental but not academic. Supports parents with flexible scheduling. Waiting for accreditation and validation visit.

Karen closed the meeting with encouraging the group to ascertain the values that we want to look for in a vendor. We will discuss these values, as well as other feedback, and clarify them in the next meeting on February 24, 2005. Meeting time will be 12:30 – 2:30 PM.