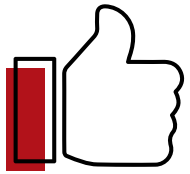
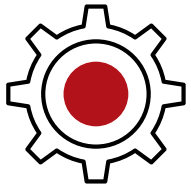
Welcome!

While waiting for others to join, check your Zoom settings and drop your full name, role and organization in the chat.



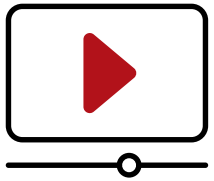
Find "Raise Hand"

- In meeting controls, click Reactions.
- Click raise hand to ask a question or answer a prompt



Update Your Name

- In meeting controls, click Participants.
- Hover over your name, click "..."
- Click "rename" to update to your First Name & Last Name



Technical Trouble?

- Send a message to the EEC Co-Host: Meaghan Blanton

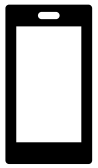
Quick Check In

Which emoji best describes your current state of mind?

Respond using one of the following options:



Visit PollEv.com/eugeniasoiles587 on your web browser



Take a photo with your cellphone of the QR code to the right



Text eugeniasoiles587 and your message to 22333

Today's Agenda

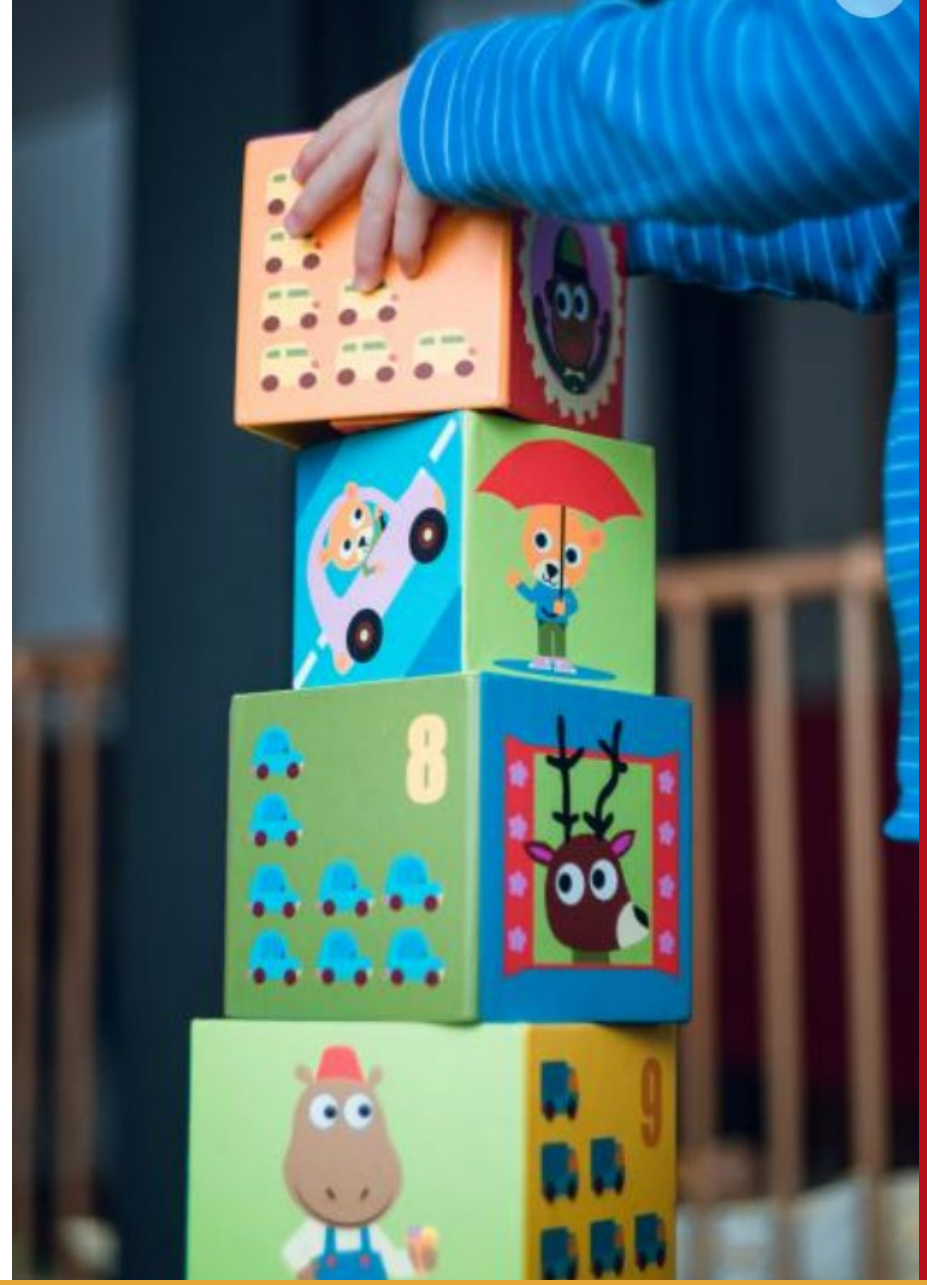
1. Welcome, Introductions & Purpose
2. Principles of Change
3. Engaging Partners
4. A Customer Service Approach
5. Engaging with Families –Family Engagement Framework
6. Reminders & Resources
7. Questions

Introductions: EEC Team

- **Tyreese Nicolas**, Deputy Commissioner of Family Access & Engagement
- **Bethanie Glass**, Director of Child Care Financial Assistance
- **Haji Shearer**, Associate Commissioner of Family & Community Supports
- **Flo Howes**, Family & Community Supports Specialist

Who's Here Today

- Mass 211
- Child Care Resource and Referral Agencies
- Contracted Providers
- Department of Early Education and Care employees
- Partner Agencies



Learning Objectives

- ❑ Understand the Department's direction and goals in reforming Child Care Financial Assistance to be family centered
- ❑ Understand the role of engaging as partners to improve coordination across programs
- ❑ Broaden understanding of the concept of Customer Service and effective communication and how it connects to EEC's goals and the families we serve
- ❑ Learn strategies that support family-centered conversations to better facilitate access for eligible families
- ❑ Understand the roles of Family Access Administrators in the refined client engagement process
- ❑ Broaden the understanding of family engagement and the Family Engagement Framework



Principles of Change

Our goal is to move in the right direction for families…



"One of the top priorities of our administration is making child care more affordable and accessible. These regulation and policy changes will help break down barriers for our low-income families and early education programs, making government services more user friendly and equitable."

- Governor Maura Healey

"In Massachusetts, we are investing in child care so that regardless of zip code or economic background, our youngest learners can access the high-quality education they need to succeed in school and life. Access to affordable child care is also an engine of the state's economy, enabling families to participate in our workforce."

- Lieutenant Governor Kim Driscoll

"I want to thank the Early Education and Care Board, our early education and care programs and partners, and sister agencies who have worked collaboratively and intentionally with us to make changes that center families' experiences and will bring greater equity and inclusion for the children and families participating in our child care financial assistance programs."

- Commissioner Amy Kershaw

Child Care Financial Assistance Case for Change

What is changing?

- **Regulations, policies and procedures**
- The way that WE (EEC,CCRRS, Contracted Providers) **engage with each other and families**
- **Expectations of Family Access Administrators**
- Modernization of the **Digital Experience**
- Improving and expanding ways **families can interact with EEC**

The Department of Early Education and Care's goal is to provide an equitable, transparent, and customer service-oriented experience for Massachusetts families seeking help paying for child care.

Why are we changing?

- Better **support economic mobility** for families seeking to return or go to work or participate in education and training
- Provide **greater equity in access to high quality early education** and **extended learning opportunities** to support children's school and life success

What benefits will we gain?

- **Increased Access, Flexibility, Dignity and Sustainability** for Families
- **Reduced complexity** and administrative burden for providers serving or interested in serving families with child care financial assistance
- **Increased labor market participation** and a stronger economy, now and in the future

How are we going to achieve this?

- Considering **new ways** of doing things
- **Engaging with internal and external stakeholders** through ongoing structured feedback sessions
- **Engaging internal and external stakeholders** throughout the change process
- **Clear Expectations** for Customer Service, Performance, and Support Services for CCR&Rs and Providers
- **Create EEC regional family access team** to provide program and contract oversight, support coordination and technical assistance.

When

will this change be happening?

- **End-to-end review** of the child care financial assistance system launched in April of 2022 to identify opportunities to update, improve and modernize
- New regulations, contracts, various reform initiatives, and their associated rollout efforts are going into effect on an ongoing basis for the next 6-12 months.
- This is **a long-term mindset, process, and culture shift** - it will take time to fully implement the changes

Key Goals

Modernize Child Care Financial Assistance Programs as human and family-centered focused on treating families with dignity and respect.

1



Prioritize family needs and experience.

2



Increase overall system efficiency

3



Modernize and update system

Guiding Principles

Alleviate burdens on families by streamlining and reducing duplication through the child care financial Assistance process.

Streamline and clarify roles/responsibilities of Family Access Administrators to shift the burden away from the families.

Improve and simplify communication with families to include online applications, email and text notifications.

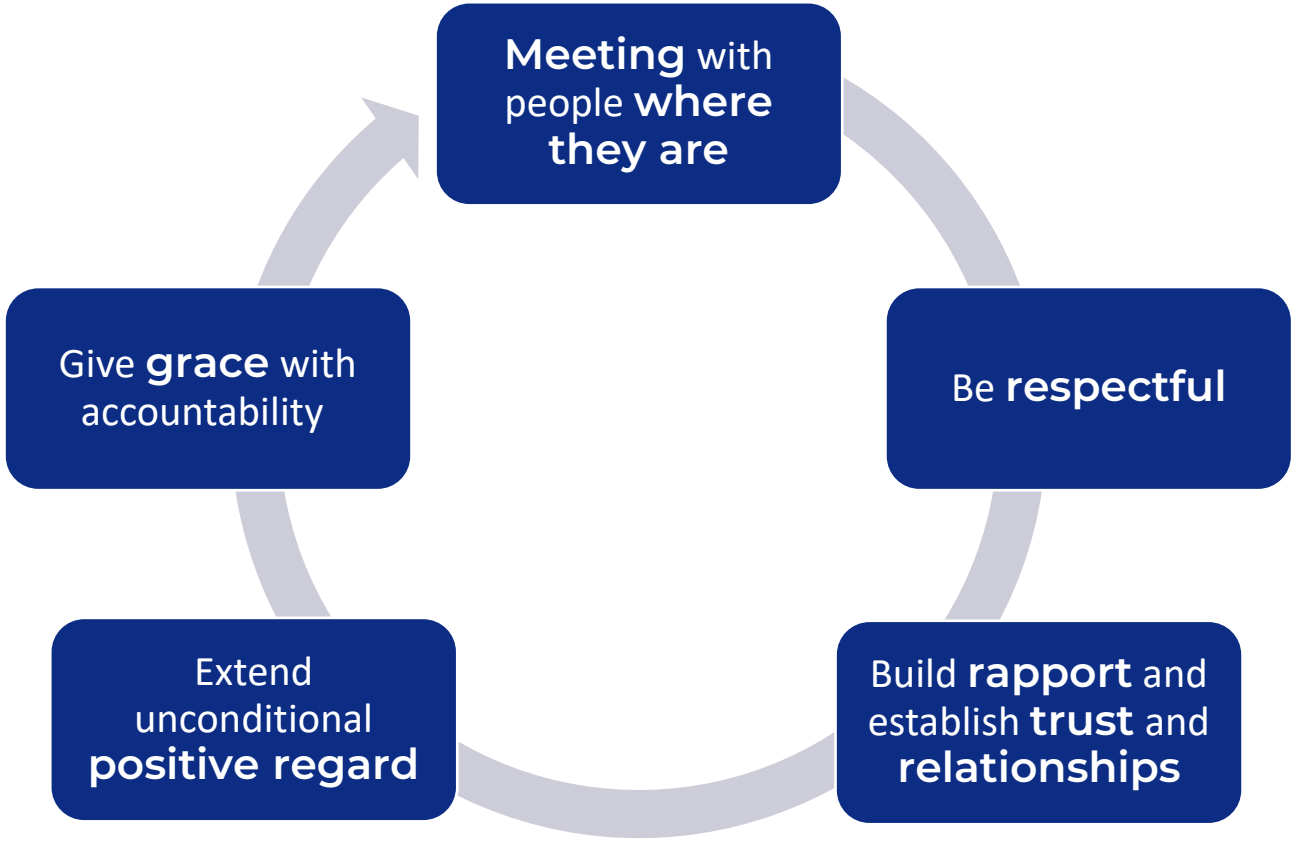
Extend timelines to ensure stability of care.

Use more inclusive and accessible language to ensure policies and regulations are written in simplified, clear language.

Build stronger local and regional relationships that support collaboration and co-case management to ensure stability and smooth transitions across programs and in accessing supportive services

Engaging with Partners in the Change

All change work requires thoughtful engagement across partners that begins with FIVE CORE Principles.



What does this look like in practice?



Assuming the best in complicated situations



Asking questions vs making statements



Being mindful of tone in emails



Picking up the phone to reach out to partners

EEC Commitment



Human and family centered **quality customer service** for families.



Being a **partner** in family and provider engagement.



Meet regularly with Family Access Administrators to support positive outcomes and program improvement.



Proactive partnership to **identify and implement solutions** and enhancements to meet the holistic needs of families.



Provide **training and technical assistance** support services.

Learning Check

What are some core principles for meaningful engagement as partners in this work?



A Customer Service Approach

Let's Discuss



EEC Customer Service Expectations

- Being kind, courteous, and professional
- Listening carefully to our families' needs and concerns
- Doing everything in our power to efficiently and accurately serve each eligible family

In Practice this looks like…..



A respectful, consistent experience during the eligibility determination process.



Timely and dignified services and supports from application to eligibility determination to selection of a provider and enrollment.



Positive and responsive communication with families where they know what to expect at each stage of the process, and have questions answered clearly and promptly.



Building and sustaining strong community to partnerships, in order to support families and providers in communities and regions across the Commonwealth.

What do our Families need from us?

- Understand their needs
- Be listened to
- Have available options
- Find solutions to problems
- Efficiency
- Be proactive
- Be kind, caring and understanding
- Warm and friendly responses
- Make them feel important
- Pleasant experiences
- Transparency
- Reliability

Cultural Competency

Here are **four elements** that can help reinforce cultural competence with all our families:

Value Differences

- Attempt to understand how the client defines family

Self-Awareness

- Understand how your own cultural background/ influences how you think and act

Dynamics of Differences

- Be aware that underlying feelings or stereotypes can influence how we work with clients

Knowledge of Client's Culture

- Build resources to be more responsive to the different cultural groups

Necessary Skills to Provide Exceptional Customer Service

Empathy	Communication Skills
Positive Language	Listening Skills
Patience	Positive Attitude
Knowledge of services	Attentiveness
Professionalism	Responsiveness

A willingness to go the extra mile

Learning Check

What are some core principles for meaningful engagement as partners in this work?

What are the skills needed to provide customer service?

How can you help reinforce cultural competence with families?

BREAK

Will resume at 2:06





Engaging with Families

The Family Engagement Framework



Learning Goals

1. Participants understand the importance of family engagement and why EEC elevates this as a best practice.

2. Participants learn about the Guiding Principles and Core Elements of the Family Engagement Framework.

3. Participants feel comfortable using the Framework to build authentic relationships that contribute to the healthy development of children.

Warm Up

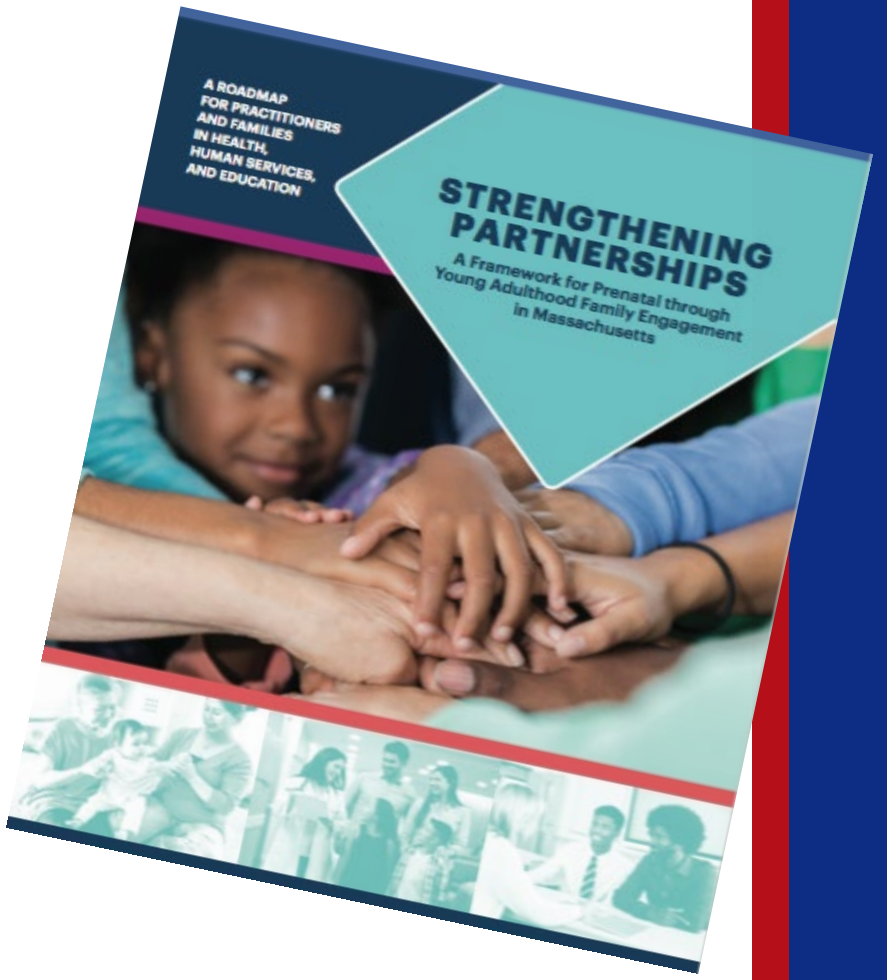
What does family engagement mean to you?

The 37-Page Resource Guide

This session is an introduction and a close look at key sections of Strengthening Partnerships: A Framework for Prenatal through Young Adulthood Family Engagement in Massachusetts.

Download the Framework at:

http://www.doe.mass.edu/sfs/family-engagement-framework.pdf



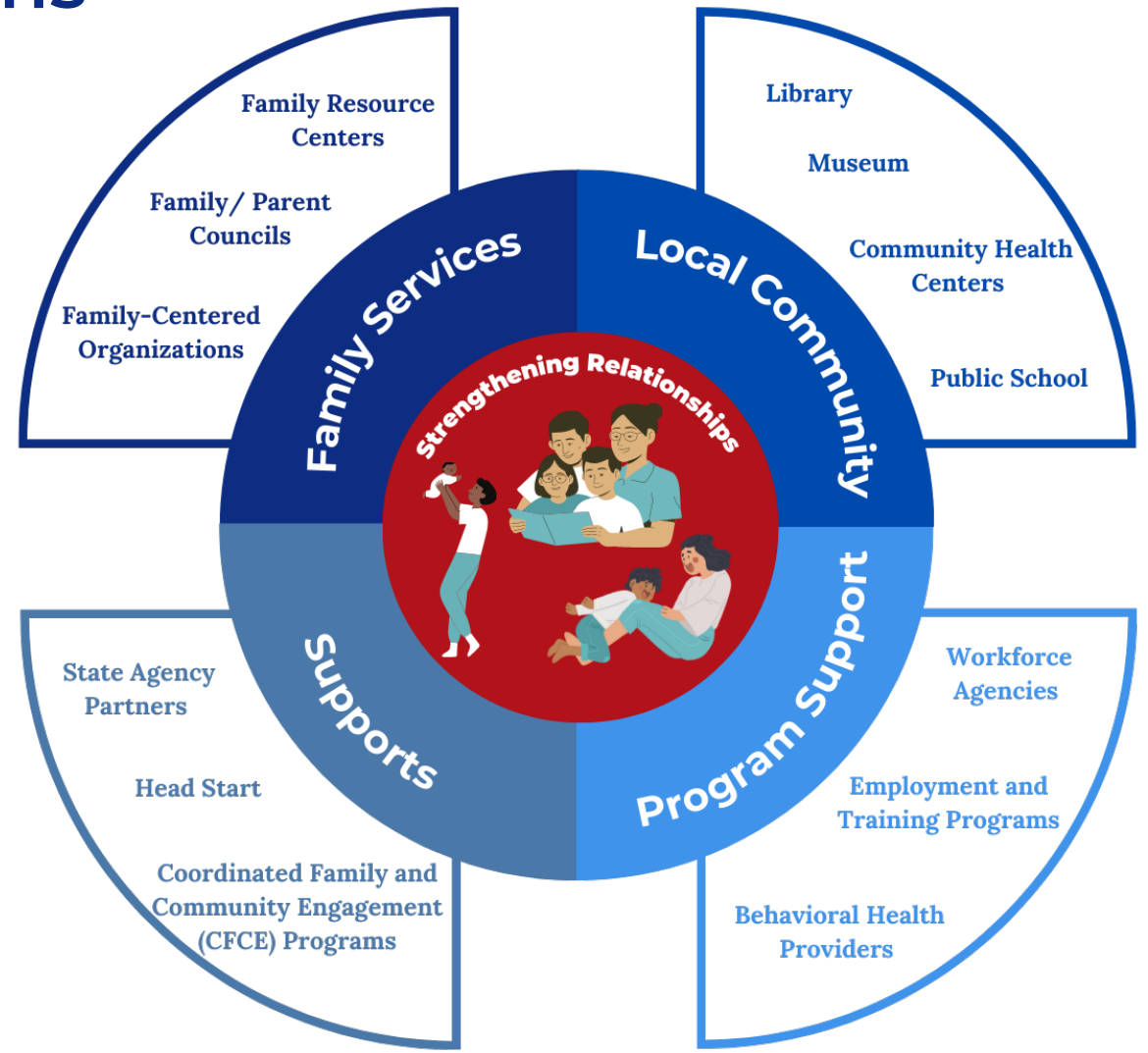
Foundation of Better Outcomes

The Framework is a foundation to create a culture that values and thrives on family engagement.

It was designed to strengthen family engagement practices that lead to better outcomes for children, youth, and families.



Strengthening Relationships with Community Organizations



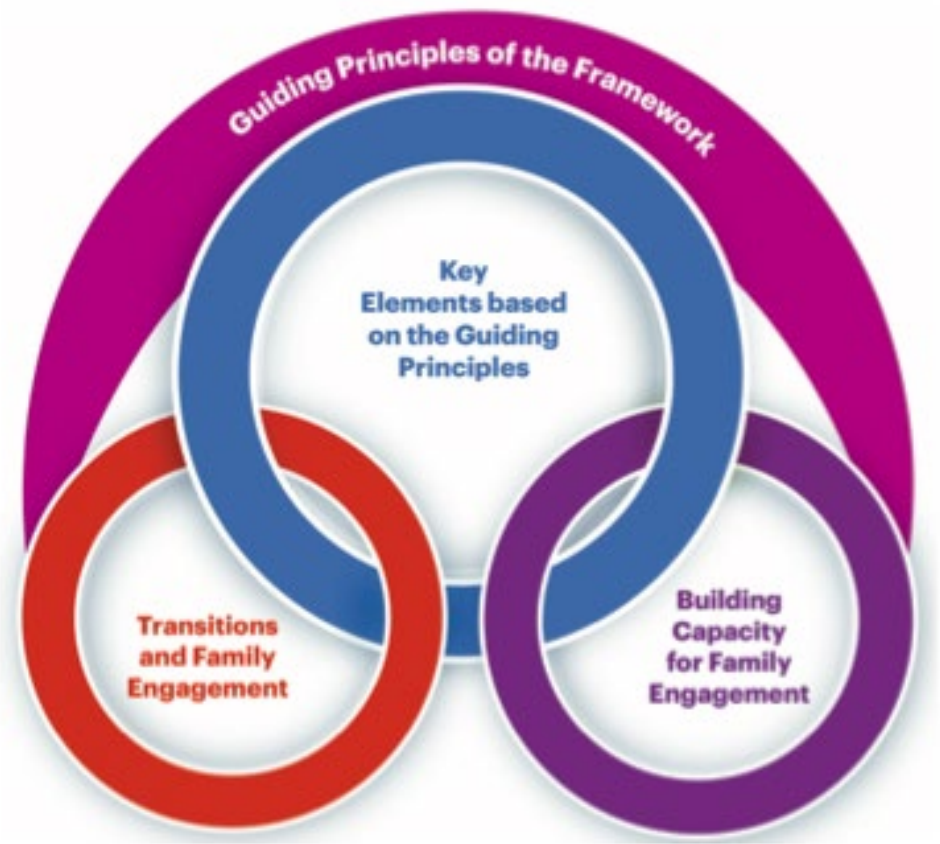
Evidence for Family Engagement

- Stronger parent-child relationships
- Better rapport with teachers and school staff
- Greater understanding of child's progress and how to help
- More knowledge and skill in advocating for child
- Increased deep and supportive social connections
- Reduces suspensions and high-risk behavior
- Increased family and youth involvement in community decisions
- Expanded mental and physical health resources
- Increased graduation rates



The Framework

Overview of Components



The Framework consists of multiple sections that include:

- Five Guiding Principles
- Four Key Elements that translate the Guiding Principles into practice
- Focus on transitions
- Strategies for strengthening the family engagement capacity of organizations.

5 Guiding Principles (What)

Guiding principles are the basis of the framework.

Guiding principles are a foundation for creating a culture that values and thrives on family engagement within systems and organizations.



5 Guiding Principles (What)



Each family is unique, and all families represent diverse structures.

Family engagement includes genuine efforts to understand each family's beliefs, values, priorities, goals and aspirations.

Name one way families can be unique.

Guiding Principle 2

Diversity is expressed and experienced at multiple levels such as (but not limited to) race, religion, ethnicity, culture, language, family structures, ability, sexual orientation, age, socio-economic status, and educational level.



What's an example of one way a family you worked with expressed diversity?

Guiding Principle 3



Building a respectful, trusting, and reciprocal relationship is the shared responsibility of families, practitioners, organizations, and systems. This positive relationship has the individual family's strengths and assets at its center.

How do you build trusting, respectful relationships with families you work with?

Guiding Principle 4

Families are their child's first and best advocate. This premier role puts families in a unique position to nurture their children's growth and development and to help practitioners become knowledgeable about their child.



How have you seen a family advocate for their child?

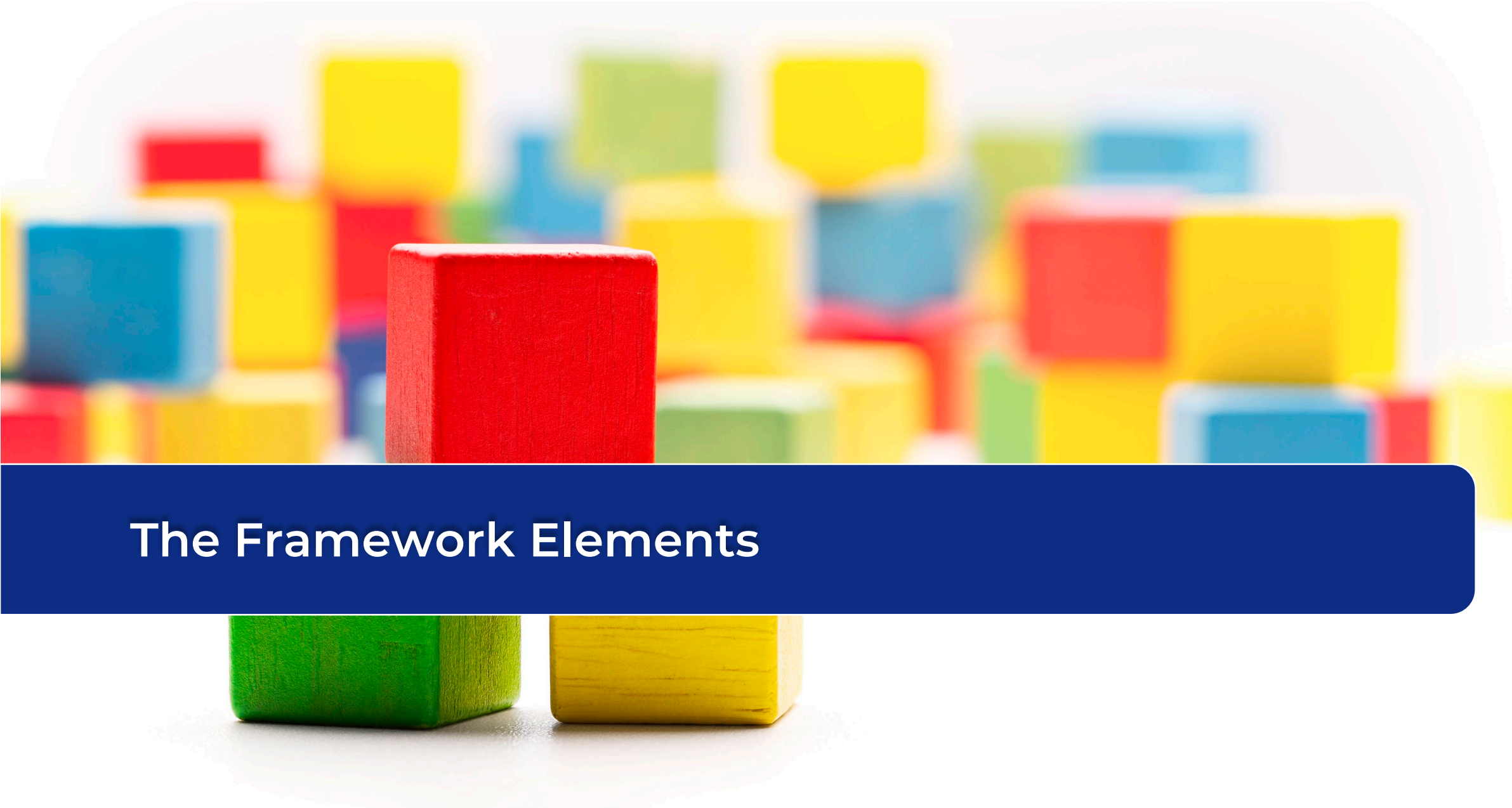
Guiding Principle 5



Equity is the eradication of privilege, oppression, disparities, and disadvantage.

Family engagement must be equitable.

What is one way to practice equity in your relationship with parents?



The Framework Elements

What are the Elements? (How)

The elements are represented by icons. Sometimes you will see more than one element next to an area in the framework.



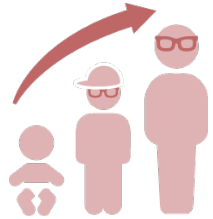
Building Positive Relationships



Promoting Pathways for Partnerships with Families



Promoting Family Well-being



Supporting Child and Youth Development and Learning

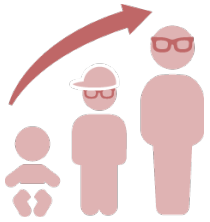
Elements provide the foundation for the Framework.

The elements are sequential. **Each element builds on the one before.**

Families play the most pivotal role in the partnership and should determine the trajectory of the partnership which is the basis of all of the elements.

Practitioners **must** meet families where they are and focus on their unique needs and expectations.



Element 1: Building Positive Relationships

The primary and fundamental element of family engagement is to **build strong, positive, and effective relationships with families** that can help children and families thrive.

Mutual trust and respect lie at the core of these relationships.

Healthy relationships develop through a series of authentic interactions over time that are meaningful to everyone involved.



Name another way you build positive relationships with families you serve.

Element 2: Promoting Family Well-being

Well being includes, **but is not limited** *to*:

- Having access to opportunities for educational advancement and economic mobility;
- Physical and mental health services;
- Housing and food assistance; and
- Other family support services.

Community engagement allows practitioners to assist families in achieving their well-being goals and helps build positive relationships.



In what ways could you promote family well-being with your families?

Element 3: Promoting Pathways for Partnerships with Families

Promoting opportunities for establishing, maintaining, and enhancing partnerships with families is a required element for successful implementation of family engagement within organizations.

Providing multiple pathways for the engagement of families helps to build trusting relationships with them and creates opportunities for them to determine the level of engagement with which they are most comfortable.



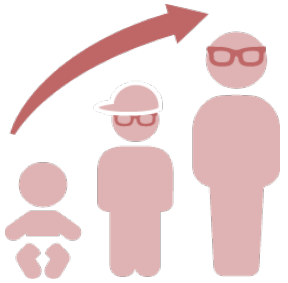
How do you partner with families ?

Element 4: Supporting Child and Youth Development, Learning, Health and Well-being

Practitioners can support families in their relationships with their children by talking with them about their child's development, learning, health and well-being.

The two-way sharing of information about their child opens doors for both families and practitioners to more effectively engage with children.

It is important to ensure that practitioners reflect on the accessibility (language, time, location, etc.) of these engagement opportunities to proactively create pathways for engagement that are responsive to the needs of families. When families don't respond to one effort, try another. Not every strategy will work with every family.

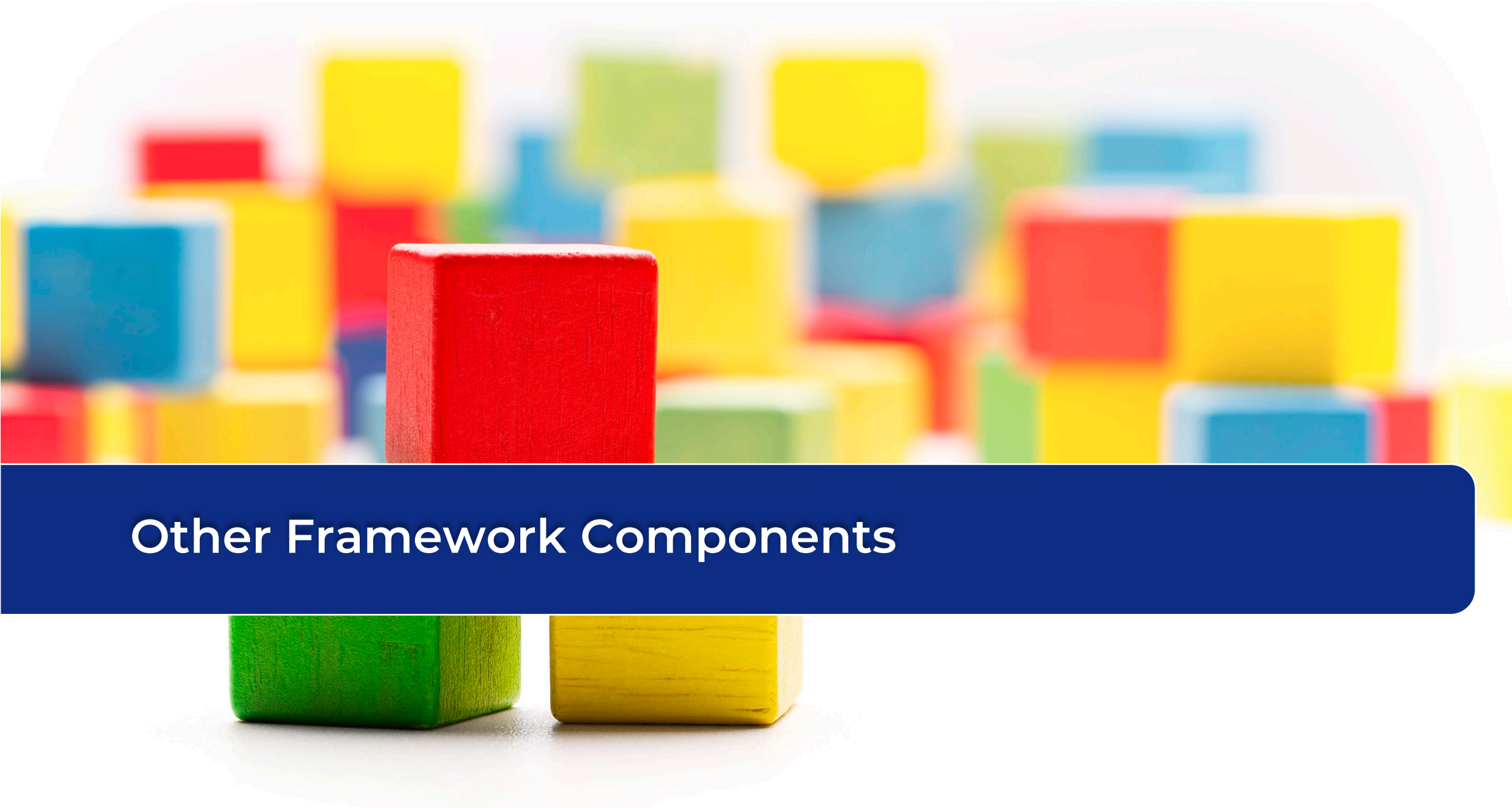


How do you discuss child development with families?



The Framework Challenges

Why is it difficult to incorporate the Principles and Elements into your daily workflow?



Other Framework Components

Equity

Equity is the elimination of privilege, disparities, and disadvantage. It is a core value of family engagement and woven throughout the Framework.

Equitable family engagement embraces diversity among children, youth, and families.

Organizations need to make a clear and unequivocal commitment to equity in every phase of family engagement: planning, implementation, and evaluation.





Breakout

Breakout Guidelines

1. Please stay in the meeting and go to your breakout room.
2. When you enter the room choose one facilitator and one reporter.
3. Facilitator makes sure everyone says their name, agency, and answers one question.
4. Reporter takes notes and puts her favorite responses in the chat when the breakout ends.

Breakout Question

Are you practicing family engagement now? If so, how?

If you're not, how can you start?

Reporting Out

Please share in the chat something that you learned or an idea that resonated with you.

Last Words

"I have learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou

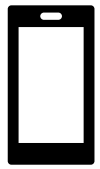


Quick Check In

In one word, how are you feeling right now?



When poll is active respond at PollEv.com/eugeniasoiles587



Send eugeniasoiles587 and your message to 22333

EEC Reform Training Program Overview – What to Expect

To complete the EEC Reform Training Program, you will need to attend all four courses:

1

Principles of Engagement

Training Dates:
October 30th – November 6th

2

Family Journey

Training Dates:
November 7th- November 17th

3

Provider Experience

Training Dates:
November 28th-December 9th

4

Program Integrity & Administrative Procedures

Training Dates:
December 12th- December 15th

In addition to these live courses, we will be providing additional resources to support your learning:

Virtual Office Hours
Fridays

Recorded Trainings
to reference on your own

THANK YOU

For your time today and your ongoing commitment to the families of the Commonwealth!