



Early Learning Coalition of Broward County, Inc.

PRC Meeting Agenda

September 22, 2026, at 1:00 PM

Zoom Meeting

Meeting ID: 853 1900 6551

Passcode: 891254

<https://us06web.zoom.us/j/85319006551?pwd=B1laKBzs1cBmw0bRiB3AFvfdxGip22.1>

Members are reminded of conflict-of-interest provisions. In declaring a conflict, please refrain from voting or discussing and declare the following information: 1) Your name and position on the Board, 2) The nature of the conflict, and 3) Who will gain or lose as a result of the conflict. Please also fill out form 8B prior to the meeting.

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1.	Call to Order		Maria Hernandez, PRC Chair
2.	Roll Call		Melody Martinez, Board Liaison
3.	Consent Agenda 1. Approve June 17, 2026, Committee meeting minutes	2	Maria Hernandez, PRC Chair
4.	Regular Business		
	1. PRC271RB1- School Readiness Enrollment/Redetermination Update (Goal 1 of Strategic Plan)	8	Amy Moore, Vice President of Family Services & Customer Services
	2. PRC271RB2- VPK Enrollment Update (Goal 2 of Strategic Plan)	10	
	3. PRC271RB3- Education/Quality (Goals 3 and 4 of Strategic Plan)	11	Allison Metsch, Vice President of Education
	4. PRC271RB4- Review Strategic Plan Year 4 Quarter 4 Data	16	Hubert Cesar, COO
	5. PRC271RB5- Broward Estates and Gulfstream Space Update	19	Allison Metsch, Vice President of Education
	6. PRC271RB6 - Outreach/Advocacy Update	20	Ancel Pratt III, Sr. Director of Communications
	• FYI:		
5.	Unfinished Business New Business		
6.	Next PRC Meeting: TBD		
7.	Adjourn		

Please Note: Agenda is subject to revisions and additions at the discretion of the Chair of the Coalition. Notification will be sent of any such revisions or additions.

Members of the Public: Please sign up at the entry desk for public comments to be made on any particular agenda items no later than five minutes after the Coalition meeting has been called to order.

"As per [§286.0105, Fla. Stat.](#) Any person who decides to appeal any decision of the Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose, may need to ensure that a verbatim record of the proceedings is made which record includes testimony and evidence upon which the appeal is to be based."

Early Learning Coalition of Broward County, Inc.
Program Review Committee Meeting Minutes
June 17, 2026, at 12:00 PM
Zoom Meeting

Members in Attendance	Amy Hauser; Dawn Liberta; Renee Podolsky; Cindy Arenberg-Seltzer; Ellie Schrot
Members Absent (Excused)	Chair, Maria Hernandez; Krystie Castillo
Members Absent (Unexcused)	
Staff in Attendance	Renee Jaffe, CEO; Christine Klima, CAO; Hubert Cesar, COO; Melody Martinez, Board Liaison; Amy Moore, VP of Family Services & Com. Engagement; Allison Metsch, VP of Education; Ancel Pratt, III, Sr. Director of Communications & Outreach; Alesia Davis, Director of Family Services; Gracy Haladjian, Dir. of Family & C.S; Stephanie Landreville, Controller; Sandra Paul, Sr. Dir. of Provider Reimbursement
Others in Attendance	

Item	Action/Discussion
Welcome & Call to Order	Acting Chair Dawn Liberta called the meeting to order at 12:04 PM. The roll was called, and a quorum was established.
Consent Agenda 1. Approve April 16, 2026, Committee meeting minutes	A Motion was made by Cindy Arenberg-Seltzer and Seconded by Amy Hauser to approve the Consent Agenda. The Motion was unanimously approved. Motion Passed. Ellie Schrot asked who would be the best person to contact about questions regarding the Early Steps data. Allison Metsch offered to discuss it with Ellie.
Regular Committee 1. PRC263RB1 - School Readiness Enrollment/Redetermination Update (Goal 1 of Strategic Plan)	School Readiness Update Amy Moore reported that, during the fiscal year to date, ELC of Broward enrolled 3,536 children from the School Readiness waitlist. This reduced the waitlist to 1,329 children at the time of the meeting. More than 15,700 children were enrolled in the School Readiness program overall. Children ages 0–5 and their siblings continued to experience wait times of less than two months for services. Amy explained that ELC is carefully managing enrollment to keep the number of participating children stable while maintaining timely access to care. The community engagement and outreach team continues attending community events and working with local organizations to increase awareness of School Readiness and other ELC services. ELC is also monitoring enrollment trends in partnership with the finance team to maintain a balanced enrollment level. Family retention was reported at 76%, exceeding the program goal of 75%. This retention rate was based on 15,269 children reviewed through the redetermination process during the fiscal year. To help maintain manageable enrollment levels and short wait times, ELC was selecting approximately 100 children per week through smaller, ongoing enrollment drives. School Readiness Plus Amy described the State School Readiness Plus program as serving families whose income falls between 85% and 100% of the state median income. The program expands access to child-care assistance for working families who may not otherwise qualify for traditional School Readiness services. At the time of the meeting, approximately 78 children were enrolled in School Readiness Plus in Broward County, while 731 children were enrolled statewide. Amy

	presented the program as an additional support for families who are above the usual income eligibility range but still need help accessing child care. Vulnerable Population Program The locally funded Vulnerable Population Program is supported by the Children’s Services Council and is intended to serve children and families with the highest levels of vulnerability. Over the previous five months, ELC and the Children’s Services Council worked together to better align the program with that purpose. 1 As part of the changes, the Children’s Services Council discontinued referrals from certain family-strengthening programs when the participating families were considered more appropriately served through the state School Readiness program. This allowed the Vulnerable Population Program to focus its limited resources on families with the most urgent needs. ELC and the Children’s Services Council implemented several operational changes, including: • Ongoing monitoring of enrollment. • Regular joint program reviews. • Coordinated transition planning for families affected by the revised referral criteria. • Targeted case management and transition assistance. • Efforts to maintain uninterrupted child-care services for families leaving the program. Most families transitioning out of the Vulnerable Population Program were moved into School Readiness, allowing child-care support to continue. Families who were not eligible for School Readiness were connected with child-care resource and referral services and other community resources. Through the five-month collaboration, the program’s total enrollment decreased from a peak of more than 600 children to approximately 270 children. Average monthly new enrollments also declined from 61 children per month to 16 children per month because of the revised referral pathways. Amy emphasized that the changes were intended to ensure that School Readiness and the Vulnerable Population Program each serve their appropriate populations while continuing to connect families with suitable support. CCR&R and Customer Service Amy Moore reported that ELC of Broward’s customer service team answered 87% of 75,349 calls through live customer service specialists, exceeding the goal of an 85% live-answer rate. Most calls came from families asking about existing child-care services, while approximately 11% were requests for CCR&R services. The team also assisted 8,279 walk-in customers at the main office. CCR&R services help families find quality child care and connect with additional community resources. These services are especially important for families leaving the Vulnerable Population Program who do not qualify for School Readiness. ELC’s community engagement and outreach team supports both customer service and CCR&R by strengthening community partnerships and increasing awareness of available programs. School Readiness Enrollment and Retention Strategy for Q4 and FY24/27 ELC of Broward will continue analyzing enrollment trends and coordinating with the finance team through Q4 and fiscal year 2026–27. The strategy is to manage enrollment gradually through smaller weekly enrollment drives, currently selecting about 100 children per week from the waitlist. This approach is intended to maintain a stable School Readiness enrollment level while keeping wait times below two months. 1
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	School Readiness retention is currently 76%, exceeding the 75% goal, based on 15,269 children reviewed through the redetermination process. ELC may adjust the enrollment strategy during the fiscal year to keep eligible families connected to care and minimize disruptions in service
2. PRC263RB2- VPK Enrollment Update (Goal 2 of Strategic Plan)	VPK Enrollment Amy Moore reported that ELC of Broward was closing out the 2025–26 VPK program year with 11,955 children enrolled. The agency had approved more than 13,000 VPK certificates, including certificates for both the school-year and summer programs. This enrollment was on track to exceed the statewide projection of 12,120 Broward County participants. For the upcoming 2026–27 VPK program year, ELC had approved 9,660 certificates, compared with 9,073 at the same point in the prior year, an increase of 6.5% year over year. Final enrollment data for 2026–27 was not yet available, but Amy attributed the growth in approved applications to strategic outreach, community engagement, and timely application processing.
3. PRC263RB3- Education/Quality (Goals 3 and 4 of Strategic Plan)	CLASS (Classroom Assessment Scoring System) Update School Readiness Allison Metsch reported that ELC completed classroom assessments in nearly 1,600 classrooms across the county. The average School Readiness classroom score increased to 5.54 from the previous year. Allison noted that even a small improvement is important because the assessment scale ranges from 1 to 7 and classroom scores are difficult to raise. ELC was waiting for the state average to compare Broward’s results with statewide performance. Voluntary Pre-Kindergarten (VPK) The average VPK classroom score increased to 5.65, compared with 5.60 the previous year. Allison described the increase as continued progress because improving classroom quality scores is challenging. ELC was also waiting for the state average and expected to continue comparing Broward’s performance with statewide results. VPK Performance Accountability Update Beginning two years ago, state statute requires the Division of Early Learning (DEL) to calculate and release annual VPK Performance Accountability rates for all ELC-contracted VPK providers. This measure is designed to hold providers accountable for delivering high-quality instruction that promotes children's learning growth and kindergarten readiness. To monitor progress, school-year VPK programs assess children three times throughout the year using a progress monitoring tool: PM1 within the first 30 days of enrollment, PM2 at midyear, and PM3 during the final 30 days of the program. Assessment results help providers identify children who may need additional support and guide instructional improvement efforts. A provider's performance designation is based on the following components: • Quality classroom instruction (50%) – CLASS Composite Score • Child achievement (20%) – of children demonstrating readiness on PM3 • Learning gains (30%) – of children demonstrating a growth rate of 12+ points from PM1 to PM3 Allison noted that the majority of Broward County VPK providers continue to perform at a high level. Last year's results showed:

	• 77% of providers scored Excellent or Above Expectations • 16% scored Meets Expectations • 5% scored Incomplete (not enough data) • 2% scored Below Expectations (9) or Unsatisfactory (2) Staff further reported that DEL calculates performance metrics and corresponding provider designations within 45 days following the VPK program end date. We are expecting new data in August 2026. Additionally, staff shared that ELC Broward is partnering with Broward County Public Schools to offer the Summer Bridge program for VPK students who scored below the 25th percentile on the PM3 Star Early Literacy assessment. Summer Bridge is a free program designed to support children's readiness for kindergarten; however, current enrollment levels remain low. Developmental Supports Funded through AD Henderson, ELC's Peer Support Specialists (PSS) continue to provide support to families whose children have been referred through Child Find for evaluation or further assessment. Staff reported that receiving a recommendation for an evaluation can be overwhelming for families, and Peer Support Specialists help ease the process by offering both emotional and logistical support. Services include listening to and acknowledging family concerns, providing guidance throughout the referral process, and reminding families of upcoming appointments. Staff shared that a proposal has been submitted to continue the program for an additional two years. FY 2024-2025 data demonstrated positive family engagement and follow-through with recommended referrals: • Children birth to age 2 • 84% of scheduled appointments were attended by families • 57% of families followed through with recommended referrals, an increase from 55% in the prior year • Children age 3 to 5 • 83% of scheduled appointments were attended by families • 73% of families followed through with recommended referrals, an increase from 61% in the prior year Current-year data for FY 2025-2026 (July 2025 through May 2026) reflects continued positive trends: • Children birth to age 2 • 70% of scheduled appointments were attended by families • 94% of families followed through with recommended referrals • Children ages 3 to 5 • 81% of scheduled appointments were attended by families • 75% of families followed through with recommended referrals Allison shared that the Peer Support Specialist program continues to play an important role in helping families access developmental services and supports, resulting in strong referral follow-through rates across both age groups. Help Me Grow Allison reported that ELC Broward is more than midway through its second year of implementing the Help Me Grow initiative. Efforts have focused on increasing physician engagement through targeted outreach, including in-person visits, presentations,
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	lunch-and-learn sessions, and ongoing communication with medical practices to raise awareness of developmental screenings, referral pathways, and community resources. Staff noted that Help Me Grow affiliates are required to have physician champions who serve as advocates for the program, and ELC Broward currently partners with two physician champions. Also highlighted was the Books, Balls and Blocks event held on April 30 at the South Regional Library. The event provided caregivers with developmental screening opportunities, access to community resources, and information about child development through the Ages and Stages Questionnaire (ASQ). Community partners included Broward Healthy Start, The Journey Institute, Autism 911, Therapeutically Beautiful, and New Worlds Reading. Staff reported that the event served a record 25 families. A Day in K ELC Broward hosted its third annual Day in K event on June 3 and 4 at the Museum of Discovery and Science. To expand participation, the event was held over two evenings and provided rising kindergarten students and their families with hands-on experiences designed to introduce children to a kindergarten classroom environment. Families also received information and resources related to school readiness, transportation, afterschool programs, immunizations, special needs services, and community supports. The event was highly successful, with a combined attendance of 3,772 participants, including 890 rising kindergarten students. Early Learning Landscape Project Allison provided an update on the Early Learning Landscape Project, a collaboration between ELC Broward and the Florida Chamber Foundation, funded by The Broward Workshop and community partners. The project is designed to assess Broward County's early learning landscape and identify opportunities to inform future planning and recommendations. Staff reported that surveys have been completed and exceeded participation goals across all stakeholder groups, with 2,449 parent responses, 283 provider responses, and 998 educator responses. In addition, 15 of 19 planned focus groups have been completed with educators, providers, parents, community partners, and employers. The remaining focus groups are expected to conclude by June 19. The project will incorporate survey findings, focus group feedback, ELC data, and additional community data sources to develop a comprehensive report outlining current conditions, challenges, promising practices, and recommendations. Staff noted that the Florida Chamber Foundation expects to complete the final report by June 30.
4. PRC263RB4- Review Strategic Plan Year 4 Quarter 3 Data	Strategic Plan Year 4 Quarter 3 Results Renee reported that Year 4 Quarter 3 performance remains strong, with 12 of 20 goals exceeding targets, 7 goals on track to meet targets, 0 goals not met, and 1 goal pending final data. Outreach, enrollment, retention, and provider quality initiatives continue to perform well, with sustained improvements in CLASS scores for School Readiness and VPK providers. Staff noted that family support outcomes exceeded benchmarks due to enhanced referral supports, peer support specialists, and community partnerships. Organizational measures also remain positive, including high staff retention, low

	turnover, strong employee satisfaction, and successful leveraging of external funding. Most technology and data initiatives have been implemented, with CRM capabilities exceeding original expectations. Several annual measures will be finalized after the fiscal year concludes on June 30, 2026, and staff will conduct a comprehensive Year 4 review to assess progress and recommend any needed updates to Strategic Plan goals and measures.
5. PRC263RB5- Outreach/Advocacy Update	Ancel reported that ELC Broward achieved a significant milestone of 505 Google reviews with a 4.5-star rating, making it the highest-rated coalition in the state. This growth was attributed to enhanced customer service efforts and the Five-Star Stories staff recognition initiative. Staff also supported the Early Learning Landscape Analysis (ELLA) project through targeted outreach and marketing efforts, helping the Coalition exceed survey response goals with 2,449 parent responses, 283 provider responses, and 998 educator responses. Our successful Day in K event was a two-day event this year, which attracted a record 3,772 attendees across both evenings through coordinated marketing, community outreach, and engagement efforts. Regarding municipal match funding, staff reported a funding award from the City of Margate, a pending application with the City of Pompano Beach, a presentation to the City of Lauderhill, and ongoing outreach to Cooper City and Dania Beach to strengthen funding partnerships. Provider Rep Amy Hauser added that four families from her school went, and they reported that they had a wonderful time.
6. PRC263RB5- Discussion Compliance & Awareness, Waste & Abuse Prevention	Compliance & Awareness Hubert reported that, in response to increased statewide scrutiny of publicly funded programs, ELC Broward continues to strengthen compliance and oversight efforts to ensure responsible stewardship of public funds. Staff have expanded training for providers and employees, enhanced communication regarding attendance and reimbursement requirements, and increased monitoring of high-risk indicators, including providers operating above capacity and reporting extended periods of perfect attendance. Staff also continue to review program data to identify unusual trends and potential compliance concerns. These efforts are intended to promote program integrity, strengthen provider accountability, reduce the risk of improper payments, and maintain confidence in services delivered to children and families throughout Broward County.
Unfinished Business	
New Business	
Matters from the Chair	None
Matters from the Committee	None
Public Comments	None
Next Meeting	TBD
Adjourn	The meeting adjourned at 12:44 PM by Cindy Arenberg

These minutes contain the action items of the Board meeting of the Early Learning Coalition of Broward. They do not include all of the Committee's discussions or comments on each matter or issue raised during the meeting. A tape recording of the meeting is held in the Coalition office. Corrections from the Committee will be taken before approval at the next meeting.

ITEM #/MEETING:	PRC271RB1/ Program Review Committee Meeting
MEETING DATE:	September 22, 2026
SUBJECT:	Family Services Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS:	Amy Moore

Background Information:

At the start of FY25/26, Broward's School Readiness (SR) base allocation was \$99,647,501, an approximate \$4 million decrease from FY24/25 SR base funding. The decrease required a pause on new SR enrollments to from July 2025 to October 2025. During this time, the SR Waitlist increased to 3,000 children. Thankfully, the ELC was awarded additional SR base funding throughout the fiscal year, bringing total funding for FY 25/26 to \$102,414,380 as a result of revert and reappropriate and the re-ob/de-ob process. The additional funding allowed sustained growth in enrollment, driven by strong community demand and consistent outreach efforts resulting in a monthly all time high child enrollment census exceeding 15,800 children by the end of the fiscal year.

Definitions:

- *Revert and Reappropriate: The reversion and reappropriation of unspent SR base funds from other Coalitions unspent in the prior fiscal year.*
- *Re-ob/de-ob: Unspent SR base funds from one Coalition (generally due to a surplus) are allocated to another Coalition in need of additional funding.*

Current Status

School Readiness:

FY 2026/27 began with the continuation of our enrollment strategy, "Operation Gradual Impact," through which approximately 100 children were selected from the SR waitlist each week. This approach provides a steady enrollment pace while allowing the Coalition to adjust enrollment activity in response to changes in available funding.

In late August, the ELC was awarded an additional \$4.6 million SR base allocation through the revert and reappropriate process, initiating increased enrollment activity beginning in early September. The Coalition now aims to select approximately 225 children from the SR waitlist each week, with current wait times averaging approximately six weeks from initial application approval.

As of September 8, 2026, 1,444 children are on the SR waitlist. Current enrollment is approximately 15,600 children, and 615 children have been enrolled from the waitlist since the beginning of the fiscal year.

With additional capacity to enroll families, the Coalition is expanding communication and outreach efforts to increase awareness of School Readiness financial assistance among eligible families. Planned activities include additional advertising, engagement with school district sites and other community partners, and participation in community events. These efforts will increase access to services while helping ensure that application and enrollment data accurately reflect community need and available funding.

The Coalition's strategic plan establishes a goal of retaining at least 75% of eligible families through the redetermination process. Through September 8, the Coalition has maintained a 77% retention rate. Retention efforts will remain a priority as we enter October, the largest redetermination month of FY 2026/27, with 1,736 children scheduled for redetermination.

School Readiness Plus:

School Readiness Plus currently serves 77 children in Broward County. Statewide, 665 children are enrolled in the program. SR Plus provides childcare assistance to families with incomes between 85% and 100% of the State Median Income (SMI) who exceed the income threshold for traditional School Readiness services.

The Coalition plans to deploy a targeted digital outreach campaign to increase awareness of SR Plus among existing School Readiness families. The campaign will encourage families experiencing income or household changes to complete the

redetermination process, as families who exceed traditional SR income eligibility may qualify for continued childcare assistance through SR Plus.

Vulnerable Population:

Following Children's Services Council's (CSC) refinement of the Vulnerable Population (VP) program, enrollment has decreased as services have become more focused on children and families with the highest levels of vulnerability. Approximately 130 children are currently being served through the program. The Coalition continues regular program reviews with CSC to ensure activities remain aligned with the childcare assistance scope of work. When appropriate, families transitioning from VP are transferred to School Readiness to maintain continuity of childcare services. Other families are connected with Child Care Resource and Referral (CCR&R) services and additional community resources. The majority of families affected by discontinued referral pathways were transitioned to School Readiness to maintain access to childcare assistance.

Customer Service and CCR&R:

The fiscal year began with the annual back-to-school period, historically the highest-volume period for Customer Service and CCR&R. Increased demand occurs in late July and August as families make childcare changes for the new school year and outreach efforts generate additional interest in services.

In August 2026, Customer Service answered 80% of 10,186 incoming calls, compared with 60% during the same peak period last fiscal year, representing a 20-percentage-point improvement in call performance.

ITEM #/MEETING:	PRC271RB2 / Program Review Committee Meeting
MEETING DATE:	September 22, 2026
SUBJECT:	VPK Enrollment Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS:	Amy Moore

Background Information:

Florida's Voluntary Pre-Kindergarten (VPK) Program is free for all 4-year-old children living in the State of Florida. During the school year, 540 instructional hours (usually 3 hours per school day) are allotted for VPK learning. While the vast majority of families who take advantage of VPK do so during the school year, Summer VPK is also available in a much smaller number of preschools and School District sites. During the summer, 300 hours of learning are required.

For the 2025-2026 program year, the ELC approved 12,995 school year applications and 432 summer applications. This resulted in 11,795 children enrolled in the school-year program and 292 children in the summer program, for a total of 12,087 children enrolled in VPK for the program year. The school year enrollment number exceeded the Florida VPK Estimating Conference projections updated on August 6, 2026, which estimated 11,723 school year program enrollments.

Current Status:

For the 2026-2027 program year, the Coalition has approved 12,995 VPK certificates, including 12,906 for the school-year program and 89 for the summer program. Current enrollment stands at 11,024 children, compared with the statewide Estimating Conference projection of 12,167 children for Broward's school-year program.

Enrollment for the 2026-2027 program year continues to develop; however, current participation is tracking slightly below the state projection. As an entitlement program, VPK enrollment is driven by participation. The Coalition's primary opportunity to influence enrollment is through increased program awareness and support for families seeking access to services.

The Coalition is strengthening VPK outreach through Google advertising, social media, community engagement, and targeted partnerships to increase awareness among families with VPK-eligible children. Outreach will also target families who have received an approved VPK certificate but have not yet submitted it to a VPK provider. These efforts will encourage families to complete the enrollment process and connect those needing assistance with available VPK providers.

Enrollment trends, including approved certificates that have not yet resulted in enrollment, will continue to be monitored throughout the program year to guide outreach activities and support increased VPK participation.

ITEM #/MEETING:	PRC271RB3 / Program Review Committee Meeting
MEETING DATE:	September 22, 2026
SUBJECT:	Education & Quality Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Allison Metsch

A. CLASS (Classroom Assessment Scoring System) Update

School Readiness

As required by the Division of Early Learning, all ELCs must use the CLASS (Classroom Assessment Scoring System) tool to assess School Readiness (SR) Providers who have more than 20% School Readiness enrolled children and/or those who have received a CLASS 1 violation. The tool looks at the interactions between the children and the teachers, and overall classroom management. We observe 50% of each care level, and schools receive a composite score between 1 and 7; any school scoring less than a 4.0 cannot contract with the ELC. A provider may receive an additional Quality Performance Incentive (QPI) differential payment for each enrolled School Readiness child based on their score. Scores between 5.0 and 7.0 will receive their respective differentials of 7% and 10%.

The change from 5.51 to 5.54 is a **small increase; however**, research on the **CLASS (Classroom Assessment Scoring System)** suggests that improving scores is typically slow and incremental. A small numeric increase (even 0.1–0.3) can represent **substantial real improvement in teacher practice**, not just a minor change.

As we start the new year, we are proud to report our numbers for FY 25/26, our current county-wide average is 5.54. We continue to increase our scores year over year and have once again exceeded the state average for School Readiness.

	2022 – 2023	2023 – 2024	2024 - 2025	2025 - 2026
ELC Broward Average	5.03	5.4	5.51	5.54
State Average	4.95	5.11	5.21	5.3

Voluntary Pre-Kindergarten (VPK)

In July 2022, the Division of Early Learning required that all VPK classrooms be observed also using the CLASS tool, both during the school year and summer. We observe every VPK classroom in the county, including our public-school classes. There is no payment differential currently associated with the VPK CLASS score.

The increase from 5.60 to 5.65 is a **small increase however**, research on the **CLASS (Classroom Assessment Scoring System)** suggests that improving scores is typically slow and incremental. A small numeric increase (even 0.1–0.3) can represent **substantial real improvement in teacher practice**, not just a minor change.

We are proud to share that our county CLASS average for 2025 – 2026 of 5.65 exceeds the state average again

	2022 – 2023	2023 – 2024	2024 - 2025	2025 - 2026
Broward County Average	5.32	5.51	5.60	5.65
State Average	5.08	5.21	5.30	5.38

B. VPK Performance Accountability Update

Beginning two years ago, Florida statute requires DEL to calculate and release annual VPK Performance Accountability rates for ELC contracted VPK Providers. This metric holds VPK providers accountable for quality instruction which leads to children's learning growth and readiness for kindergarten. To track progress, school year programs test their children three times during the school year utilizing a Program Monitoring tool (PM1 within the first 30 days, PM2 at midyear, and PM3 in the last 30 days). Each assessment provides information for the program to prompt support for their students.

In combination with the CLASS score and how much growth children demonstrate from PM1 to PM3, the school's designation is calculated using the following data:

- The quality classroom instruction score uses the CLASS Composite Program Assessment Score. (50%)
- The child achievement score is calculated as the percentage of eligible children who demonstrate kindergarten readiness on their Progress Monitoring 3 (PM3). (20%)
- The learning gains score calculates learning gains as a growth rate of 12 points or more between their PM1 and PM3. (30%)

The new Performance Metrics were announced in mid-August. We are proud to share that our VPK providers were performing at very high levels for FY 25/26:

- 79% of our VPK Providers scored either **Excellent or Above Expectations**
- 13 % of our VPK Providers scored at **Meet Expectations**
- 5% of our VPK Providers scored an **Incomplete**, meaning there wasn't enough data to complete the metric
- 3% of our VPK Providers scored **Below Expectations** (9) or **Unsatisfactory** (2)

DEL will calculate the performance metrics and corresponding designations for each VPK provider within 45 days of the VPK program end date.

C. Developmental Supports

Funded through AD Henderson, ELC's Peer Support Specialists (PSS) provide support for those families who have been referred for an evaluation or further assessment through Child Find. Our Peer Support Specialists continue to support families through the referral and/or evaluation process. Hearing that an evaluation is recommended for your child can feel overwhelming for parents. Our PSS's support families both emotionally by listening and acknowledging their feelings and logistically by reminding them of appointments. With the start of this fiscal year, we are starting another 2-year grant funding cycle to support our families.

In FY 2025-2026, family engagement and referral outcomes showed positive results across most measures. Appointment attendance for children birth to age 2 increased significantly from 84% in FY 2024-2025 to 93%, while referral follow-through rose from 57% to an impressive 94%, demonstrating strong family participation and connection to recommended services. For children aged 3-5, appointment attendance remained stable at 81%, compared to 83% in the prior year. Referral follow-through for this age group improved, increasing from 73% to 75%. Overall, the data reflects continued success in engaging families, supporting attendance at scheduled appointments, and connecting children and caregivers to needed resources and services.

D. Help Me Grow

We have completed our second year of Help Me Grow and our first full year of implementation. We have been focusing on engaging physicians through targeted in-person visits and presentations to increase awareness of developmental screenings, referral pathways, and available community resources for families. Activities include hosting lunch-and-learn sessions, maintaining ongoing communication with participating practices, and building connections with new physicians.

We have met all our required metrics and served families expanding our reach beyond our School Readiness (SR) and

VPK families.

- **171 families served**
- **185 children served**
- **288 screenings completed**
- **138 referrals made**
- **74 outreach events conducted**

To start the year, we held a Books, Balls and Blocks event on August 27th at the Carver Ranches Library. The event gave caregivers an opportunity to explore their child's development, ask questions, receive community resources and complete the Ages and Stages Questionnaire (ASQ) developmental screening tool. In addition to the ELC, in attendance were partners from 211 Broward, Ambetter Health and Kyo. We are excited to continue supporting Broward's families.

E. LENA Grow

During the 2025-2026 school year, the Early Learning Coalition of Broward County participated in the **LENA Grow** professional development program through a partnership made possible by the Florida Division of Early Learning (DEL) and LENA. The program was designed to strengthen educators' understanding of early language development and equip teachers with evidence-based strategies to increase meaningful teacher-child interactions over a five-week period per classroom. Through coaching, training, and data-informed reflection, participating educators gained valuable tools to support language-rich learning environments that promote children's communication, literacy, and school readiness skills.

Program Outcomes

- **100% of classrooms** successfully completed the program.
- **98% of teachers** (46 of 47) completed the program.
- **95% of enrolled children** (318 of 336) completed the program.
- **Conversational turns increased by 8% overall**, demonstrating increased teacher-child interaction.
- Classrooms achieved an average of **28.1 conversational turns per hour**, nearly double the national childcare benchmark of approximately 15 turns per hour.
- The number of children identified as **Low Talkers** decreased by **51% overall**.
- Among children with the lowest levels of participation, **Low Talk rates decreased by 30%**.

LENA Grow successfully increased language-rich interactions in participating classrooms, resulting in greater child engagement and a significant reduction in children with limited verbal participation, supporting stronger early literacy and school readiness outcomes.

Teacher Feedback

Post-program surveys indicated a highly positive experience among educators participating:

- 100% would recommend LENA Grow to other teachers
- 96% reported increased confidence in their teaching abilities
- 96% reported greater overall job satisfaction
- 91% reported increased communication with families
- 87% observed improvements in children's language development

Although statewide funding reductions have limited program expansion, the Coalition has been selected to continue implementation on a smaller scale during the 2026-2027 school year, serving eight classrooms. Given the strong outcomes achieved during the initial implementation, we look forward to continuing efforts to strengthen early language development and school readiness through high-quality, data-informed professional learning.

F. Kindness Counts

Building on the success of last year's launch, the Early Learning Coalition of Broward County is excited to expand its Kindness Counts initiative, a countywide effort designed to promote kindness, empathy, and positive social-emotional development among young children. To kick off this year's campaign, ELC Broward invited both the early learning community and ELC staff to vote between two kindness-themed children's books, *Finding Kindness* by Deborah Underwood and Irene Chan and *Try a Little Kindness* by Henry Cole. Following the community vote, *Finding Kindness* was selected as the featured book for the 2026 initiative.

Copies of the book will be distributed to participating in preschool programs, culminating in a countywide simultaneous reading event on November 5. To extend learning beyond the classroom, ELC Broward is developing a kindness activity calendar that families and early learning centers can use to encourage daily acts of kindness at home and at school.

During the month of October, the initiative will also feature various Kindness activities for VPK and four-year-old classrooms across Broward County. On November 5, we will have a synchronized reading event where all our preschools will read *Finding Kindness* "together" at the same time. The ELC will probably host a classroom here at our location. Through literacy, family engagement, and community participation, Kindness Counts continues to foster a culture of kindness and connection among Broward's youngest learners and their families.

G. University of Florida Pilot Program Coaching

During the 2024-2025 program year, the **Early Learning Coalition of Broward County (ELC Broward)** partnered with the **University of Florida Lastinger Center for Learning**, with funding from the **Jim Moran Foundation**, to pilot a Spanish-language online Child Development Associate (CDA) credential program. The initiative successfully supported 12 Broward County early childhood educators in earning their CDA credentials. Building on this success, the UF Lastinger Center has selected ELC Broward as a pilot partner for a new statewide professional learning initiative focused on enhancing educators' and instructional coaches' understanding of child development and implementation of evidence-based, developmentally appropriate practices. Through professional learning and coaching support, the program aims to improve instructional quality and outcomes for young children. Our coaching team will recruit about 30 Infant Toddler educators and 30 preschool educators employed at contracted centers. To recognize the significant commitment required for participation, educators will receive a \$1,000 stipend and a Micro-Credential in the Foundations of Child Development, upon successful completion of all pilot requirements.

H. Other Quality Initiatives

Since the ELC of Broward has received additional funds thanks to revert and reappropriate, the following new and return Quality initiatives will be added to the FY 27 budget to be approved at the September finance meeting and include:

- a. 45 Hour Training: During the American Rescue Plan Act (ARPA), we supported educators with reimbursement for their required 45-hour Introductory Training. At the time both the coursework and testing totaled over \$100. Currently the courses are now free, but the cost of testing is still a burden that most educators must pay. This financial support to our new educators will reimburse them for the full \$45 once all exams have been passed. We estimate supporting up to 250 educators (\$12,000).
- b. Degree Translation: During ARPA, we provided stipends for educators who wanted to translate a degree from another country. This was helpful for educators to qualify for TEACH to complete their CDA. Translation is an expense that several educators cannot afford, and it becomes a barrier to CDA attainment. This financial support to our educators will reimburse them for a set amount of the translation cost to offset the cost. We estimate supporting \$200 as a reimbursement for the cost and hope to support at least 50 educators, prioritizing those in our CDA Academy.
- c. MarcoPolo Educator Coaching Pilot: During APRA, we contracted with an educational software company called Marco Polo. MarcoPolo Learning offers digital learning platforms and educational resources that support school readiness and strengthen early childhood education. Through tools for educators, families, and young learners, the company helps enhance classroom quality, promote family engagement, and build

foundational skills in literacy, math, science, social-emotional learning, and critical thinking for children ages 3 to 7. We are exploring the possibility of piloting a new program they are offering which is an AI teaching coach. This tool would not replace ELC Broward's existing coaching and technical assistance model. Instead, it would serve as a supplemental resource, providing educators with real-time answers, guidance, and instructional support between coaching interactions. The pilot would consist of providing the tool to 10 providers for a total cost of \$10,000. The data from the pilot will be used to assess the level of support, with the hope that this could be a valuable supplement to the professional development and coaching already provided.

- d. **Early Educator Substitute Pool Pilot:** Another pilot program we are exploring is funding a workforce staffing service and platform designed specifically for the early childhood education sector. We are looking to contract with a company that recruits, vets, trains, and maintains a pool of qualified substitute teachers and early learning professionals that child care centers can access on demand to fill staffing gaps caused by absences, vacancies, professional development participation, or other workforce challenges. This pilot would also provide another avenue to recruit new educators to the field. We are looking at the possibility of piloting the program in either Fort Lauderdale or Hollywood. Both cities have more than 100 child care centers, making them ideal pilot locations and providing a strong model for future expansion. The cost would be between \$100,000 and \$150,000. The inability for providers to access to qualified substitutes has been ongoing issue that would be minimized greatly by a support like this.

I. Parent Engagement Opportunities

Since the launch of Help Me Grow nearly two years ago, we have had valuable opportunities to connect with families who are new to ELC Broward. These connections have been established through initiatives such as our Book, Balls & Blocks events, Early Learning Landscape focus groups, and family engagement activities, including partner Mommy & Me programs. We will continue expanding our outreach with Broward Bookworms by distributing children's books through a partnership with the Kiwanis Club of Fort Lauderdale Charitable Fund of the Community Foundation of Broward at Memorial Healthcare pediatric clinics, while also building relationships with additional pediatric providers such as Bluebird Kids and Children's Medical Center. These touchpoints provide meaningful opportunities to introduce families to available resources and begin building trusted, long-term relationships. We plan to pilot a parenting support initiative designed to strengthen positive parenting practices, build social support networks, and promote healthy child development.

ITEM/MEETING	PRC271RB4/ Program Review Committee
DATE:	September 22, 2026
SUBJECT:	Strategic Plan Year 4 Quarter 4 Results
FOR ACTION:	No
RECOMMENDED ACTION:	Review Current Status
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEAD	H. Cesar

Background:

Fiscal year 2025-2026 represents the fourth year of the Coalition's 5-year Strategic Plan. Throughout the fiscal year, staff monitored progress toward Strategic Plan goals and objectives through quarterly performance reporting and ongoing review of outcome measures.

At the conclusion of the fiscal year, staff compile and report year-end results for all Strategic Plan measures to provide the Board with an overview of organizational performance and progress toward achieving established strategic goals. The Year 4 results reflect performance across all strategic goal areas and summarize outcomes achieved during fiscal year 2025-2026.

Current Status:

Year 4 results reflect continued progress toward the ELC's strategic priorities and strong performance across most Strategic Plan measures. Of the 20 measures included in the Strategic Plan, 14 exceeded targets, 4 remained on track/Met Expectations, and 2 did not meet the established target. Overall results demonstrate positive outcomes in family access to services, provider quality, child and family supports, community engagement, and organizational effectiveness.

Throughout the year, outreach and communication efforts increased community awareness of early learning services through community engagement activities and digital communications. These efforts supported strong enrollment outcomes, including School Readiness retention rates that exceeded target and VPK participation levels that surpassed State estimating conference projections.

Quality improvement efforts continued to produce positive results, with both School Readiness and VPK providers maintaining CLASS scores above state averages. Family support initiatives also achieved favorable outcomes, including referral follow-through rates that exceeded established targets and the expansion of partnerships that increased access to developmental, health, nutrition, and family support resources for children and families.

The Coalition also exceeded performance expectations in several organizational and stakeholder engagement measures, including legislative outreach, community engagement, employee retention, internal advancement opportunities, private funding development, and board engagement. Technology modernization efforts continued to advance, supporting improvements in accessibility, security, and operational efficiency.

While most Strategic Plan measures met or exceeded expectations, two measures fell below target. The Bookworm program distributed 6,868 book bundles during the year, below the annual goal due to budget management decisions and year-end program adjustments. Additionally, the annual employee satisfaction measure did not meet the established benchmark. Despite these results, the Coalition successfully achieved or exceeded most Strategic Plan measures during Year 4.

Recommended action:

Board Review YTD Year 4 Quarter 4 Strategic Plan Status.

Supporting Documents

- FY 25/26 Strategic Plan YTD Year 4 (Qtr 4) Report

GOAL 1. Eligible families will be aware of and access ELC SR Services							
Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. Deploy a successful targeted outreach and enrollment initiative	1. ELC staff will actively attend a minimum of 20 community outreach events annually to promote its services.	20 Annually	Quarterly	34		Exceeding	The Community outreach team has consistently exceeded this metric with 38 community outreach events attended this FY. This level of engagement has driven school readiness and VPK applications. The presence in the community has also bolstered web site traffic and social media engagement from families, community partners and community leaders. AP3: Comms participated in 34 outreach events for FY25-26
	2. ELC communications staff will discuss the importance of childcare/ early learning and the services ELC provides. They will place a minimum of 800 social media posts concerning the importance of childcare and early learning, and the services ELC provides.	800 annually	Quarterly	1,239		Exceeding	These are the total number of social media post for Q4. Across all social platform, there were over 1,200 post for the FY25-26
2. Families that are eligible to continue receiving SR services will receive them.	1. The overall retention rates for potentially SR-eligible families will stabilize at 75%	75%	Semi-Annually	76.50%		Exceeding	Q4 outcomes reflect 77% retention. Customer retention goals have exceeded retention goals through strategic enhancements to CRM-driven communications, ongoing in-person support, and focused retention efforts.
GOAL 2. Eligible families will be aware of and access ELC VPK services.							
Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. ELC will reach and enroll as many VPK-eligible families as possible.	1. ELC Broward will meet or exceed the State of Florida estimating conference estimates for VPK	11,119	Semi-Annually	23,287		Exceeding	Through continued community outreach, focused ad campaigns, and social media engagement the ELC is on target to exceed the estimate. The number of the estimate and figure indicated is school year VPK. Currently there were 11,795 children enrolled in school year VPK and 270 children in summer VPK for a total of 12,038 total children participating combine.
GOAL 3. Broward's SR childcare programs are high quality, nurturing settings.							
Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. The countywide CLASS score average for School Readiness child care providers who are CLASS assessed will increase to a 6.0	1. CLASS scores will incrementally grow year over year for the 5 year strategic plan.	6.0	Annually	5.56%		On Track	Over the past 3 years of the Strat Plan, we have seen a steady increase in the SR CLASS scores due training and coaching with Broward educators. We ended FY 24 - 25 with a SR CLASS average score of 5.51, which is an increase from 5.40 in FY 23-24. As we near the end of the 2025 2026 fiscal year our average is a 5.54. We continue to increase over time and score higher than the state average of 5.3.
GOAL 4. Broward's VPK childcare programs are high quality, nurturing settings.							
Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
Objective 1: The countywide CLASS score average for VPK child care providers who are CLASS assessed will increase to a 6.0	1. CLASS scores will incrementally grow year over year for the 5 year strategic plan.	6.0	Annually	5.67%		On Track	Over the past 3 years of the Strat Plan, we have seen a steady increase in the VPK CLASS scores due training and coaching with Broward educators. We ended FY 24 - 25 with a VPK CLASS average score of 5.6, which is an increase from 5.51 in FY 23-24. As we near the end of the 2025 2026 fiscal year our average is a 5.65. We continue to increase over time and score higher than the state average of 5.38.
Goal 5. Children will enter kindergarten with the tools, skills, and support they need to succeed							
Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. SR and VPK children will receive support (developmental, behavioral, health, etc.) to maximize their developmental potential.	1. 65% of families with children ages 0-2 who have received a referral will follow through with their referrals to Early Steps	65%	Quarterly	91.50%		Exceeding	93% of children aged 0-2, attended their scheduled appointments with Early Steps. This FY staff fine tuned our data process to get a better sense of families attending their appointments each month. We have worked closely with Early Steps to support their process in which multiple forms and permissions are required. We also learned that Early Steps provides transportation support which helped us navigate our A.D. Henderson Budget.
	2. 75% of families with children ages 3-5 who have received a referral will follow through with their referrals to FDLRS	75%	Quarterly	73.25%		On Track	75% of children aged 3-5 attended their scheduled appointments with FDLRS. This FY staff fine tuned our data process to get a better sense of families attending their appointments each month. ELC staff worked hard to document keep in touch families through the process.

	3. Through funding or partnerships, four (4) additional, comprehensive support services will be added or expanded to children/families (such as but not limited to vision, hearing, dental screenings, mental health, nutrition services, and general medical)	4	Annually	13		Exceeding	Over the course of this year, we have expanded supports by partnering with the Autism 911 Help Line, Therapeutically Beautiful, Abilities Workshop, Mobile Food School Pantry and Weston Pediatrics. We are also received a mini grant from PNC to share the #3T's (Tune in, Talk More, Take Turns) and applied for a Kidcare grant to share their resources directly. We also increased our connection with CARD and am partnering with their Parent Liaison to provide resources to families with children who have a diagnosis.
2. Expand ELC Literacy efforts to increase the number of children who have access to books/libraries at home as well as increased exposure to the reading experience	1. Increase # of families with children under 5 who sign up for ELC's bookworm program to 15,000	7,500 Based on reduced BW budgeted of \$200K	Quarterly	6,868		Not Met	We shipped 6,868 bundles this year. The weekly tracker variance stems from ~\$7K in end-of-year Scholastic adjustments for undeliverables and duplicates. Leadership approved skipping a Q4 push, prioritizing budget control and avoiding contract overspends rather than forcing volume targets. AP3: numbers entered don't account for undelivered and credit
	2. ELC will participate in at least 20 outreach events throughout the year, utilizing new and existing partnerships/events, as well as creating its own.	20	Quarterly	42		Exceeding	24 Outreach Events for the year. We continued to attend various events throughout the county that promote literacy. Staff attended the Summer Literacy Institute, our Family Engagement Specialist read at various schools, we continue our Facebook Live story time in English, Spanish and Creole, we participate in Read for the Record and more.

Goal 6. The ELC has strong relationships with community leaders and other stakeholders to mobilize all parts of our community to support early learning.

Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. Broward County leaders are aware of the importance of early learning, ELC Services, and ELC Legislative Priorities.	1. At the start of each fiscal year, ELC staff will identify which state legislators, Broward County Commissioners/County Administration, and elected municipal leaders, they need to meet with and meet with 100% of them.	90%	Semi-Annually	100.00%		Exceeding	State Level: We exceeded our goals by meeting with all six priority legislators (Hunschofsky, Woodson, Osgood, Pizzo, Polsky, and Sharief) and engaging additional Broward Delegation members during Children's Week. Local Level: We successfully connected with the new Broward County leadership. AP3: met with 100% of the six state legislators identified as high priority
2. ELC will strengthen relationships and partnerships with Community leaders and stakeholders through participation in early learning activities/events.	1. ELC will actively participate in a minimum of 30 community engagement activities/events annually to promote ELC's services.	30	Semi-Annually	34		Exceeding	Performed 38 Outreach event for the year

Goal 7. ELC Broward is a healthy, efficient, and effective organization.

Objective	Outcomes	Target	REPORTING FREQUENCY	Year 4 - Total Count or Average %		Status	FY 25/26 Year 4 Summary As of QT4
1. The ELC promotes an inspired workplace culture by developing quantitative and qualitative approaches to attract, engage, and retain a talented workforce efficiently and effectively.	1. Following their probation period, ELC is retaining the right staff for the right positions, as evidenced by retaining 75% of new hires in one year following their 3 month probationary period.	75%	Semi-Annually	95.83%		Exceeding	The last two quarters of this year, we scored 100% retention of new hires that stay past a year with our organization.
	2. ELC annual staff turnover will be at or below 15%	15%	Semi-Annually	5.38%		Exceeding	Over the course of the year, we have had several retirements that have had an impact on this number.
	3. 35% of all available advancement opportunities are filled internally.	35%	Semi-Annually	37%		Exceeding	
	4. At least 85% of Staff respond that they are overall satisfied working at the ELC.	85%	Annually	80%		Not Met	According to the yearly Energage survey that was completed in December 2025, employees stated they were overall satisfied with working at ELC. Quarter one reflects the December 2024 Energage Survey Results. Quarter 3 & 4, reflects the December 2025 survey.
2. Continue to optimize the use of technology and data to promote efficiencies, evaluate value, impact, and progress, and increase data security.	2. 90% of ELC data infrastructure will be stored in the cloud.	90%	Annually	80%		On Track	IT is making progress migrating to the cloud to improving accessibility, security, and collaboration. Will be working with the Fiscal team to complete the goal
4. Obtain dedicated funding for specific allowable & unallowable expenses.	1. ELC will have funds for items for meetings, programming, and training (NON FEDERAL, NON STATE, NON MATCH).	\$25,000	Annually	\$38,596		Exceeding	
5. The ELC board is engaged, educated and works well with staff.	1. Results of the annual staff and board survey will show at least a 90% rating in all categories.	90%	Annually	92.30%		Exceeding	

Exceeding	14	70%
On Track	4	20%
Not Met	2	10%
Pending Data	0	0%
Total	20	100%

ITEM/ MEETING:	PRC271RB5 / Program Review Committee Meeting
DATE:	September 22, 2026
SUBJECT:	School Board of Broward County Lease Agreement for Space at Broward Estates
FOR ACTION:	No
RECOMMENDED ACTION:	None- Update only
FINANCIAL IMPACT:	N/A
AS RECOMMENDED BY:	N/A
ELC STAFF LEAD	Allison Metsch

Background

Since the School Board of Broward County, Florida (SBBC) opened the Gulfstream Early Learning Center for Excellence in 2018, the Coalition has leased dedicated office space in the facility to provide eligibility counselor services for families, which also includes shared access to larger common areas that are used for provider training.

In school year 2025/2026, SBBC repurposed Broward Estates Elementary to Broward Estates Early Learning Center, following the model of their Gulfstream site, where we rent space. As with Gulfstream, SBBC inquired about our interest in renting space at Broward Estates in addition to Gulfstream.

Current Status:

Although maintaining operations at both locations was considered, the overall need and financial realities do not support leasing space at both sites at this time.

During our use of the Gulfstream location, family demand for eligibility services at that site remained consistently low. After evaluating utilization, fiscal impact, and programmatic needs, staff recommends concluding the current lease with Gulfstream Early Learning Center for Excellence and entering a new lease with Broward Estates Early Learning Center.

The proposed partnership with SBBC will provide the ELC with a dedicated classroom located centrally within the county, reserved exclusively for ELC use.

The new location will serve as a centralized hub for community CDA training and is strategically positioned to address the growing need for increased professional development opportunities in the central region of the county. This transition directly supports upcoming CLASS 2.0 training requirements and strengthens our ability to meet provider needs efficiently while ensuring responsible use of organizational resources.

At the April 2026 PRC meeting, we discussed this change and received approval to move the action item to the June Full Board meeting, where it was subsequently approved. We are currently targeting a December 1, 2026, start date for utilizing our classroom training space and launching training activities.

Recommended Action from Staff:

None- Update Only

Supporting Documentation

- None

ITEM #/MEETING:	PRC271RB6 / Program Review Committee Meeting
MEETING DATE:	September 22, 2026
SUBJECT:	Q1 Outreach/Advocacy Update
FOR ACTION:	No
RECOMMENDED ACTION:	None
FINANCIAL IMPACT:	None
AS RECOMMENDED BY:	N/A
ELC STAFF LEADS	Ancel Pratt III, Amy Moore

Background Information:

The Communications and Outreach team continued to drive awareness and engagement across core programs this quarter, combining localized outreach with targeted digital advertising to support program awareness and enrollment.

Current Status:

Strategic Initiatives: Website Redesign & Annual Report To elevate ELC Broward's public presence and stakeholder communication, the Communications team is working collaboratively alongside the executive and senior team on two major high-priority projects currently in production:

- **Website Redesign:** A comprehensive overhaul of the ELC Broward website is actively underway. This modernization will significantly enhance the user experience, streamlining how families and childcare providers navigate the site and access critical resources, program applications, and support services.
- **FY25-26 Annual Report:** The team is concurrently designing and constructing the annual report. This is a vital tool for showcasing our community footprint, financial stewardship, and programmatic successes to our board, funders, and municipal partners.

Voluntary Prekindergarten (VPK) Enrollment & Promotion To support program awareness and enrollment, Communications paired community events with targeted Google advertising and is now extending outreach to families holding an approved VPK certificate who have not yet connected with a provider, striving to close the gap between approval and enrollment.

School Readiness (SR) & Community Outreach SR was promoted entirely through organic, grassroots outreach this quarter, shifting format with the season:

- **July (Large-Scale Events):** 10 outreach events centered on high-volume community tabling, including the Deerfield Beach Community Baby Shower (175 engagements), the BSO Back to School Event (150), and Pencils and Possibilities (125).
- **August (Hyper-Local Targeting):** The team shifted to school-based engagement, including 13 flyer drops directly to BCPS schools and providers with SR, VPK, and Bookworms materials for families.
- **Impact & Next Steps:** August submissions reflected the seasonal back-to-school lift typical of this time of year. Communications is now launching dedicated SR paid advertising, targeting at least a 5% increase in SR submissions over prior years.

Broward Bookworms: The communications team made a strong start to the Bookworms year, driving signups through an email push to our parent database in September. That effort has already generated approximately \$80,000 in orders submitted to Scholastic.

