



## CAPACITY BUILDING

The [BuildMyECECareer.com](https://www.buildmyECEcareer.com) website and related digital marketing campaign enters its 2nd quarter of the yearlong early childhood workforce recruitment campaign efforts. Local video creation is underway to ensure that the digital marketing campaign is as engaging as possible. One of the biggest achievement of paid awareness efforts is the consistently growing direct traffic to the page with over-five-minutes average sessions. We have delivered a total of:

- **766,360** impressions
- **2,417** ad clicks
- **2,276** sessions to the landing page

## EXPANSION

Jl staff numbers are growing with the **hiring two Early Childhood Mental Health (ECMH) Practitioners** to address the increasing demand for mental health supports at ECE centers and **two Career Navigators** to address the early childhood workforce crisis.

## PARTNERSHIP

Jl/AFK selected **nine early childhood programs to participate in our Wages + Stages Workforce Program** to address El Paso County's workforce crisis. Nine programs will receive the Wages + Stages Hiring Toolkit, monthly community-based training for newly hired staff, access to the Wages + Stages Leadership Development Series, Professional Learning Community meetings, social media connection group for networking and peer support, and staff opening monitoring and matching:

- Colorado Children's Academy
- CPCD...Giving Children a Head Start
- Creative Kids College
- Discovery Kids Childcare @ Rockrimmon
- Early Connections Learning Centers
- Handprints Early Education Center
- Little Tykes Learning Center
- La Petite Academy
- Valley Christian Academy

## ADDITIONAL HIGHLIGHTS

- **Emerging & Expanding (E&E) Grant Opportunity:** El Paso County has \$1.2M in applications under review and the State closed the E&E grant on Nov. 1st to organize current applications. Emerging and Expanding Grant E&E funds allow for the creation of new early childhood programs, or expansion of the number of spots within an existing program.
- Click to read [El Paso County's Early Child Care "Deserts"](#) (zip codes that lack child care availability).
- **Coaching** has been provided to **46** licensed early childhood programs and **33** Family, Friend + Neighbor (FFN) providers.



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Jl is pursuing additional **grant funds** for data management supports as well as the provision of Care Coordination services for non-Medicaid eligible families that need ongoing supports beyond the ISST process.

## EXPANSION

Jl's **NEW Partner Recruiter** is tasked with expanding high fidelity wraparound services in the Pikes Peak Region. This position will work to expand the number of available wraparound agencies, work collaboratively to certify facilitators, and expand the availability of wraparound slots across our community.

## PARTNERSHIP

Jl recently issued an **Request for Proposal (RFP)** to subcontract for CYDC for juvenile detention screening, assessment, care coordination, and community supervision services. Applications were submitted and an award will be announced Friday, December 10th, with a start date of January 1, 2022.

## ADDITIONAL HIGHLIGHTS

- To date, **MTR numbers have gradually increased** with **21 new cases** (52 total cases for the year). This increase is a direct result of students returning to school and increased usage of illegal substances and mental health struggles in the youth population.
- Jl's **NEW FY21-22 CYDC/MTR Quarterly Data Report**.
- One of Jl's Partner Coordinators recently was a guest on a podcast about Reactive Attachment Disorder or **"RAD Talk with Tracey."**



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Jl is continuing its **grant pursuit for a Family Engagement Coach** position to convene and re-engage the EC Council's Family Support + Education Subcommittee to better meet the needs and provide linkages between families and parenting resources.

## EXPANSION

Jl's **NEWEST bilingual Youth Voice Advocate** is a former Southeast Springs Soccer Initiative (SeSSI) soccer player, is an engaged community leader in the Southeast Springs, and an honors student at Harrison HS.

## PARTNERSHIP

Jl is in the **beginning stages of collaboration with Concrete Couch and their "Concrete Coyote" Initiative**, which consists of developing donated land in the Southeast part of our community to build a safe space for playgrounds, soccer fields, camping amenities and climbing walls. The collaborative possibilities are endless!

## ADDITIONAL HIGHLIGHTS

- **Jl Racial Equity Learning Series, Part 2: Unconscious Bias + Microaggressions (12/10)**. [Click to REGISTER](#).
- **Three (3)** Jl staff members attended the **CORE Panel Restorative Practices Circle Training**: Facilitating Learning Circles through Mediators Beyond Borders International (MBBI) and the International Institute for Restorative Practices (IIRP)
- A total of **67** families have been supported through **Client/Family Assistance** funding, year to date.
- The AFK Council's **Family Support + Education Subcommittee** welcomed new leadership by voting in a new co-chair.