

CHILDCARE

TENNESSEE 



Serving those who serve
the children of Tennessee



Having weathered the pandemic, Tennessee's child care providers kept providing quality care while meeting staffing challenges and the looming loss of pandemic-era funding.

ChildcareTennessee's resources and grants continued to be an integral part of the infrastructure supporting child care providers across the state.

Programs struggled to hire and retain quality staff.

ChildcareTennessee.com's comprehensive resources on "Becoming an HR Expert" were vital, teaching providers hiring best practices and providing low-cost or free HR services. Because of high staff turnover, there was a renewed focus on safety and supervision in the classroom. Along with our partners, the team shared resources from ChildcareTennessee.com with directors to bridge the learning gap for new staff members.

The Preschool/Pre-K Specialization and Tennessee Early Childhood Program Administrator Credential supplemental grants were added to the 2022 - 2023 Grant Cycle, increasing incentives for child care providers to continue their education and increase program quality.

Small business owners, nonprofit and employer-sponsored groups continued to add much-needed licensed child care capacity in Tennessee with Establishment and Expansion Grants. More than 9,500 new slots have been added since the grants' creation in 2021.

Reporting range is October 1, 2022 - September 30, 2023

SUPPORT AND ENHANCEMENT GRANT

MONEY DISTRIBUTED

\$5,066,294.31

PROGRAMS

1,084

Equipment
\$2,680,594.05

Handicap ramps
\$4,534

Appliances
\$142,135

Emergency
preparedness kits
\$5,580

First Aid kits,
LifeVacs, AEDs
\$5,485

Fire extinguishers,
carbon monoxide
detectors
\$926

Ballistic film
\$57,032

Security cameras/door
access code panels/
door alarms
\$76,590

Consultants/Coaches
\$18,789.21
*(Curriculum and
Financial Planning)*

SUPPLEMENTAL GRANTS

Infant/Toddler Specialization Supplement
Money Distributed

\$16,876.49

PROGRAMS - 17

Pre-K Specialization Supplement
Money Distributed

\$34,785.17

PROGRAMS - 35

Accreditation Supplement Money Distributed

\$13,847.08

PROGRAMS - 14

TECPAC Supplement Money Distributed

\$2,993.01

PROGRAMS - 3



EXPANSION GRANT:

21 PROGRAMS

TOTAL OF \$682,071.99

Program Enhancements

\$199,774.03

Equipment

\$482,297.96

12 COUNTIES

*(Blount, Cumberland, Davidson, DeKalb, Fayette, Hamilton,
Knox, Shelby, Sullivan, Sumner, Warren, Williamson)*

687 NEW SLOTS CREATED

ESTABLISHMENT GRANT:

86 PROGRAMS

TOTAL OF \$4,066,840.30

Program Enhancements

\$1,332,866.44

Equipment

\$2,718,354.91

Consultants/Coaches

\$15,618.95

37 COUNTIES

5,502 NEW SLOTS CREATED

*Consultants/Coaches - Montessori training,
Financial management class*



CHILDCARETENNESSEE.COM

BY THE NUMBERS

Child Care Programs Enrolled: **2,665**

ChildcareTennessee.com Page Views: **180,829**

Average Session Duration: **4:14**

Most-Visited Non-Grant Pages:

Forms, Policies & Templates

Successful Program Management

Saving Money

In The Classroom

ChildcareTennessee Staffing Services

MORE THAN 6,500 SEARCHES FOR A RESOURCE WERE PERFORMED.

“ChildcareTennessee.com has been so easy for us to use. Best part is it’s free. We can log on and pull things like newsletters or forms. It’s all ready-made.”

—Courtney Blair, Director at Bon Aqua Child Care and Preschool





REGIONAL COORDINATORS

*Regional Coordinators (L to R):
Daphne Billingsley, Julia Clark
and Mandy Hart*

ChildcareTennessee's Regional Coordinators targeted their outreach to support programs who had never applied for a Support and Enhancement Grant and educating providers on grant reporting requirements. The team traveled several times to train programs on final reporting and to collect final reports to ensure providers were compliant and able to access more grant funds.

Regional Coordinators continued to drive home the importance of utilizing all of the grant opportunities available to providers. This included 14 programs accessing the Accreditation Supplemental Grant and helping programs understand how to use the Expansion Grant to increase their existing capacity.

Responding to staffing issues in child care programs, the coordinators developed trainings and videos on how to use ChildcareTennessee.com's HR and staffing resources.

The coordinators continue to develop opportunities and trainings with other CCDF partner organizations to best support early childhood education professionals in Tennessee. Their "boots on the ground" approach to supporting child care professionals continues to be a vital piece of the initiative's work.



COMMUNICATION AND MARKETING OUTREACH

ChildcareTennessee expanded its social media outreach this year, creating Instagram and LinkedIn channels. Through these new channels, the initiative has reached new audiences, including professionals and other early childhood education advocates, as well as younger audiences.

The team traveled to Memphis and Bon Aqua, as well as around the Greater Nashville area interviewing programs about the impact ChildcareTennessee.com and grants have had on their program. Provider Spotlights continued to provide community to Tennessee's early childhood education professionals, while highlighting ChildcareTennessee.com's resources.

As part of the CCDF Creative Partners Collective, ChildcareTennessee shared partnered messaging and participated in creating short videos to live on various platforms, educating child care providers about all the supports available to them.

The communications coordinator deepened media relationships, spoke to the various outlets for stories and participated in other community outreach as a resource about the child care landscape in Tennessee.





SAVING TIME

SAVING MONEY

ENHANCING
QUALITY

ChildcareTennessee.com



This project is funded through a grant with Tennessee Department of Human Services and Community Foundation of Middle Tennessee.