

# Circle of Friends

## Investing in the Future of Children

### Annual meeting highlights successes, welcomes new board

A highlight from 4C's 2008 annual meeting was the round-up of this year's successes. In her executive director's remarks, **Sallie Westheimer** noted achievements of the past year including: Quality Assurance accreditation for Parent Services, the Better Business Bureau renewal of 4C as an Accredited Charity, the agency's role supporting Ohio's Step Up To Quality program, a third successful "Champions for Children" gala raising over \$96,000 and a new strategic plan that "maps a bright future for the community's children."

She also noted the agency's significant growth. In 2007, 4C increased the budget 19 percent, juggled 30 different funders, expanded the sponsorship of the Ohio child nutrition program into seven new counties and recently added 12 staff positions.

The keynote speaker, **Dr. Monica J. Mitchell**, is assistant professor of pediatrics at the University of Cincinnati and co-director of INNOVA-



Monica Mitchell

TIONS at Cincinnati Children's Hospital Medical Center. She spoke on the topic, "Sowing Seeds of Sustainability," and called attention to the importance of

research and evaluation, a key focus of 4C's new strategic plan.

The agenda also included remarks from board president, **Kim Chiodi**, presentation of the 4C Employee Excellence award to **Tammy Vaughn**, director of 4C Miami Valley, and electing board members and officers. A letter from departing board member and former president, **Pauline McDowell**, emphasized to those gathered that "the future of 4C is very bright."



From left to right: Sallie Westheimer, executive director, with new board members, Luke Wiley, Marla Hurston Fuller, Mary Bennett-Brown, Tracie Pough and William S. Creecy III; Sue Maggard, chair of the board trusteeship committee; and Kim Chiodi, board president.

### New 4C officers, board members for 2008-2009

#### Board members elected:

For a first term: **Mary Bennett-Brown**, human resources director, the Public Library of Cincinnati & Hamilton County; **Andrew Bowen**, vice president, private banking, National City Bank; **William S. Creecy, III**, retired manufacturing program manager, GE Aircraft Engines; **Marla Hurston Fuller**, community relations, Cincinnati Children's Hos-

pital Medical Center; **Tracie Pough**, executive communications manager, The Procter & Gamble Company; **Luke Wiley**, vice president, senior financial advisor, Merrill Lynch. For a second term: **Pamela Page** and **Dianne Rosenberg**.

#### Officers elected:

**Kim Chiodi**, vice president, human resources, Western & Southern (re-elected president); **Pamela Page**, vice president, Worldwide Quality Assurance, Procter & Gamble (re-elected vice president); **Peggy Barker**, attorney, Kohnen & Patton, LLP (secretary); **Dennis Washington**, operating vice president, facilities management, Macy's, Inc. (re-elected treasurer).

#### Annual Report Available

For a copy of 4C's 2007 Annual Report, contact Phyllis Leatherwood at 513-758-1209 or e-mail [pleatherwood@4CforChildren.org](mailto:pleatherwood@4CforChildren.org).

#### In memory...

##### Dolores Straker, 4C trustee

4C board member, **Dolores Straker**, passed away in April and will be greatly missed. Dean of Raymond Walters College and professor of English, she played an active role in developing 4C's new strategic plan. Several gifts have been sent to 4C in her memory.



Dolores Straker (left) and Laurie Leonard at the 2007 board retreat.

## Growing into the future...

### Key position added

To implement the research and evaluation goal of the 2007 strategic plan, 4C hired **Bob Mayer** to fill the new position of program evaluation manager. He



Bob Mayer

joins 4C with extensive experience in market research, having served as a private consultant, a research director at Promotion Decisions and in various positions in the market research department at Procter & Gamble.

### 4C leaders spend 'day on the hill'

As 4C continues to advocate at the *state* level for expanded child care licensing, 4C turned attention to *national* issues. **Sallie Westheimer, Janet Keller, Anna Sharp, Annetta Rutland** and **Laura Heuser** traveled to Washington, D.C., for the Policy Symposium 2008 sponsored by the National Association of Child Care Resource & Referral Agencies in April.

It included a "Day on the Hill" for lobbying local lawmakers to pass the Child Care and Development Block Grant (CCDBG) and to "unfreeze" the child care investment portion of the president's budget.

### 4C highlights those striving for quality

The spring 2008 *Pathways to Quality*, 4C's quarterly newsletter to child care providers, recognized those who strive for quality by achieving a wide range of national and state accreditations. 4C hopes this recognition will encourage other providers to take additional steps to enhance the quality of care they offer.

For the complete list of these child care programs, family child care providers and early childhood professionals, visit [www.4CforChildren.org](http://www.4CforChildren.org).

### 4C Parent Services awarded Quality Assurance accreditation with exceptional ratings

The Child Care Aware® Quality Assurance program renewed 4C's Quality Assurance accreditation for its Parent Services for another three years. This voluntary accreditation process includes "secret shopper" calls to test for quality in parent communications. 4C received exceptional ratings for *all* secret shopper phone calls.

**Anna Sharp**, 4C's director of Parent Services, accepted the award from **Linda Smith**, executive director of the National Association of Child Care Resource & Referral Agencies (NACCRRRA), at its 2008 Policy Symposium in Washington, D.C., in March.

"The Parent Services teams at all 4C locations are very proud of this achievement," says Sharp. "This reflects our dedication to go above and beyond to do a good job for families."



### Spring conferences reach early childhood leaders and providers in two states

► With the theme, "You Make the Difference: One Child at a Time," the **4C Early Childhood Conference** marked its 21st year with a full house of participants. More than 130 early childhood directors and teachers gathered in Cincinnati on April 19 to learn and grow professionally.

► Family child care providers around the region came together for the fourth annual **4C Family Child Care Conference** on May 3, also in Cincinnati. Topics included effective parent relationships, the ABC's of nutrition, infant and toddler guidelines and how to stay professional.

► More than 65 early care and education leaders attended the second annual **4C Northern Kentucky Leadership Conference** on May 9. The keynote speech, "Playing Together in the Sandbox: How Child Care Can Shine in a Universal Pre-K World," was delivered by **Sandy Canon**, the director of the Division of Child Care for the Kentucky Cabinet for Health and Family Services.



Northern Kentucky child care professionals (from left) Jennifer Wahl, Erin Day and Orena Winn from NKCAC Head Start confer with keynote speaker Sandy Canon, director of the Division of Child Care for the Kentucky Cabinet for Health and Family Services. The 4C Northern Kentucky Leadership Conference, held at Receptions in Erlanger, Ky., had more than 65 early care and education leaders in attendance.

## 4C Miami Valley receives funding to promote school readiness at 11 sites

The Montgomery County Early Childhood Initiative has awarded 4C Miami Valley a grant to promote school readiness in 11 selected child care centers, or focus sites, and to assist them with preparing to apply for a state quality rating.

The grant will fund two full-time technical assistant positions at 4C to offer support. It will also provide a \$20,000 grant to each of the 11 focus sites to help enhance the quality of each program and facilitate a star rating through Ohio's Step Up To Quality program.

The two new 4C specialists will meet with directors of the 11 focus sites on a regular basis, offer training programs and conduct or arrange for classroom or program assessments. Their goal is to promote high qual-

ity, caring learning environments for young children.

A focus site can use \$16,000 of its grant to prepare to apply for the Step Up To Quality application.

The Step Up To Quality program is a voluntary, three-star rating system created by the Ohio Department of Job and Family Services—Bureau of Child Care and Development to improve the quality of early care and learning programs in Ohio.

Funds can be used to buy classroom materials, develop curriculum, improve playground equipment, make building repairs and renovations to the facility and give bonuses to staff as they complete training and education.

The remaining \$4,000 of a center's grant will be awarded when it achieves a star rating.



**4C Employee Excellence Award** winner, Tammy Vaughn, director of 4C Miami Valley (left), with Sallie Westheimer, executive director, received the award for her successful efforts in establishing 4C in the Miami Valley region. The grant from the Montgomery County Early Childhood Initiative (story at right) is one indication of this success.

## 4C one of 10 agencies to pilot national quality assurance program

The National Association of Child Care Resource & Referral Agencies (NACCRRA) has chosen 4C as one of 10 agencies in the country to pilot its new voluntary Quality Assurance accreditation program. This program will extend to all aspects of child care resource and referral—unlike the more limited quality assurance that focuses on parent services only. (See “4C Parent Services Awarded Quality

Assurance...” on page 2.)

As part of this pilot, 4C will assist with determining best practices in the field and provide feedback along the way as the program is finalized.

Quality Assurance is a voluntary national certification, the only way for agencies like 4C to be accredited and held accountable for providing quality services.

“Although we have many proj-

ects going on with more than 16,000 participants in training classes in the past year alone, we are eager to test our standards against this rigorous accreditation process,” says **Sallie Westheimer**, 4C executive director.

“We are proud of the quality of our child care provider support activity,” she continues, “and we are ready to work toward additional accreditations.”

## Low national child care ranking in 2007 spurs Kentucky to action

*New state child care licensing regulations to take effect July 1, 2008*

The Kentucky Cabinet for Health and Family Services is depending on 4C to get the word out about new state child care regulations. These are a direct result of the 2007 report from the National Association of Child Care Resource & Referral Agencies that ranked Kentucky at the bottom regarding quality child care programs.

The low ranking caused an immediate reaction, and Kentucky is rolling out significant licensing changes within eight months, proving that voices of child care agencies around the nation

are being heard. The new Kentucky child care licensing regulations will go into effect July 1, 2008, with enforcement beginning in October.

**Laura Heuser**, director of 4C Northern Kentucky, believes new regulations are “a huge step in the right direction.” She emphasizes that 4C will play a critical role in helping centers make the necessary changes.

A few highlights from the new licensing regulations:

- Providers must have a high school diploma or GED.

- A planned program of activities and daily schedules must be posted.
- Directors are required to provide annual written staff evaluations.
- Criminal background checks will include previous state of residence (if within five years).
- Infants must only be laid on their backs for sleeping.
- Cribs must meet Consumer Product Safety requirements.

For more information about the new regulations, call 4C Northern Kentucky at 859-781-3511.

## Xavier University students share fresh PR ideas

Three enthusiastic teams of Xavier University public relations students developed fresh ideas for promoting 4C and its services to the community as part of their senior public relations seminar. After a semester of work, they presented their ideas to 4C staff, board members and a group of Xavier public relations alumni now working in Cincinnati on April 15.

“We were very impressed with the students’ creative ideas, and we hope to make some of them a reality,” says **Sallie Westheimer**, 4C executive director. A summary of the ideas was presented to the PR/Marketing Committee of the 4C Board in May.

**Paula Kollstedt** of GE Aircraft Engines, was the PR professional who ran the seminar. **Elisha Milner**, a Xavier senior who worked as a PR intern at 4C last semester, was a participant on one of the teams.

A highlight of the various public relations plans was a mock-up for an updated 4C Web site and the offer of possible assistance from Xavier’s graphic design department to implement the new design. A team from 4C has met with **Jonathan Gibson**, XU assistant professor of graphic design, to plan for the suggested Web redesign.

Sallie Westheimer  
Executive Director

Elaine Ward  
Chief Operating Officer

Karen Hurley  
Development Director

Amy Gorga  
Communications Coordinator

*Circle of Friends* is published quarterly. 4C invites comments, guest editorials, agency news and program updates.

www.4CforChildren.org  
(513) 221-0033 Southwest Ohio  
(859) 781-3511 Northern Kentucky  
(937) 220-9660 Miami Valley



## Better Business Bureau renews 4C as an 'Accredited Charity'

4C meets the Cincinnati Better Business Bureau (BBB) Foundation’s “20 Standards for Charity Accountability,” which means 4C can display the new BBB Accredited Charity Seal. Visit [www.Cincinnati.bbb.org](http://www.Cincinnati.bbb.org) to see 4C’s official BBB listing.

4C Provides Early Childhood Resources and Referrals in Southwest Ohio, the Miami Valley and Northern Kentucky.

A United Way agency partner funded in part by the City of Cincinnati, Ohio Department of Job & Family Services, the Ohio Department of Education, and the Kentucky Cabinet for Health and Family Services.



513.221.0033  
www.4cforchildren.org

1924 Dana Avenue  
Cincinnati, Ohio 4520

...for Children

