


21ST Annual

Celebrate

The Young Child

Conference



In a world of constant change, it is rare and refreshing to have something to rely upon; a mainstay. The Annual Celebrate the Young Child Conference (CYCC), now in its twenty-first year, is just that. The conference is hosted annually by two partnering non-profit agencies dedicated to serving the field of early childhood education: the Association for Supportive Child Care (ASCC) and the Arizona Child Care Association (ACCA). Take the opportunity to participate in a day of professional development, networking and access to vendors, exhibitors and programs that meet the specific needs of early childhood professionals.

At the conclusion of each year, participants are asked to complete a survey, providing an opportunity to reflect upon what was appreciated, what could be improved and most importantly, what topics would be of interest for future conference sessions. The conference committee takes each survey under serious consideration in developing future conference content that benefits the quality of care provided to Arizona's children.

SATURDAY, MARCH 10, 2012
GLENDALE CIVIC CENTER

Conference Highlights:

- Six (6) hours of training in one day, at one convenient location
- Opportunities to network with hundreds of early childhood professionals
- Enter tickets in a raffle for a chance to win a variety of prizes
- Visit vendors and exhibitors from agencies and organizations meeting the needs of the early childhood field

Learn more about the conference by visiting our website at www.asccaz.org/cycc.html. Online registration opens January 13, 2012. For details on becoming a vendor or sponsor, please call or email Melody Johnson, Marketing Director at 480-829-0500 x1206, 1-800-535-4599 x1206, or mjohnson@asccaz.org.

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Young Havasu Locals get \$3.9 Million Boost for School-Readiness

First Things First(FTF) delivers check to help children in La Paz/Mohave

The stakes have never been higher. Under a new state law implemented last year, children who are not reading well enough by the end of third grade will be held back. The law applies to children who will be in third grade during the 2013-2014 school year (current kindergartners and first graders).

"FTF funds education and health programs that give kids the tools they need for success in school and beyond," said Della Gray, FTF Community Outreach Coordinator.



October 25, 2011 check presentation held at Little People's Day Care in Lake Havasu, ASCC La Paz/Mohave Access to Quality and Professional Development staff in attendance

Among the school readiness supports funded locally through First Things First are:

- More than 200 Early Childhood Educators have participated in community based training to improve the quality of child care
- 27 Early Childhood Educators are now attending college through the T.E.A.C.H. Scholarship program
- Through the region's pre-kindergarten expansion strategy, 160 three-and-four-year-old children have access to high quality preschool programs

The October 25, 2011 event, held at Little People's Day Care, included Vice Mayor Callahan representing Lake Havasu City government, and Sue Donahue representing Buster Johnson, Mohave County Board of Supervisors.

Vice Mayor Callahan said that "FTF is making the kids of Lake Havasu better communicators, better students, and better citizens."

The check presented will fund services from July 1, 2012 to June 30, 2013. The regional council will work with community stakeholders for the next three months on a plan to build on the early childhood services already funded in the region and to address other needs of young children in the area.

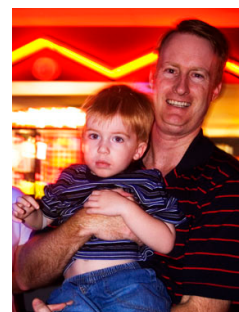
To learn more about your local regional council and the early childhood services funded by FTF in the La Paz/Mohave region, please visit: azfff.gov

Excerpts from Press Release Provided by:
Merritt Beckett, mbeckett@azfff.gov

Recognition: Scottsdale-Style

Scottsdale Leadership
Recognizes ASCC-supporter,
Merrill Lynch

Scottsdale Leadership, Inc., a nonprofit organization serving Scottsdale and the surrounding community, announced the recipients of the 2011 Spirit of Community Leadership Awards, who were honored on December 9, 2011.



Larry Van Quathem with son Jake at the 2009 ASCC Child Care Bowl.

The recipients and the awards for which they are being honored are: Mark Eberle, Frank W. Hodges Alumni Achievement; Rachel Sacco, Drinkwater Community Leadership; Merrill Lynch, Corporate Leadership; and Melissa Conrad, Youth Leadership. Merrill Lynch employees serve on multiple non-profit boards.

Larry Van Quathem, Merrill Lynch Financial Advisor has served as a board member for the Association for Supportive Child Care (ASCC) since 2004.

Larry also contributes to the ASCC mission to *Enhance the Quality of Child Care for Children in Arizona* by volunteering his valuable time to the agency as an event committee member for the *Play It Safe* event, hosted annually by ASCC in the spring, as well as his continued participation in events like the *Annual Child Care Bowl* (pictured above).

Merrill Lynch is a proud supporter of the Association for Supportive Child Care, Boys and Girls Club of Greater Scottsdale, Friends of the Scottsdale Public Library and Scottsdale Leadership.

For a complete listing of the ASCC Board of Directors, continue to page three (3).

And the Survey Says...



Parents Rate Child Care Resource and Referral (CCR&R) an Effective Resource.

Child Care Resource and Referral (CCR&R) provides excellent customer service while meeting the needs of parents, caregivers and providers. To effectively gauge the level of service provided, as well as Arizona parent's most crucial child care priorities, CCR&R conducts parent surveys throughout the year.

Surveys rate *hours of operation* (77.8%) and *type of child care* (75%) as the factors that are most important to Arizona families. *Quality* (66.7%) and *location* (66.7%) follow closely behind, with cost reflecting a 44.4% score.

Surveys indicate that 88.9% of clients are very satisfied with the overall services provided by CCR&R. In fact, courtesy and respectful treatment by CCR&R staff set a benchmark with a rating of 100%, indicating an increase in client knowledge by scoring parent understanding of what to consider in choosing quality child care before speaking with CCR&R staff.

Parent surveys are a valuable tool in evaluating services and looking for ways to improve. Surveys are either emailed to clients who have requested referrals by email, or are mailed directly to the client along with a packet that includes referrals and quality indicators.

All surveys are reviewed by the CCR&R Coordinator and Assistant Coordinator, addressing any concerns immediately.

Parent comments on surveys include, "It was great to know that CCR&R understood exactly what I was asking for and she fully explained the program to me to help me understand how it works."

Experience CCR&R's great service and resources first-hand by calling our referral line at 1-800-308-9000 or visit www.azchildcare.org

"It was great to know that CCR&R understood exactly what I was asking for..."

- Parent Survey Respondent

National Safety Council Awards ASCC



On November 28, 2011, the Arizona Chapter of the National Safety Council announced that the Association for Supportive Child Care (ASCC) had been chosen as a First Aid CPR & AED award recipient for outstanding training efforts in 2011.

ASCC proudly accepted the Distinguished Performance Emergency Care First Aid CPR & AED award on December 16, 2011 at an Appreciation Luncheon hosted by the Council's Arizona Chapter. ASCC prides itself on providing the community with the quality services and trainings and is honored to accept this award.

For more information on trainings offered by ASCC, please visit our website at: www.asccaz.org

ASCC Funders

Albertson's Community Partner
Arizona Department of Economic Security, Child Care Administration
Arizona Department of Education
Arizona Republic/12 News Season for Sharing
Arizona Republic Charities/Child Abuse Prevention License Plate Fund
Bank of America
Bear Hugs Foundation
Boeing Charitable Trust
City of Chandler
City of Flagstaff
City of Tempe
Enterprise Holdings Foundation
First Things First
Flagstaff Community Foundation
Glendale from the Heart
Governor's Office for Children, Youth, and Families
JP Morgan Chase
Reading is Fundamental
The Boeing Company
United Way of Northern Arizona
USAA Foundation
Valley of the Sun United Way



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ASCC Laces Up!
Annual Mayor's Run /PF Chang's Marathon
January 15, 2012
For more information, visit www.asccaz.org/marathon.html



Celebrate Spring with ASCC!

Tomás and the Library Lady
by Pat Mora

Saturday, April 7, 2012



The Association for Supportive Child Care (ASCC) invites you to attend our Fourth Annual *Play It Safe* event - a magical fundraising event designed to celebrate the whimsy and wonder of being a child.

Held annually at the Tempe Center for the Arts, we take in scenic views from the Lakeside Room while enjoying an array of entertainers; including the Tooth Fairy, Jungle Jill Arizona, PBS 8 Maya and Miguel, a story teller, face painters, and more for children to enjoy, as well as your chance to win a variety of prizes by participating in our raffle.

A light, child-sized breakfast includes fresh fruit salad, assorted mini muffins, yogurt and granola; set to suit the pallet of your young theatergoers.

At 11:00 am, we will invite you and your family into the studio theatre to enjoy the Childsplay adaptation of "Tomás and the Library Lady", by Pat Mora.

For more information or to purchase tickets, visit <http://www.asccaz.org/playitsafe.html>



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The 21st Annual
**Celebrate the
Young Child Conference**

Are you a child care provider
looking for training?
Call 480-829-0500 x1101

Would you like to learn about volunteer opportunities for young adults at ASCC?
Call Phone Friend and "Dial up a Smile" at 602-253-9099 or 800-308-2000
or visit the website at www.phonefriend.org

Would you like to make a donation?
visit www.asccaz.org/donate.html
or 480-829-0500 x1102

To learn more about ASCC Programs,
visit www.asccaz.org