

# **Microenterprise Family Childcare Program (MEFC) & Family Resource Center (FRC) Southwestern College Higher Education Center National City, California**



# SWC Higher Education Center National City

- National City campus established in 1998
- Created to make higher education accessible to South San Diego County residents
- “Educational Village” – Collaborative effort with San Diego Office of Education
- Beautiful 48,000 square foot facility!



# Higher Education Center National City (cont.)

- Capacity for 5,000 students
- Over 100 courses offered
- Full Student Services: Registration, Financial Aid, Career/Transfer Center, Academic Counseling, Library, Health Services, etc.





# Dental Hygiene Clinic

- *Free Oral Screenings, X-Rays, and Cleanings*
- *Free Fluoride Treatments, and Sealants for children ages 6 to 18*
- *Performed by students of the Dental Hygiene Program of Southwestern College*
- *Under the supervision of licensed dentist/dental hygienists*



# Family Resource Center (FRC)

- Established by 1<sup>st</sup> grant received from HUD, Office of University Partnerships, HSIAC



- All services are FREE!

# Family Resource Center (cont.)

## FREE Community Workshops



**Immigration Resources**



**Nutrition**



# Family Resource Center (cont.)

## Community Resources Library



# Family Resource Center (cont.)

Childcare for program participants





# Microenterprise Family Childcare Program (MEFC)

- Coursework and training to set up a **licensed childcare business in own home.**
- Non-Credit course
  - Residency status not an issue
  - Free instruction
- **30 participants** each semester
- Instruction in **Spanish**
- Cost: **FREE!**



# Positive Points of Training

- Education and training NOT required to obtain Childcare License.....but obviously offers an advantage!
- Southwestern College name gives credibility to quality of training program.
- Comprehensive training including all major components.
- Training and services offered on site.

## Apoyo a microempresarios

Tercer trimestre  
 Crecimiento

Nacional City

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El colegio Southwestern (SWC) ofrece un servicio de capacitación, también en español, para ayudar a quienes que deseen abrir una guardería. La entidad recibió en días pasados un donativo de 600 mil dólares por parte del departamento de Vivienda y Urbanización (HUD) para ayudar a aumentar el número de centros de cuidado infantil.

El programa...

Al Día Local

Publicado: 28 octubre 2005

# Entrenamiento gratis y en español

Servicios de AL Latino

El Colegio Southwestern (SWC) ofrece un programa de capacitación y formación en español para personas que deseen abrir una guardería. El programa es gratuito y en español. El programa es gratuito y en español. El programa es gratuito y en español.

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Southwestern College Receives \$600,000 For Free Employment Training In Spanish



December 2, 2005

## Southwestern College Receives \$600,000 For Free Employment Training In Spanish

**Increase Number of Home-Based Child Care Centers; Mandatory Informal Services Will Take Place Dec. 8 and 12**

Southwestern College (SWC) continues to solidify its role in National City. Thanks to the U.S. Department of Housing and Urban Development, SWC will be able to increase the number of home-based child care centers in the underserved community.

**Higher Education Center at National City (HEC) and its Family Serving Institutions Assisting Communities (HSIAC) will be National City's 2005-2006 Consolidated Plan. Improving job creation and employment training and increasing the**

**comprehensive Family Child Care Program for low income women and practical child care training in Spanish, as well as needed to start their own home-based child care**

**will attend one of the information sessions that will be held on Monday, December 12, 2005 from 1:00 p.m. to 4:00 p.m. at the National City Boulevard. To receive a**

**to improve their economic well-being," said the City.**



# Target Audience

1. **National City residents have first priority**
2. CDBG specifications of **“low-to-mid income”**
3. Participants who are **serious and committed to setting up a home-based childcare business.**



# Typical Barriers of Target Audience

- Language
- Lack of income
- Residency status
- Limited academic background
- Childcare needs
- Lack of confidence & self-esteem



# Academics

- **12 weeks long, 9am – 1pm, Mon – Fri**
  - 60 hours **Child Development**
  - 34 hours **Business Courses**
  - 15 hours in **Health and Safety, CPR and Pediatric First Aid** (required by Licensing)





# Academics (cont.)

- Instructor is an **experienced Family Childcare Provider** and professional in Child Development



# Information Session









# Interview Process





The final group of 30 participants selected!





# Orientation Day!

## MEFC Program Binders and cool MEFC Bags!





# Orientation

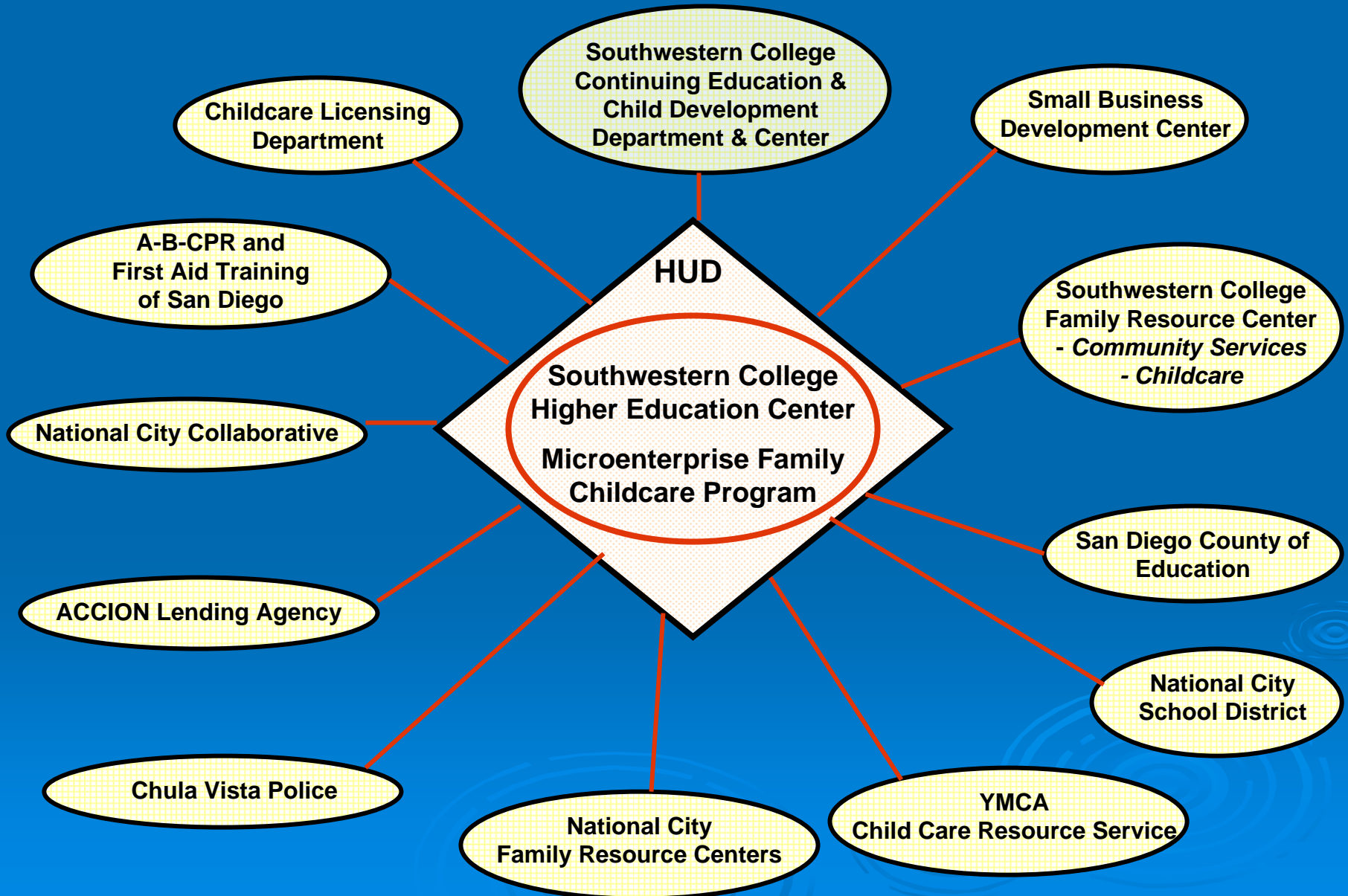








# Collaboration of Partners





# Business Counseling in Spanish



- Offered by the Small Business Development Center
- Study of Finance, Recordkeeping, Taxes and Marketing

# Team of Business Counselors











# Excursion to SWC Main Campus & Small Business Development Center



# Small Business Development Center













# Southwestern College Student I.D. card photo



# **CPR Class**

**(Required by Childcare Licensing)**









# Infant CPR

















**First Aid Class**  
(Required by Childcare Licensing)









# Excursion to YMCA Childcare Resource Service

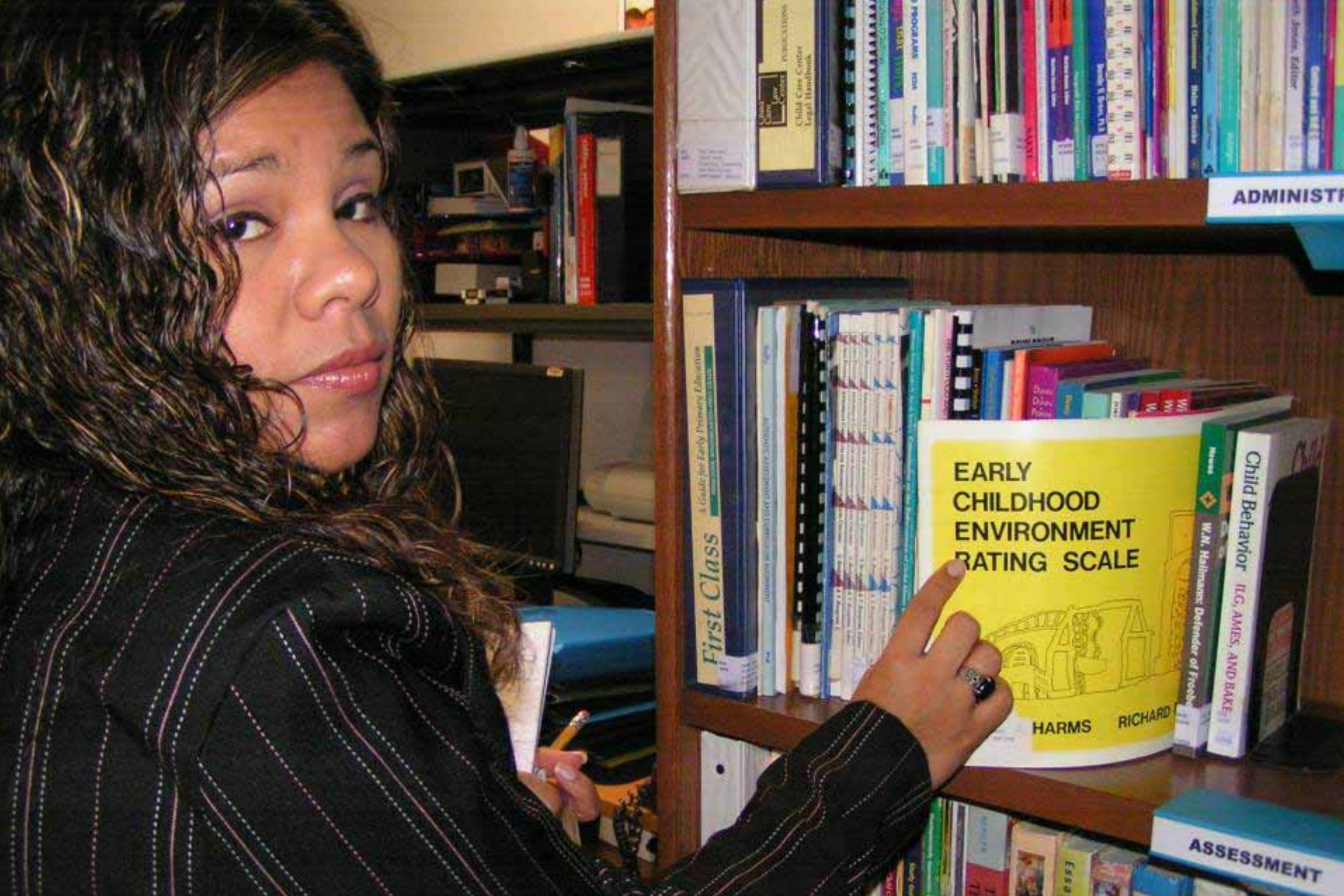






**Taking a tour of the office and facilities**





**Library of Resources**





# Toy Lending Library





**Childcare Licensing Application Assistance**





BOLETO DEL ESTABLECIMIENTO grupo de personas que pertenecen a la familia de personas  
que viven en la misma casa y que son de la misma familia.  
El Boleto es válido para el año 2014-2015.



Biblioteca de  
y Préstamo de  
¡Veniga y conozca





# Door prizes – toys for our business!





# Mentor Program

Learning from  
experienced Family  
Childcare Providers





**Excursion: Visit to homes of experienced Family Childcare Providers**









# Guest Speaker:

## Learning how to read Vaccination Cards for children





# Guest Speaker: Learning about Asthma in Children



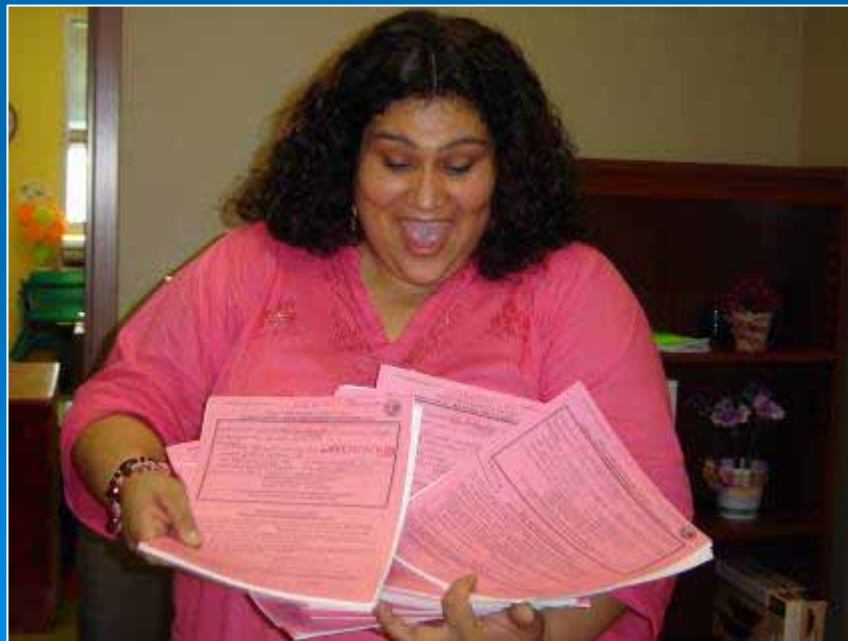


# **Guest Speaker: Experienced Family Childcare Provider shares his experience and advice**



# Childcare Licensing

- **Required Licensing Fees Paid**
  - Licensing Orientation
  - Application
  - Fingerprinting
  - First Aid/CPR/Health & Safety classes





# Childcare Licensing Orientation



# Special Classes & Workshops

## Basic Computer Skills Class





# Special Classes & Workshops

How to Teach Children to Read



# Incentives: Childcare Provider Kit

➤ Students earn incentive gifts needed for their Childcare Business:

- Fire Extinguisher
- Smoke Alarm
- First Aid Kit
- Home Safety Kit
- Toys

etc!





# Small Business Loan

- Offered through  
ACCION  
Micro-Lending Loan  
Agency
  - Application Fee
  - Credit Check
  - Site visit to home





# Marketing Training



# Practicing in class







**Marketing for real!**





# Ayuda Para Establecer tu propio Negocio de Guarderia Infantil

(619) 216 - 6672

Llamenos

¡Visitas a guarderías!



Establece Un Negocio de Cuidado Infantil Con Licencia En Su Casa

Centro de Servicios Comunitarios

SOUTHWESTERN COLLEGE

Preguntanos

¡Gratis!

¡En Español!

TIEMPO LIMITADO!

Centro de  
Para La



Servicios Gratuitos

- Servicios y Talleres sobre la Higiene Personal
- Talleres sobre Desarrollo de Carrera
- Servicios para la Comunidad
- Cuidado de Niños



Centro de Servicios Comunitarios



establece Un  
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En Su Casa! 216-6672

Centro de Recursos Para La Familia

SOUTHWESTERN

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Guardería Infantil

FAMILY RESOURCE CENTER



SOUTHWESTERN COLLEGE

SOUTHWESTERN COLLEGE

HIGHER EDUCATION CENTER

NATIONAL CITY









# Community Service







# Volunteering in the Family Resource Center Childcare







**Volunteering office work at  
the Family Resource Center**





**Childcare**







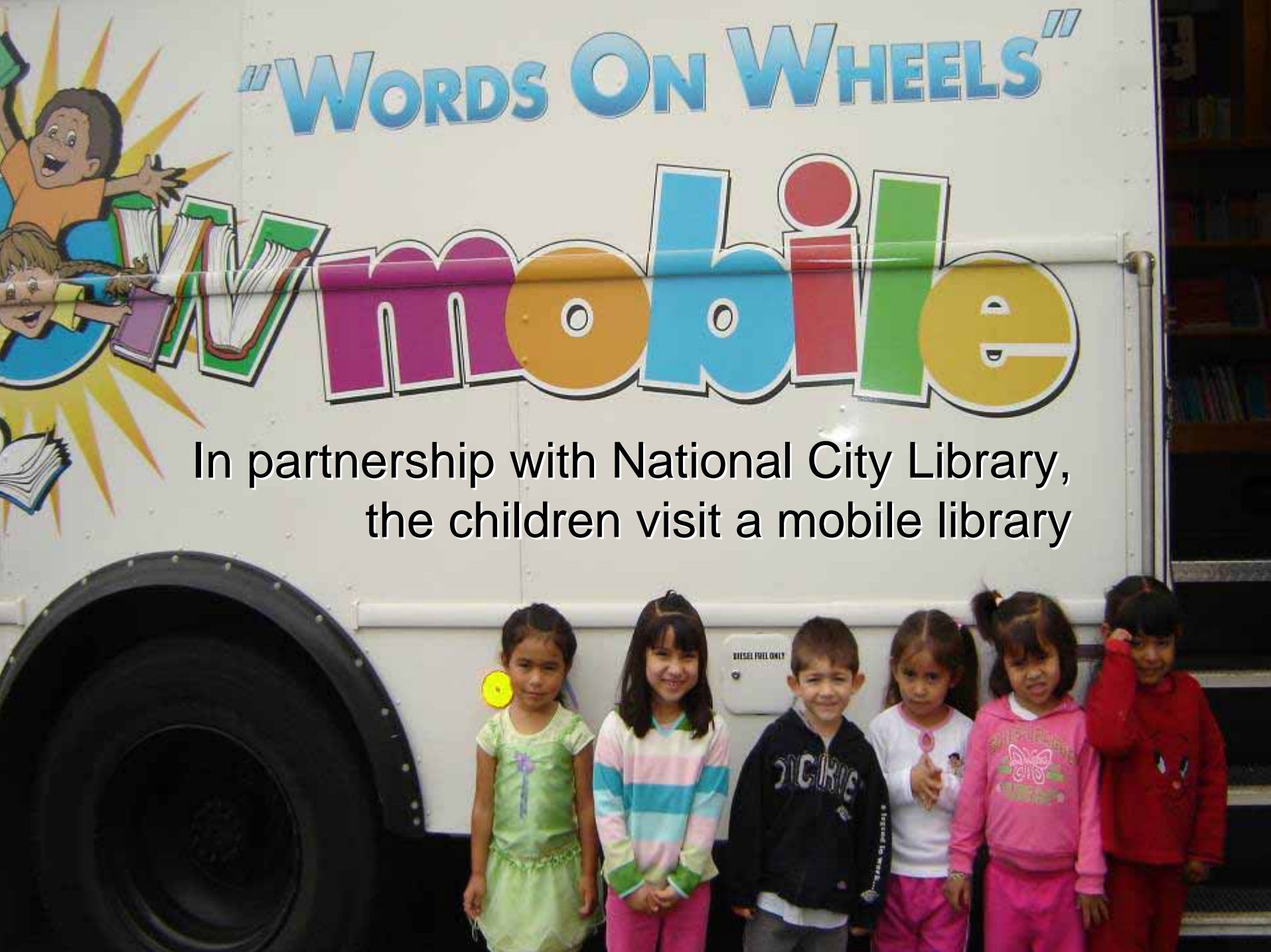












"Words On Wheels"

mobile

In partnership with National City Library,  
the children visit a mobile library



The SWC Dental Hygiene students teach the children about proper toothbrushing









# MEFC Advisory Team





**Graduation Day!**



“My self-esteem grew stronger from this program”





**“I will never forget the  
friendship with my  
classmates.”**



"I now have....the vision of having a business & being a business woman."







“This Program..... gave me a lot of motivation to become a better person, it made me feel important and it helped me build relationships with the outside world.”



“I learned from every single class, every experience and from my classmates...it all blended together to make this a truly personal growth experience for me.”





¡Felicidades!  
Clase MEFC Otoño 2006





"I feel like a champion because I accomplished my goal."



# Post Program Activities

- Fire Extinguisher & Smoke Alarm Training by National City Fire Department





# Inspection Visit by Childcare Licensing









**Alumni Group Meeting**





**MEFC Alumni Family Picnic**









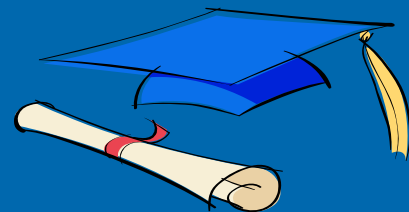
**The final goal is accomplished....**





# Program Successes

- 100% Retention
- HUD Grant Project goals (Logic Model) goals met or exceeded
- 100% of participants state that program goals have been met
- 53 Childcare Licenses and businesses active, including Licenses pending, to date (3 groups)
- Attendance by 1,173 persons to Information Sessions to date





# Program Challenges

- Childcare Union opposition
- Partner changes or disappearances
- Limited staffing
- Institution in throes of change - leadership, reorganization, financial challenges
- Project not institutional priority
- Sustainability



# Grant Administration

## Tips & Advice

- Appreciate value of networking with HUD colleagues!
- Be very organized and maintain records
- Expect challenges from partners & adjust as needed
- Use the wisdom, support and advice of your Advisory Team & community partners
- Celebrate your participants' and your program's success







**MEFC # 1**  
**Spring 2006**





**MEFC # 2**  
**Fall 2006**





**MEFC # 3**  
**Spring 2007**



**MEFC # 4**  
**Fall 2007**