



ReadyKids!

Prepared for Day One of Kindergarten and Beyond

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Aviyonne Tart, Communications Specialist
Escambia Children's Trust
1100 College Blvd.
Bldg. 11, Ste. 1100F
Pensacola, FL 32504

June 7, 2022

Dear Ms. Tart,

It is with great enthusiasm that our team at ReadyKids! responds to the Escambia Children's Trust's request for proposals for a Kindergarten Summer Bridge Program. Since 2007, our mission has been to maximize children's potential through increased school readiness. Our vision is that every student in our community starts kindergarten ready to learn. Our staff, Board of Directors, and dedicated volunteers are all intimately familiar with the importance of school readiness and the ongoing negative outcomes students experience when they come to school not ready to learn. This is why our programming is laser-focused on serving families with pre-kindergarten aged children. ReadyKids! is eager to leverage our experience and collaborative efforts to reach the children and families in our community who have not participated in a formal education program and/or who are underprepared and to increase their capacity for readiness.

We are grateful for the Escambia Children's Trust's recognition of this critical issue facing our community and appreciate the opportunity to respond to this request.

Thank you for your consideration and for the vital role you play in improving outcomes for children in our community.

With sincere gratitude,

Ruthie Noel
Executive Director, ReadyKids!
director@readykidsFL.org

Executive Summary:

As data has consistently shown, more than half of the children entering kindergarten in Escambia County are “not ready” to learn by state standards. The low participation rate of families in Voluntary Pre-Kindergarten (VPK), long waitlists for Head Start and private daycare classrooms, and the disruption caused by the COVID-19 pandemic have culminated in a community-wide crisis that requires immediate attention and action. ReadyKids! is eager to respond with the implementation of a kindergarten transition program designed to improve readiness outcomes for children and families. We know that parents/caregivers are a child’s first and best teacher, and we know that many families in our community do not have the capacity or resources for effective at-home learning. Therefore, the goal of the program is two-fold: To introduce parents/caregivers to the concept of school readiness and equip them to best prepare their student at home *and* to introduce children to a formal early education setting to help prepare them for their first day of kindergarten. The program will be delivered in a workshop format through collaborative efforts by community agencies.

Program Design:

ReadyKids! proposes to collaboratively host three “Ready for Kindergarten!” workshops for Escambia County families with children who will be entering kindergarten for the first time in August of 2022 and who are unprepared/underprepared for kindergarten and/or have not previously attended an early learning program or VPK. Families will be served food, transportation and childcare for siblings will be provided, each family will receive a

gas or grocery gift card for attending, and they will be further incentivized to attend by the chance to win a “big ticket” door prize (e.g., tablet or laptop).

Number of children to be served: Minimum 60; Maximum 150

Locations: ECSD Title I elementary schools with established ReadyKids! and/or Parent University partnerships

Program Hours: Two-hour workshop offered three times (6 hours total)

Program Components:

Ready for Kindergarten! Parents/caregivers workshop

- Explore what it means to be “ready” for school
- Plan for family routines that support strong health and habits
- Discover the building blocks of “readiness” and what children in kindergarten learn at the start of the year, middle of the year, and by the end of the year
- Learn to play powerful learning games and activities that build the skills needed to be ready for kindergarten
- “Know-Before-You-Go” Day 1 of Kindergarten in ECSD overview
- Outcomes:
 - Families feel empowered and prepared for the first day of school by understanding what skills are most important for their student to know on Day One

- Families familiarize themselves with the kindergarten registration process, supplies and materials list, school day schedule including bus route and/or drop off information
- Families understand what resources are available in the community to launch and support their child’s educational journey (e.g., where to acquire school supplies, specialist services, dental and medical screenings, etc.)
- Evaluation:
 - Pre and post workshop surveys to measure individual learning gains
 - Increase in kindergarten registration numbers

Kindergarten Kick Off: Student workshop

- Rising kindergarten students gain exposure to and practice classroom skills under the supervision and direction of certified kindergarten teachers.
 - Executive Function skills: Practice listening to directions, lining up, sitting patiently, raising hands, activity transitions, independent self-care (restroom, handwashing)
 - Social-Emotional skills: Practice sharing, taking turns, getting along with others and treating others kindly
 - Academic Foundation skills: Practice recognizing and pronouncing letters, numbers, colors
- Outcome: 60 – 150 Students understand and practice basic classroom behavior expectations

- Evaluation: Sticker chart: Students receive a sticker for every skill they practice on their skills list
- Student workshops would be limited to 10 children per certified teacher.

Capacity to Provide Required Services:

ReadyKids! (formerly Every Child A Reader in Escambia, ECARE) is a non-profit organization that has been serving the Escambia County community since 2007. Through the ReadingPals program, ReadyKids! serves approximately 150-200 high-need pre-k students in Title I and Head Start classrooms per school year (with the exception of 2020 – 2021 pandemic year) to build kindergarten readiness through social-emotional and early literacy skill development. This program is powered by 200 activated community volunteers whom ReadyKids! credential and train every year to mentor their individual student.

Through our ReadyRosie mobile platform, we have provided evidence-based Modeled Moments videos and at-home learning resources to 700+ families since 2020 resulting in thousands of family engagement and learning outcomes. We also have open communication lines with ReadyRosie users to promote the workshop program.

Our mission-driven Board of Directors includes representation from the Escambia County School District, early learning subject matter experts, pediatrics, and a variety of small and large businesses in our community, all of whom have a vested interest in building a literate workforce. Our Board's strategic initiatives are to align with the



Escambia Children's Trust priority areas and collaborate with partner agencies so that our community's resources are coordinated for maximum collective impact.

The power of this proposal lies in agency partnerships: By collaborating with key agencies that are also focused on early learning, we increase our capacity to provide resources and services in our individual areas of expertise. This is why we are confident in our ability to work effectively within the short turnaround time for this program's execution.

For example, the workshop format of the program will be modeled after Parent University Pensacola which has an established relationship and standard operating procedure to host events within the school district. ReadyKids! is grateful to have synergetic working relationships with the Title I office at the school district and with the principals at our ReadingPals partner schools where we would be welcome to host our workshops and promote the program to families. Rising Minds Learning has contracted certified kindergarten teachers who are willing to help design and facilitate the workshop content. The Early Learning Coalition is willing to partner to raise awareness and promote the workshops via their daycare providers. Head Start is willing to provide teachers for onsite childcare and to promote the workshops to the families on their waitlist. These are just a few examples of the ways partnerships will bring this program to fruition.

Personnel Capacity

- Childcare: Head Start teachers contracted through Community Action Program Committee (CAPC)
- Workshop Planning and Facilitation: Certified Kindergarten teachers contracted through Rising Minds Learning
- Venue Staff (Security, custodians): Contracted through Escambia County School District
- Transportation: Contracted through Jubilee Church
- Administration: ReadyKids! Staff

Parent/Caregiver Resources to be Provided By:

- ReadyKids!
- Escambia County School District
- Parent University Pensacola
- Rising Minds Learning
- Community Action Program Committee (CAPC) Head Start
- Early Learning Coalition
- Arc-Gateway

Demonstrated Experience and Qualifications

The staff who will implement the proposed project are early education experts in their respective areas:

- The workshop content for parents and caregivers is an evidence-based family engagement resource provided with the Teaching Strategies Gold software, ReadyRosie.
 - ReadyRosie is an early education tool that helps families, schools, and communities across the nation deepen and scale their family engagement efforts. These tools leverage the power of video modeling, family workshops, and mobile technology to build powerful partnerships between families and educators.
 - The content advisors and developers of this family curriculum are experts in family education, family engagement, education, early childhood, literacy, math, science, social emotional learning, dual language learners, media, and parenting.
 - The ReadyRosie subscription is purchased and provided to Escambia County families by ReadyKids!
- The workshop content for rising kindergarten students will be developed by certified kindergarten teachers here in the Escambia County School District.
 - As our resident subject matter experts, the certified kindergarten teachers will develop their two-hour workshop curriculum to target the skills incoming kindergarteners need most. Their workshop will complement the ReadyRosie workshop content for parents/caregivers.
- Workshop facilitation: The parent/caregiver workshops and the student workshops will be facilitated by certified teachers.

- The administration of the program will be coordinated by the ReadyKids! staff:
 - Family Engagement Coordinator Mindi Crain holds a master's degree in Social Work and has helped prepare pre-k students for school as a ReadyKids! team member since 2017.
 - Program Director Kristy Craig is an expert in the early literacy ReadingPals program including program and staff management, site coordination, volunteer recruiting, training, and retention, and event planning and execution. Kristy has also been part of the ReadyKids! mission of preparing pre-k students for school since 2017.
 - Executive Director Ruthie Noel holds a master's degree in Industrial-Organizational Psychology and has over 15 years of professional childcare and early education experience including Montessori classroom instruction, DCF training, and trauma intervention and emotional first aid.
 - All ReadyKids! staff members passed a Level II background check through the Escambia County School District and have completed the Know Child Abuse training.

Cost Effectiveness:

The budget provided is estimated based on hosting three (3) workshops and serving 150 families/children (maximum).

Ready for Kindergarten! Proposed Budget

| Line Item | Cost | |
|--|-----------|--------------------|
| Food & Bev | | \$4,500 |
| Program Supplies | \$ | 1,100.00 |
| Printing | \$ | 800.00 |
| Resource bags | \$ | 300.00 |
| Personnel | \$ | 7,800.00 |
| Childcare for siblings | \$ | 720.00 |
| Certified Teachers | \$ | 3,000.00 |
| Venue staff (Security, custodians) | \$ | 540.00 |
| Transportation (Bus drivers) | \$ | 540.00 |
| Administration | \$ | 3,000.00 |
| Incentives | \$ | 6,700.00 |
| Gas & grocery gift cards | \$ | 3,750.00 |
| Take-home groceries | \$ | 1,950.00 |
| "Big ticket" door prize (e.g., tablet or laptop) | \$ | 1,000.00 |
| Transportation | \$ | 1,300.00 |
| Fees | \$ | 1,000.00 |
| Fuel | \$ | 300.00 |
| Venue | \$ | 1,300.00 |
| Fees | \$ | 800.00 |
| Equipment | \$ | 500.00 |
| Marketing | \$ | 5,000.00 |
| Text/call out service | \$ | 200.00 |
| Print advertising | \$ | 1,000.00 |
| Outdoor advertising | \$ | 2,000.00 |
| Social media advertising | \$ | 500.00 |
| TV/Radio advertising | \$ | 500.00 |
| Printing/copying/mailing | \$ | 800.00 |
| Total estimated cost: | | \$27,700.00 |

ACKNOWLEDGEMENT OF ADDENDA

RFP#2022-01 / Kindergarten Summer Bridge Program

The Proposer shall acknowledge receipt of any addenda issued to the RFP by completing the table below and including it in the proposal. Failure to acknowledge an addendum that has a material impact on the RFP may negatively impact the responsiveness of your proposal. Material impacts include but are not limited to changes with specifications, scope of work, delivery time, performance period, insurance, qualifications, etc.

| Addendum Number | Date | Signature |
|--|-----------|--------------------|
| Questions & Answers about the Kindergarten Summer Bridge RFP | 5/18/2022 | <i>Ruthie Noel</i> |
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SIGNATURE SHEET

RFP#2022-01 / Kindergarten Summer Bridge Program

The undersigned, as Proposer, does declare that no other persons other than the Proposer herein named has any interest in this proposal or in the contract to be taken, and that it is made without any connection with any other person or persons making a proposal for the same articles, and it is in all respects fair and without collusion or fraud. The undersigned further declares that he has carefully examined the specifications and is thoroughly familiar with their provisions and penalties.

Organization: Every Child A Reader in Escambia d/b/a ReadyKids!

EIN: 26-1200860 Amount Requested: \$27,700

Address: P.O. Box 71

City: Pensacola State: FL Zip: 32591

Telephone: 850-433-6893 Date: 6/8/2022

Contact Email: director@readykidsfl.org

Authorized Signature: *Ruthie Noel*

Name: Ruthie Noel

Title: Executive Director

**To receive consideration for award,
this signature sheet must be returned as part of your response.**