

A MATTER OF STUDENT SUCCESS

Child Care for MTSU Students, Faculty and Staff

Exploring what exists, the unmet need, and proposing creative solutions for the future.

A special class project completed for
the President's Commission on the Status of Women
Spring 2014

Professor Leigh Anne Clark, PhD
Jones College of Business
Not-for-Profit Management Class, Spring 2014

President's Commission on the Status of Women & Child Care

- ◉ Long history working on this issue.
- ◉ With focus on student success and retention, Commission thought it was time to revisit issue.
- ◉ Formed Special Committee
- ◉ Approached Dept. Chair Jill Austin about a class project to develop solutions
- ◉ Held MTSU Child Care Forum in Feb. 2014
- ◉ Developed criteria for class project and provided \$500 in resources.

Project Criteria

Type of childcare to be provided if there were an expansion of existing campus services:

- Age range*: Children ranging from 6 weeks in age through the age they are eligible to attend kindergarten (this range means that infant care would be included)
- Hours*: 6 am-6 pm, Monday-Friday
- Operation*: 42 weeks of the year

It would also be great to have:

- Sick care (for school-age children who are unable to attend school but cannot stay home)
- Evening care (some extended hours for students and employees who take evening classes or work evening shifts)
- Replacement care (drop-in options when a parent is unable to use an existing arrangement for childcare)

Understanding the Need

- Almost 25% of all undergraduate students are parents with dependent children needing child care.

12% of all undergraduate students are single parents with dependent children. Of this number, 78% are low-income. Source: Institute for Women's Policy Research, 2011.

- At MTSU, 25% of its 23,881 students (Fall 2013 TBR Census) equals 5970 undergraduate students who are parents of dependent children.
- The Chronicle of Higher Education reported in March 2014 that “the number 1 complaint of mothers at most colleges and universities is inadequate, overpriced child care. It is the major reason why mothers drop out of the academic pipeline.”
- A student at the February Child Care Forum shared her story. She explained “I need child care not only during class times but to allow me to work. I don't have parents and friends to help me. I'm trying to do this on my own.”



Conclusion

- Need is great
- Some solutions may not cost much or could be self-sustaining
- These ideas may lead to others
 - Offer more online classes or provide hardship entry into closed classes because of lack of child care.
 - Microfinancing to fund student entrepreneurship ideas (more flexible work)
- We really need to quantify the specific need at MTSU better.
- For the 5,000+ student parents at MTSU, affordable and accessible child care is a *Matter of Student Success.*

Three True Blue Moms

Video created by Julie Vandel

<https://www.youtube.com/watch?v=gMzJ5-P8FLU>

Summary of MTSU's Student/Staff/Faculty Needs for Child Care

- *NEED A.* Students/some faculty and staff do not have the \$\$ to pay for care.
- *NEED B.* There is not enough care available on Campus (waiting lists, no spots).
- *NEED C.* The hours and timing of care on campus are too restrictive.
- *NEED D.* I need care not only for classes but when I work (hard to balance both).
- *NEED E.* There is not care available for the age or needs of my child.

EXPLORING THE NEED AT MTSU

CHILD CARE SURVEY

Ginnie Daugherty

Shelby Wade

Details

- Everyone will fill out – regardless of children or not
- Takes less than 15 minutes
- Helpful to any current or future proposal
- Easy to collect data about Child Care Needs at MTSU
- Low monetary cost

Stepping stone in the right direction for expansion of the child care MTSU offers

Distribution

- ◉ Sent via MTMail with link to an online Survey
 - This allows all data to be collected and organized via online source
 - Less likely to have error
 - Fewer responses received
- ◉ Distributed on first day of Fall semester (syllabus day)
 - Data will be collected and organized by Grad Students, PCSW, volunteers
 - More likely to have data entry errors
 - Higher response rate
- ◉ We also recommend doing both!

	Child Care Lab	Child Dev. Center	Project Help
Serves	3-5 years olds only.	1-5 years olds only	12-36 months, 3 yrs to K. Children w/ developmental delays as well as children developing typically.
Costs	\$135 M-F, 7:00-5:00pm Priority given to MWF or TTH slots. Priority given to MTSU students.	Infant/Toddler \$250 sem Preschool \$400 sem No preference for MTSU.	Varies, Full \$150 M-F M-Th, Half Day \$70 No preference for MTSU.
Capacity	Licensed for 24 a day. Because of splitting slots, can serve more different children a week.	Infant/Toddler: 6 Older Toddler Classes: 24 Preschool: 24	Varies Max Enrollment: 155
Hours	7:00-5:00 pm, M-F. When classes are in session.	8:45-11:45 OR 1-3:30/4:00 12 weeks of the semester	7:30-4:30 OR Half Day 8:00 to 12 or 1:00-4:30.
Location	Alumni Drive	The Fairview Building	Bldg at Baird Lane/ Blue Raider Drive. Also RM 120 of Fairview.
MTSU Provides	3 full time staff, location, utilities, work study students.	Fairview location, Lead teacher salaries (lead teachers for courses)	Location, work study students, volunteers. They train 300 students a sem.

Summary of Our Existing Services

- At maximum capacity in our two traditional child care models (Child Care Lab and Child Development Center): about 102 children
- Project Help serves more children but space is very limited. Have lost significant grant funding.
- Only the Child Care Lab gives preference to students (48 slots – not full time)
- Hours of Care: Varies from 7:00-5:00, 8 or 8:45 am to no later than 5:00 pm.
- Most slots are part time slots (M/W/F or T/TH).
- No night-time care. No weekend care. No early care.
- Project Help serves up to 155 children but at least half of these spots are for children with developmental delays.
- Two of the MTSU options only offer care when classes are in session (academic calendar). Problem for staff and students who work.

Proposals to Expand Existing Services

Recommendations 2 - 4

Proposals for New or Creative Solutions

Recommendations 5 - 14

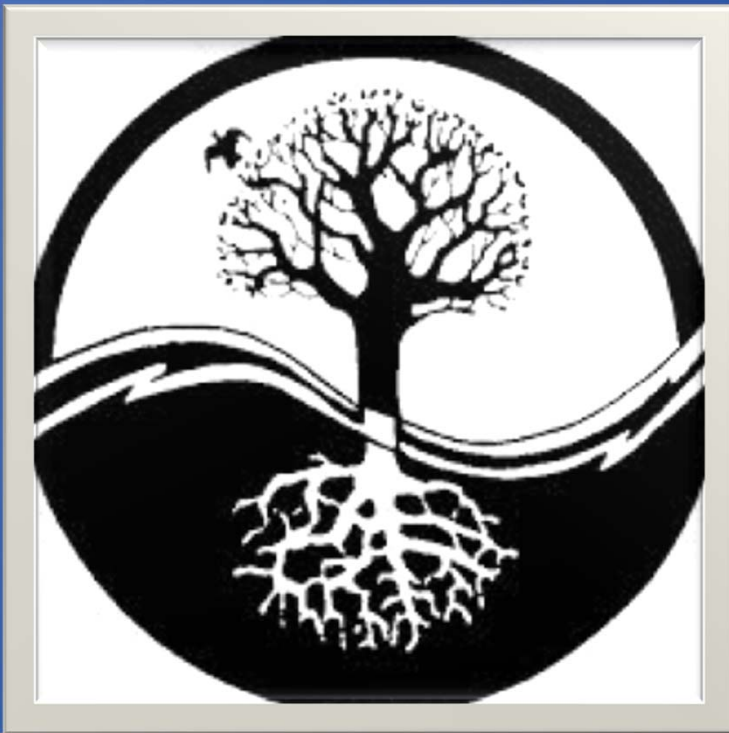
Recommendation 2

Alexandria Lawrence

Kyle Pitts

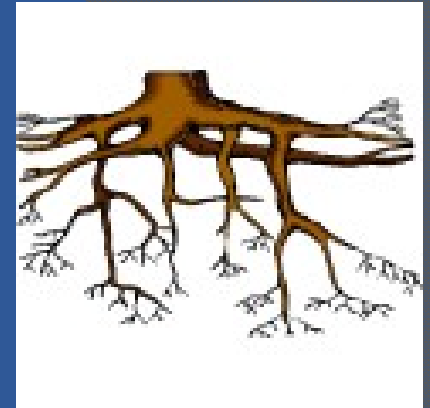
Troymeca Wilkes

William Rubenstein



**ROOTS TO RESULTS
FUNDING AN
EXPANSION
IN SERVICES**

Root of the Problem



- The Institute of Women's Policy Research states:

- Roughly, 25% of the undergraduate college population consists of parents with dependents in need of childcare.
- Only 5% of the needed care is provided by Colleges currently.

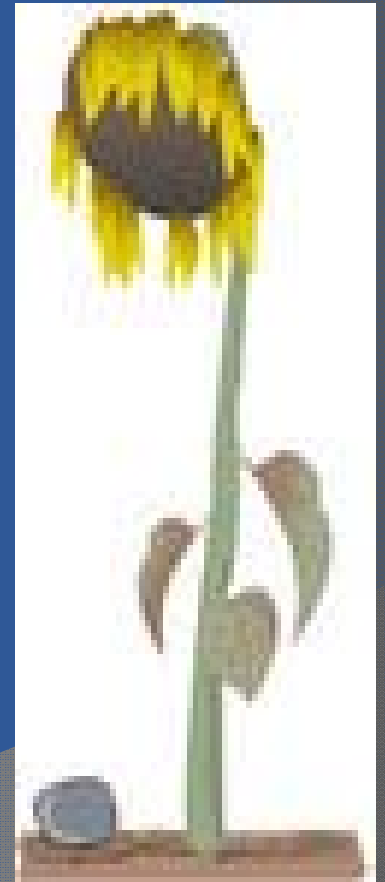
- At MTSU –

- 25% of the MTSU enrollment (about 25,000 students) is 5970 parents with dependent children.
- Deducting 5% (313 students), we are left with 5937 who have a need for childcare.

- We focused on an expansion for $\frac{1}{4}$ of this number or 1485 student parents.

Who Suffers?

- Currently, MTSU is suffering and will continue to suffer
- Economically from loss of tuition and fees
 $1485 \text{ students} \times \$10,000 = \$14,850,000 \text{ loss}$
- Retention rate may drop
- Student's education and performance suffers or ceases completely.
- Generation Z will have less opportunities.
- Faculty and/or staff members may leave positions to become full time caretakers.



Core Solutions to Consider

○ Tuition Increase

- $\$2.50 \text{ semester increase} \times 25,000 \text{ students} \times 2 \text{ semesters} = \$125,000 \text{ each year.}$
- $\$125,000 / 3 \text{ child care services} = \$41,667 \text{ each}$

○ “Go Green”

- Conserve energy by turning off unnecessary lights (Murphy Stadium, soccer/baseball field lights) when not in use. Promote more recycling.

○ Phillips Bookstore % of MTSU Merchandise Sold

- A percentage of all MTSU merchandise sold in Phillip’s Bookstore is contributed to the childcare need, or another source of MTSU related revenue (a portion of football ticket sales).

○ Raise fees

- Increase application fee to MTSU from \$25 to \$30 and use that \$5 increase to add to child care services.

Recommendation 3

Lake Summar
Andrew Jankowski
Cody Patton
Jonathan Loyd

CHILD CARE PROJECT

Impact of the Proposed Solution if Implemented

- ⦿ More Availability
- ⦿ Sick Care
- ⦿ Larger Enrollment Capacity
- ⦿ Student Retention

Essential Actions Necessary for the Approach to Succeed

- ⦿ State Charter
- ⦿ Bylaws
- ⦿ Board Member Selection
- ⦿ Ground Breaking
- ⦿ Staffing

Operation Plans

- ◉ Where
- ◉ Steps to Accomplishing the Proposal
- ◉ How Much
 - Real Estate cost
 - Improvements
 - Salary
 - Food
 - Toys and day care supplies
- ◉ Partnership/Collaboration Needed
- ◉ Regulatory/Legal Issues

Self Sustaining Idea or Level of Dependency on Other Parts

- ⦿ Capital campaign
- ⦿ Grants/Donations
- ⦿ Self Sustaining
 - Child Care Tuition
 - Work Program

Recommendation 4

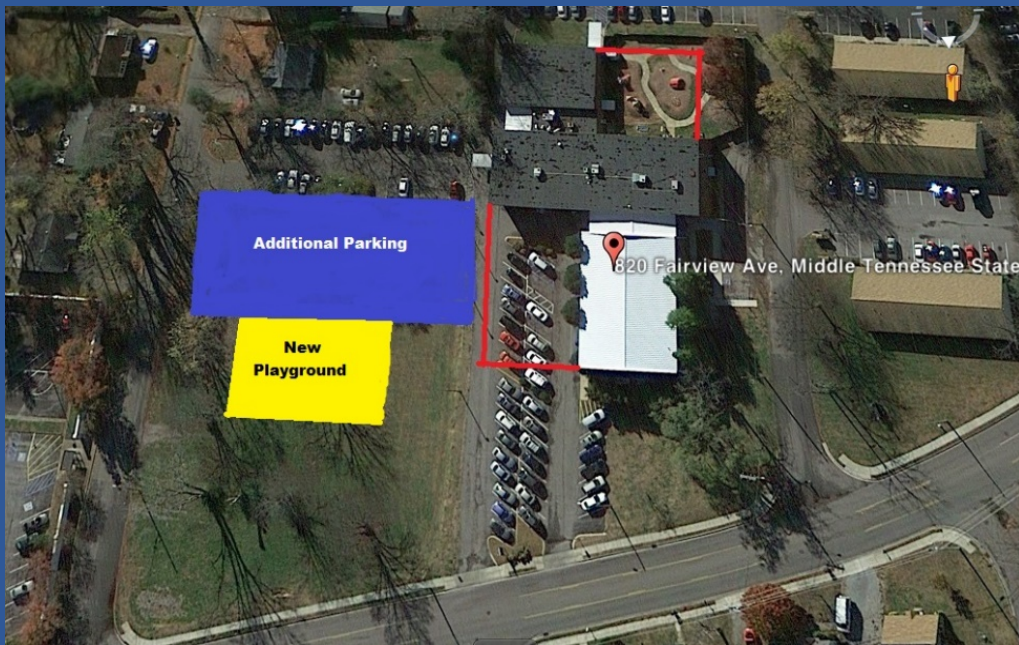
Tanner Andrews
Zachary Case
Shelby Wade

**MIDDLE TENNESSEE
CHILD CARE CENTER**

Overview

- ◎ New Non-profit
 - Merging Child Care Lab and Child Development Center
- ◎ Expansion of Fairview Building or purchase of new building
- ◎ Expansion of Experiential Learning Program for Early Childhood Education Majors

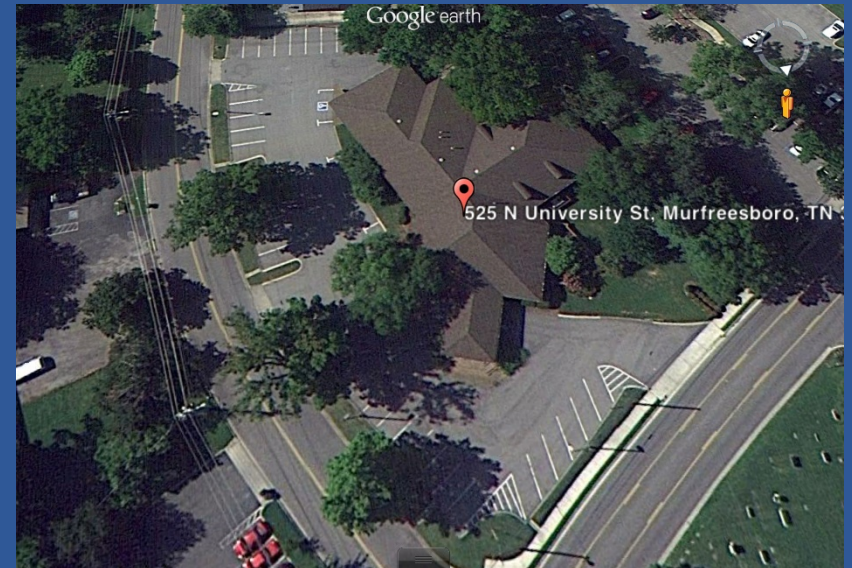
Where and how to fund?



Expansion of Fairview Building

Funding through:

- Christy Houston Foundation
- Child Care and Development Block Grant
- Tennessee State Personal Development Grant (SPDG)



Purchase of Dentist Office

EXL Expansion

Course Number	EXL Course Name
CDFS 3390	Child Dev. & Family Studies Prof. Sem.
CDFS 4340	Contemporary Family
CDFS 4391	Aging Health and Development
CDFS 4720	Family Centered Community
CDFS 5391	Aging Health and Development
ECE 4100	Residency I: Early Childhood Education
ECE 4100	Residency I: Early Childhood Education
ECE 4110	Directed Teaching, Grades K-3
ECE 4300	Preschool Practicum
ECE 4375	Literacy in Early Childhood
ECE 4375	Literacy in Early Childhood
ECE 4375	Literacy in Early Childhood
ECE 4380	Infant and Toddler Practicum
ECE 4380	Infant and Toddler Practicum
FOED 2110	Educational Psychology
FOED 7060	Seminar in Education
READ 3340	Tchg. Reading in Secondary Schools
READ 4015	Language and Literacy
READ 4130	Corrective Reading
SPED 3010	Characteristics & Teaching of Diverse Learner
YOED 2500	Planning and Assessment

- Expansion – add more sections of the courses
- Students as Staff
- Attract more students to Early Childhood Education (College of Education)
- Attracts more Non-traditional students

Child Care Cost

Place	Cost – Charge to Student	Cost – Charge to Faculty/Staff	Cost – Charge to other (community members)	Details	Number of Children Served
Child Development Center	\$325	\$325		Cost for 2 ½ hour time slots for 2 days a week per 12 week semester	20 toddlers + 24 pre-school 44 students per time slot
Child Care Lab	MWF - \$81 TR - \$54 M-F - \$135	MWF - \$87 TR - \$58 M-F - \$145	MWF - \$93 TR - \$62 M-F - \$155	Cost for 1 week of child care from 7:00am – 5:00pm	24 children per day (TR schedule = 24) (MWF schedule = 24) (M-F = 24) (Total of 24 per day)
Middle Tennessee Child Care Center	MWF – \$75 TR – \$50 M-F - \$100 Evening Care - \$45 per night or \$175 for 5 nights	MWF – \$80 TR – \$55 M-F - \$110 Evening Care - \$50 per night or \$200 for 5 nights	MWF – \$85 TR – \$60 M-F- \$125 Evening Care - \$60 per night or \$225 for 5 nights	Cost per week for 7:00am - 4:00pm Evening Care – M-F - 4:00 – 9:15	200 total – number in each age group to be determined

Recommendation 5



LITTLE LIGHTNING DAYCARE

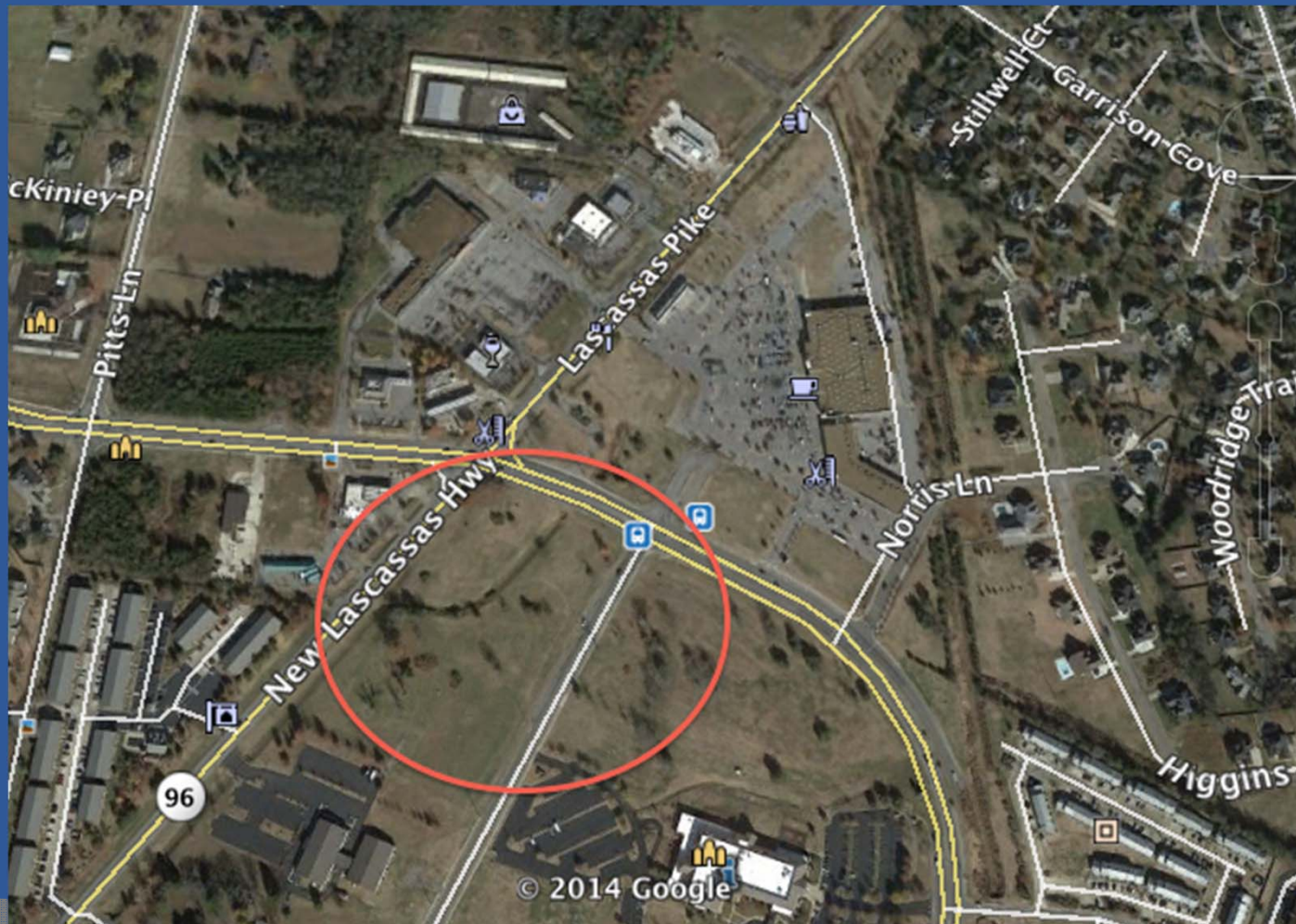
Ginnie Daugherty
Julie Vandel
Jessica Weaver

Overview

- ⦿ New facility
- ⦿ Free for all students and faculty
- ⦿ Night care, sick care, and drop-in care
- ⦿ Family friendly campus

Location

Corner of North Rutherford and Lascassas



Benefits

- 300 openings for children
- Free quality day care for MTSU students, faculty, and staff.
- \$200 for Alumni
- \$250 for Local Community
- State of the art equipment
- Well trained caring teachers
- A learning environment for children
- Open 6 am until 9 pm Monday through Friday
- 6 weeks to 12 years old
- Before & after school program
- Include other current daycare programs
- Full & part time employment

MTSU Coming Together

- Accounting
- Art
- Construction Management
- Education
- Health
- Interior Design
- Marketing
- Music
- Nursing
- Nutrition & Food science
- Office Management
- Social Work
- Special Education

Recommendation 6

Lake Summar
Jonathan Loyd

MICRO FINANCING

Micro financing

- **Micro financing:** the lending of small amounts of money to low interest to new businesses in the developing world
- **How it has been used-**
 - Small loans from NGO or other nonprofit to individual at low to no interest rates

Micro financing

- **Who funds:**
 - Alumni, community members with disposable funds, those looking to help with college graduation rate issues
- ◎ **Organization to go through applications**
 - Match students with individuals providing the loans
 - Easier to keep anonymity of students in need
 - Take care of contract and legal issues
 - Students of MTSU work in organization to help run the administrative side

Micro financing

- ◎ **Students must:**
- ◎ Promise to pay loan and interest back in full
- ◎ Students must promise to finish degree or pay back loan with large interest
- ◎ **Who is eligible:**
- ◎ students that have children and are seeking a degree (full time students)
- ◎ must show proof of financial need

Recommendation 7



Scholarship

BY: ANDREW JANKOWSKI &
CODY PATTON

Best Beginnings Scholarship

- Scholarships would benefit many single parents to be successful on their journey of raising a child, building an education, and completing their future.
- Requirements:
 - Fill out an application
 - Background information
 - Maintain 3.0 GPA
 - Working 20+ hours/week
 - Interview with board members

Fundraisings

- MTSU will offer a class through the college of business as a building block for nonprofit leaders.
- The class will be an EXL class to ensure that extra work outside of the classroom will be beneficial to any student.
- Our Goal:
 - To offer 10 scholarships for \$5,000 each.
 - Scholarships would be used for a single parent to help pay for their education, child care, along with travel expenses.
 - Gaining outside experience in a fundraising class.
- Overall this scholarship will be beneficial to the university to draw single parents to attend MTSU, to achieve a better future for the student and child.

Recommendation 8

Tanner Andrews
Zach Case

CHURCH MODEL

The need

- The need for childcare goes beyond that of just the students. The faculty, staff and even the community could benefit from a church operating child care services for our campus.
- In the area surrounding MTSU there are a wide array of different denominations that serve the community some of these include, but are not limited to; New Vision, World Outreach, St. Marks, and even the campus associated RUF.
- However, World Outreach would be the best to use for this new program, this is because of its vast size which could accommodate many children, and most importantly it is an interdenominational church compiling over 40 different denominations.

Proposed Approach

- The Church Model is basis on the idea of having local churches provide space for child caring at MTSU. In this model there would be a business office at MTSU where the childcare is managed. The office personal would coordinate the placement of children in the desired church of choice and other various office duties.
- Various churches in the Murfreesboro area will provide space for the childcare. We would like to aim for an accommodating denomination church in order to serve the maximum amount of children. Partnerships would be made between the program and the churches to lower cost for MTSU and increase opportunities for churches to acquire new members.

Benefits of this Model

- ④ The churches have the opportunity to increase church members attendance both from students and in the community as well as make a positive impact on the reputation of the church and MTSU.
- ④ Students have the opportunity to work or receive credit while learning in a hands-on atmosphere.
- ④ The community will benefit from the added availability of childcare and the various options of religions.
- ④ This approach will increase student attendance at MTSU by providing more options for childcare to students. This approach will also provide MTSU a large number to children it can serve at a lower cost with more resources than ever before.

Recommendation 9

Colin Moore

TRUE BLUE NIGHT CHILD CARE

Unleash your diploma!

WE NEED ADVERTISEMENT!!!!

- Online link explaining services offered featured on MTSU website
- Training for all advisors and people in housing as a form of a tie in sale

Recommendation 10



By
Troymeca Wilkes
William Rubenstein

CARE.COM

MTSU Cares

- Mtsu incorporates Care.com into a new approach.
- Link the website through Lightning Jobsource
 - ✓ Valid
 - ✓ Mtsu students can only access
 - ✓ Outside providers can not access



Mtsu Cares

- ✧ Provides night care for parents in need
- ✧ Provides sick care
- ✧ Gives students experience
- ✧ Gives students income
- ✧ Build trust
- ✧ Students make their own schedule



Benefits of care approach

- ◎ College students are great child care providers
- ✓ Responsible
- ✓ Not a teenagers
- ✓ Energy
- ✓ Flexible
- ✓ Cheaper



Recommendation 11

Colin Moore

JOINT HOUSING AND POTENTIAL INTERNSHIP

Expanding Scarlett Commons

- Two families of one or two parents in a room and one or two children in a room for flexibility
- The cost: roughly \$6,000 per student and their kid(s).

Unique solutions to problems

- Install cameras and listening equipment in the living room and kitchen, and allow parental access.
- Recruit a communications intern to create advertisements from the footage.
- To reduce costs, students can apply for grants on websites
- MTSU could use the increase tuition or fees method
- The intern could attend various MTSU games and can run an advertisement asking for donations to reduce housing costs for the parents