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!
<table>
<thead>
<tr>
<th></th>
<th>Child Care Lab</th>
<th>Child Dev. Center</th>
<th>Project Help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serves</td>
<td>3-5 years olds only.</td>
<td>1-5 years olds only</td>
<td>12-36 months, 3 yrs to K. Children w/ developmental delays as well as children developing typically.</td>
</tr>
<tr>
<td>Costs</td>
<td>$135 M-F, 7:00-5:00pm Priority given to MWF or TTH slots. Priority given to MTSU students.</td>
<td>Infant/Toddler $250 sem Preschool $400 sem No preference for MTSU.</td>
<td>Varies, Full $150 M-F M-Th, Half Day $70 No preference for MTSU.</td>
</tr>
<tr>
<td>Capacity</td>
<td>Licensed for 24 a day. Because of splitting slots, can serve more different children a week.</td>
<td>Infant/Toddler: 6 Older Toddler Classes: 24 Preschool: 24</td>
<td>Varies Max Enrollment: 155</td>
</tr>
<tr>
<td>Hours</td>
<td>7:00-5:00 pm, M-F. When classes are in session.</td>
<td>8:45-11:45 OR 1-3:30/4:00 12 weeks of the semester</td>
<td>7:30-4:30 OR Half Day 8:00 to 12 or 1:00-4:30.</td>
</tr>
<tr>
<td>Location</td>
<td>Alumni Drive</td>
<td>The Fairview Building</td>
<td>Bldg at Baird Lane/ Blue Raider Drive. Also RM 120 of Fairview.</td>
</tr>
<tr>
<td>MTSU Provides</td>
<td>3 full time staff, location, utilities, work study students.</td>
<td>Fairview location, Lead teacher salaries (lead teachers for courses)</td>
<td>Location, work study students, volunteers. They train 300 students a sem.</td>
</tr>
</tbody>
</table>
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 ¼ 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 students x $10,000 = $14,850,000 loss
- Retention rate may drops
- 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 semester increase x 25,000 students x 2 semesters = $125,000 each year.
  - $125,000 / 3 child care services = $41,667 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

Purchase of Dentist Office

Funding through:
• Christy Houston Foundation
• Child Care and Development Block Grant
• Tennessee State Personal Development Grant (SPDG)
EXL Expansion

- 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

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

<table>
<thead>
<tr>
<th>Place</th>
<th>Cost – Charge to Student</th>
<th>Cost – Charge to Faculty/Staff</th>
<th>Cost – Charge to other (community members)</th>
<th>Details</th>
<th>Number of Children Served</th>
</tr>
</thead>
</table>
| Child Development Center      | $325                     | $325                          |                                          | Cost for 2 ½ hour time slots for 2 days a week per 12 week semester    | 20 toddlers + 24 preschool
  |                               |                           |                              |                                          | 44 students per time slot                                              |                           |
| Child Care Lab                | MWF - $81 TR - $54        | 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
  |                               | M-F - $135               |                              |                                          | schedule = 24) (MWF
  |                               |                          |                              |                                          | M-F = 24) (Total of 24
  |                               |                          |                              |                                          | per day)                                                               |                           |
| Middle Tennessee Child Care   | MWF – $75 TR – $50        | MWF – $80 TR – $55 M-F – $110 | MWF – $85 TR – $60 M-F – $125           | Cost per week for 7:00am - 4:00pm                                     | 200 total – number in
  | Center                        | M-F – $100               | Evening Care – $50 per night or $175 for 5 nights | Evening Care – $50 per night or $200 for 5 nights | Evening Care – M-F – 4:00 – 9:15 | 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
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
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 based 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 personnel would coordinate the placement of children in the desired church of choice and perform 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

- 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.

- Students have the opportunity to work or receive credit while learning in a hands-on atmosphere.

- The community will benefit from the added availability of childcare and the various options of religions.

- 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

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
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.