



Impact Report

Child Care Resource & Referral
of Marion, Polk and Yamhill

2024



Mid-Willamette Valley

COMMUNITY ACTION

**Child Care
Resource & Referral**

From Roots to Vision: Child Care Resource & Referral's Journey

History

1985: Oregon Commission for Child Care (OCCC) established by the Oregon legislature.

1987: Oregon launches Child Care Resource and Referral system (CCR&R).

1988-1989: First four CCR&R grantees begin services.

1994: CCR&R starts under MWVCAA.

2013: Early Learning Council established to coordinate Oregon's Early Learning System.

2016: 211Info Child Care Referrals begin.

2020: Find Child Care Oregon (FCCO) launched; reorganization of service areas in response to COVID-19.

2023: House Bill 3070 passed and established the Department of Early Learning and Care (DELIC).

Vision

To partner with, empower, and support equitable and inclusive Early Childhood Education to positively impact educators, families, and children in our community.

Mission

To build meaningful connections and trusting relationships to increase accessibility to responsive early learning and care by providing diverse and equitable services and supports.

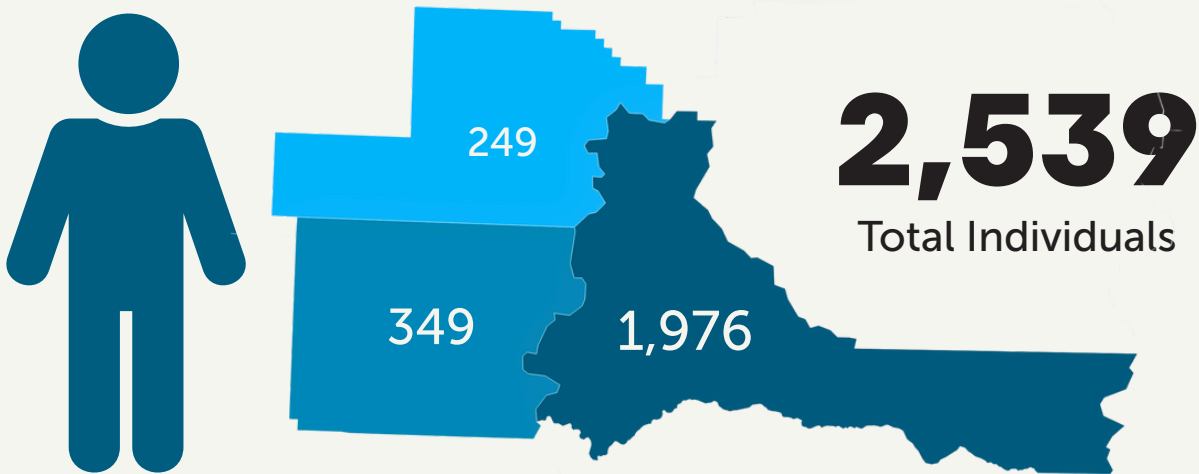
CCR&R Offers Targeted Services to Support Early Childhood Educators



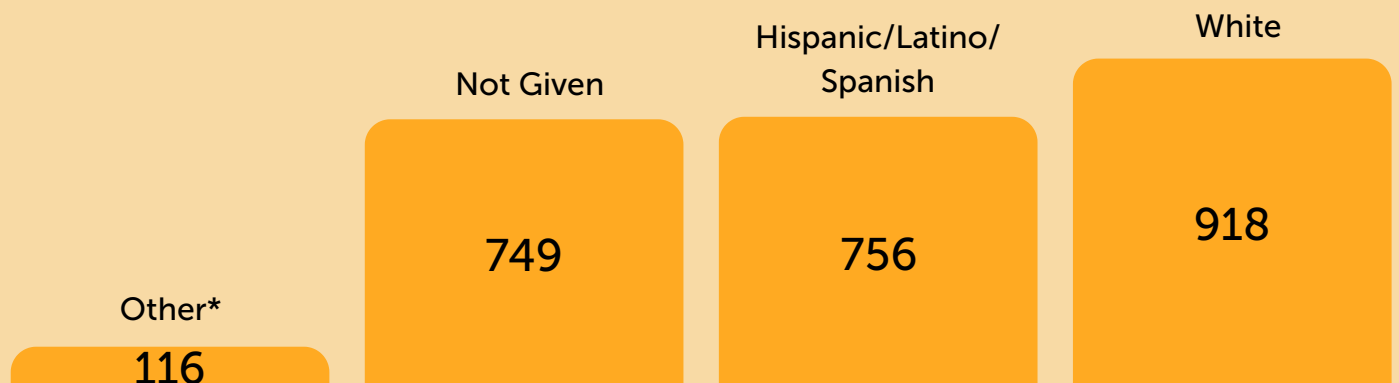
Who We Serve

The numbers below reflect individuals who attended one or more trainings in Marion, Polk or Yamhill Counties according to the Oregon Registry Online.

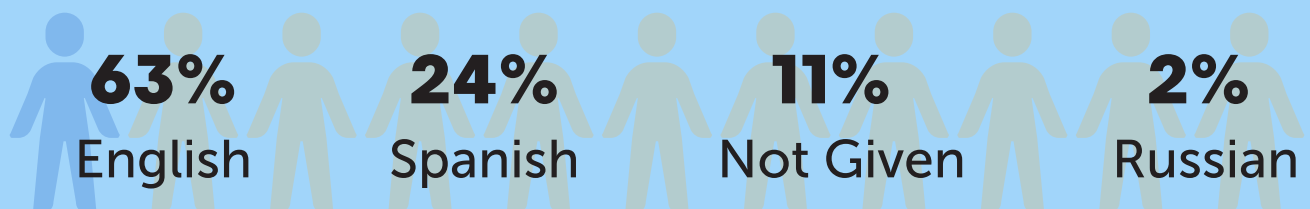
Individuals Who Attended One or More Trainings



Race and Ethnicity



Preferred Language⁺



*Multiracial .05%, Black and/or African American .67%, Native Hawaiian and/or Pacific Islander .67%, Asian 1.18%, Native American 1.22%, Other .32%

⁺Arabic .08%, Chinese .04%, Other .67%, Vietnamese .04%

Child Care Supply



633

Child Care
Programs

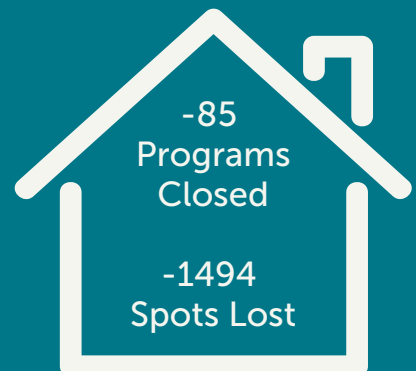
35,877

Children 5
& Under

18,218

Licensed Child
Care Spots

Find Child Care
Oregon (FCCO)
reports a net loss of
4 Early Childhood
Programs 291 Child
Care Spots



Ensuring access to reliable childcare allows parents—especially mothers—to join and stay in the workforce, which benefits the overall economy.

This is particularly critical for low-income families who rely on dual incomes or a single parent to provide financial stability.

(Stevens 2017)



Marion, Polk and Yamhill's Need for Child Care

35,877

Children 5 & Under reside in
Marion, Polk, and Yamhill
counties.

24,044

Children 5 & Under have all
available parents in the
Workforce and are likely to
need child care.

18,218

Licensed child care spots
available.

5,826

Childcare spots needed to
meet demand.



*The demand for
quality care
exceeds supply,
making it hard
for many
families to
afford care or
go to work.*

Guiding Frameworks



Raise Up Oregon

Raise Up Oregon, a five year (2024-2028) statewide strategic plan focused on actions that state agencies can use in partnership with families, communities, and the private sector to build a comprehensive early childhood system.

As part of the Early Learning & Care sector, Child Care Resource & Referral System partners have a key role in reaching Raise Up Oregon's goals.

Child Care Resource & Referral work is also guided by Child Care Aware of America's Best Practices and Essential Functions frameworks which support recruiting, training and promoting retention of high-quality child care.

Expected Outcomes

Child Care Aware of America's Essential functions and Raise Up Oregon's goals have been combined to create the following expected outcomes.

RUO Objective 14 and 15

Recruitment and Retention

Build and sustain a pool of skilled, culturally and linguistically responsive Early Educators who create enriching environments for children. This will better prepare children for kindergarten and ongoing development.

Training and Professional Development

Early Childhood Educators have access to quality training and relationship-based technical assistance to ensure parents have access to high quality care.

Child Care Aware of America's Essential Functions

Community Collaboration

Community partners recognize the critical importance of accessible, high-quality child care and actively integrate efforts to expand supply and enhance quality into their strategic plans.

Community & Consumer Engagement

Increased understanding and awareness of the importance of high quality child care for children to thrive by parents, general public and Early Learning System partners.

Organizational Excellence & Accountability

Ensure timely, accurate reporting, strong financial and performance practices, and ongoing professional development for CCR&R staff, including training for Directors and Quality Improvement Specialists to meet required qualifications.

How We Delivered

CCR&R creates an annual work plan to ensure outcomes are met. The plan consists of the following five sections and high-level objectives.

RUO Objective 14 and 15

Recruitment and Retention

CCR&R focuses on increasing and maintaining the supply of early childhood educators through purposeful and meaningful targeted outreach, focusing on all aspects of entering the ECE field.

Training and Professional Development

CCR&R provides continuous quality improvement opportunities for child care programs through relationship-based professional development to improve quality.

Child Care Aware of America's Essential Functions

Community Collaboration

CCR&R develops connections in the community to do purposeful outreach in priority areas.

Community & Consumer Engagement

CCR&R develops outreach and recruitment materials to promote CCR&R's services internally and statewide.

Organizational Excellence & Accountability

CCR&R collects and analyzes data to make informed decisions about regional child care needs and to inform the community of current child care trends.

Recruitment and Retention

CCR&R plays a vital role in helping aspiring educators enter the early childhood field and start their own programs. CCR&R's System Navigation team leads this effort, offering essential guidance and supporting educators as they navigate Oregon's early childhood education system.

The System Navigation Team Provided



252

Support Hours for
Walk-In Visitors

299

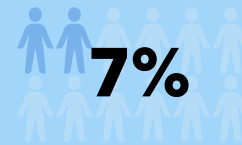
Support Sessions for
Walk-In Visitors

Language of Walk-In Visitors



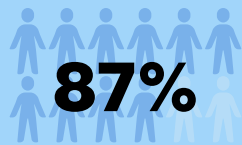
6%

Russian



7%

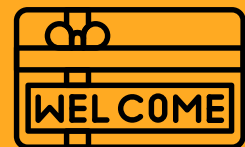
English



87%

Spanish

To welcome newly licensed programs and establish connection, 28 welcome kits were delivered containing important resources.



**Required
Training**



**Licensed
Facility**

CCR&R provides required training to individuals seeking to become licensed family child care providers. 32% of the participants who completed training became licensed the same year.

Community and Consumer Engagement

CCR&R develops outreach and recruitment materials to increase understanding and awareness of the importance of high-quality child care in helping children thrive. Materials are developed for parents, the general public, and Early Learning System partners.

12,132

Total Views on
Facebook in 2024

4,976

Google Page
Views in 2024

Marketing Committee

In 2024, CCR&R established a staff-led marketing committee in response to concerns about limited public awareness of its identity and services.

The committee has since taken key steps to enhance visibility and trust by implementing Mid-Willamette Valley Community Action Agency's brand guidelines across all public-facing materials and identifying outdated resources for rebranding.

These efforts aim to ensure CCR&R is instantly recognizable and perceived as a trusted, high-quality community resource.

Facebook Engagement

2024 saw an 8.6% increase in Facebook followers. This allowed CCR&R to reach their goal of over 1000 followers.



Community Collaboration

CCR&R collaborated with a total of 49 system partners. A few highlights included Primeros Pasos and the Pre-Apprenticeship Program, which both aimed to build the ECE workforce.

Primeros Pasos

Since early 2022 the Primeros Pasos Early Childhood Education and Care Consortium has been implementing a series of strategies to create best-in-class early learning resources for families in the Mid-Willamette Valley.

Developing the workforce of early childhood educators is an essential component of that mission. A Steering Committee was established to manage a project to build the ECEC workforce, training programs, facilities, and support systems to serve families in the Mid-Willamette Valley.

12

Early childhood programs supported

106

Additional child care spots opened

Pre-Apprenticeship Pilot

In collaboration with Clackamas Community College and Yamhill Community Care Organization, CCR&R launched a pilot Pre-Apprenticeship program aimed at strengthening the workforce.

This initiative was designed to prepare aspiring early educators for a future apprenticeship, while also serving as an opportunity to identify and implement quality improvements ahead of the planned BOLI-registered apprenticeship program launching in 2025.

2

ECE Programs Participated in Employing Pre-Apprentices



10

Pre-Apprentices Joined

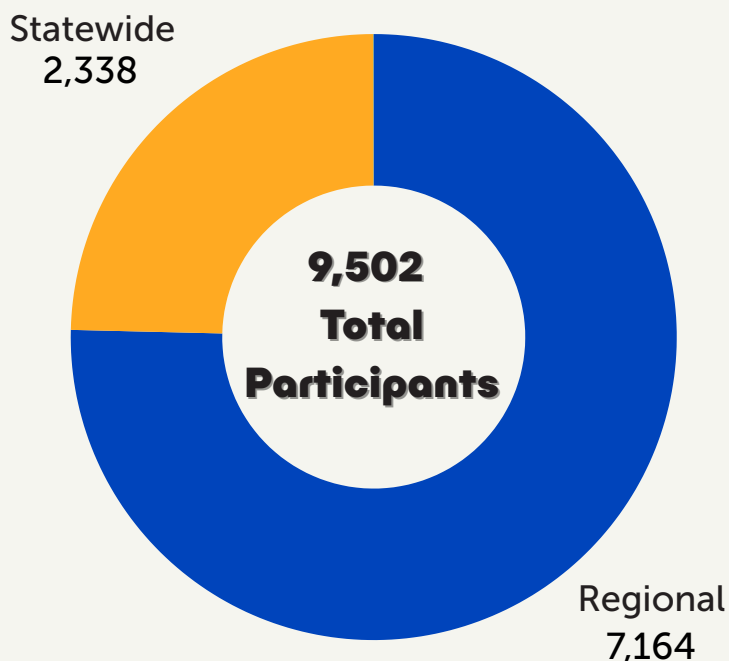
10

Teachers Provided Mentorship

Training and Professional Development

In partnership with the Statewide Webinar program, CCR&R provides targeted professional development opportunities.

2024 Training Participant Counts*



*Individuals are counted more than once if they attended multiple sessions.

391

Community
Trainings
Delivered

81

Statewide
Trainings
Hosted



10

New Trainers Recruited
for the Statewide
Webinar Program

Training and Professional Development

CCR&R works to enhance the quality of early childhood programs by offering a range of direct technical assistance services, including observations, coaching, individual consultations, group meetings, and trainings.

5,135

Hours of Technical Assistance Provided

262

Unique Programs Received Technical Assistance

Participants Received a Total of 25,528 Individual Training Hours

Regional
18885

Statewide
6644

Preschool Promise

Preschool Promise (PSP) is a high-quality preschool program offered at no cost to families, designed for Oregon families with incomes at or below 200% of the Federal Poverty Level.

CCR&R's PSP team plays a vital role in supporting participating early educators and programs by providing individualized coaching, expert consultation, and targeted professional development opportunities.

In 2024, the PSP team delivered 31 tailored private trainings to 49 PSP programs supporting quality improvement.

Organizational Excellence & Accountability

In 2024, CCR&R strengthened its commitment to making strategic, data informed decisions. The following key reports played a vital role in that effort:

Tri-County Report

Quarterly report shows provider trends and supports local decision-making.

Annual Provider Survey

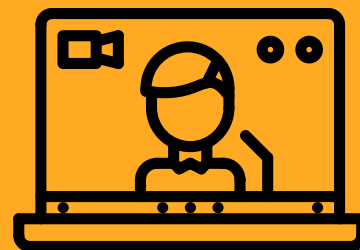
Used to offer targeted support and expand community outreach.

Statewide Webinar Data

Informs training plans, highlights underserved groups, and guides growth.

Pre-Apprenticeship Data

Supports program design and prioritizes focus areas.



Training Evaluations

Quarterly data identifies training needs and informs future professional development.



FCCO Provider Portal Logins

Tracks the effectiveness of portal education and encourages educator independence.

Walk-in Tracker

Identifies immediate support needs.



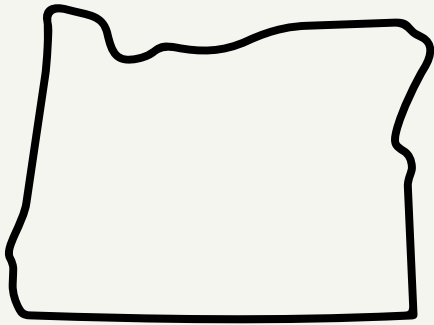
Budget Breakdown

16%

Grant Funds



State Funds



52%

32%

Federal Funds



Acknowledgements

We want to acknowledge the contributions of early childhood educators and all those who worked tirelessly to support our community and enhance the early childhood system.

Special thanks to the entire CCR&R team for your commitment and passion in supporting early childhood educators in our community.

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We thank you for your
continued support in
our programs.

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Data Sources

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