



Report To The Community 2021 - 2022

Helping children from birth through age five receive the care, nurture, and education they need to thrive.

a partner in the
smart start network 



Amy A. Brown

Executive Director

The Board of Directors and staff of Smart Start Rowan are excited to share with you the results of our Fiscal Year 2021-2022 investments made and services provided to our community. We are very proud of all that was accomplished, as we continued with our commitment to laying the ground work for future success at the most critical time in young children’s lives. All children need and deserve a “Smart Start”, so we want them all to enter school healthy, ready, and able to learn. The work of Smart Start Rowan is vital to the economic development of our community. Higher investments in early childhood programs lead to decreased remediation, healthcare, and court costs, as well as a more productive and viable workforce in later years.

If you are reading this report, it means that you care about and are invested in supporting Rowan County’s young children and families. I hope you will consider joining together with Smart Start Rowan, so that we can fulfill our vision that every child will receive the education, nurturing, and support needed to provide the foundation for them to grow into healthy, productive citizens. If you would like more information about services provided by our agency, or to volunteer or donate to support our work, please call 704-630-9085 or visit us at 1329 S. Jake Alexander Boulevard in Salisbury.

our vision

Our vision for Rowan County is that every child will receive the education, nurturing, and support needed to provide the foundation for them to grow into healthy, productive citizens.

our mission

Smart Start Rowan will collaborate to offer services that foster growth, encourage learning, and provide resources and support to community partners and families of children, prenatal through age five in Rowan County.

Thank you,
Amy A. Brown
Executive Director

our impact



More Children Attending High Quality Care

2003 | 2022
34% | 84%

children age 0-5 enrolled in 4 or 5 star facilities



**★★★★★
More High Quality Care Options for Families**

Average Star Rating for Children in 1-5 Star Care

2003 | 2022
2.98 | 4.63



More Children at a Healthy Weight

2015 | 2021
66% | 70%



Early Care and Education Availability and Affordability

Provides financial assistance with child care costs for eligible families, as well as enhancements to child care programs to support high quality early learning environments.

Programs Funded: Child Care Subsidy and Subsidy Services Support, Star License Enhancement (SLE)

101

Children (ages 0-5) received Smart Start child care subsidy assistance

17

Child care facilities and family child care homes, all 4 or 5 star, received monetary enhancements for participation in the SLE activity

program impact

100% of subsidized children were enrolled in regulated, licensed child care with the majority of those enrolled in 4-and-5-star facilities.



Early Care and Education Quality

Improves the quality of care for young children in local child care facilities, family child care homes, Head Start programs, public schools, and church preschools.

Programs Funded: Early Learning Resource Center (ELRC), Education in Action (EIA), Child Care Resource & Referral (CCR&R), NC Pre-K Quality Enhancement & Support (NCPK QE&S), Childcare Health Consultation (CCHC)

55

Child care facilities/family child care homes received technical assistance (Note: This is a duplicated count based on the type of technical assistance provided)

201

Technical assistance opportunities were provided to early childhood professionals

57

Trainings/workshops were offered to early childhood professionals

84

Early childhood professionals from 10 facilities received higher education advising

21

Child care facilities/family child care homes utilized the Early Learning Resource Center

133

Teachers and directors received salary supplements through WAGES

program impact

Of all Rowan County WAGES participants, 100% shared that the supplements help ease financial stress and 96% shared that the supplements help them feel more satisfied with their jobs.

Family Support, Child Health, Literacy, and Systems Building

Provides families with education, information, resources and support so their children can have the best start in life.

Programs Funded: Assuring Better Child Health & Development (ABCD), Community Awareness & Education, Dolly Parton's Imagination Library (DPIL), Healthy Beginnings, Kaleidoscope Play & Learn (KPL), Program Coordination & Evaluation, Reach Out & Read (ROR), and Triple P

6

Medical practices, including Rowan County Health Department, participated in child health and wellness programs that served over 8,400 young children

112

Parents/caregivers participated in family support programs, including one-on-one and group parenting support, as well as parent/child playgroups

6,685

Children, age 0-5, received DPIL books

30

Medical practitioners, trained in the ROR program, prescribed books to children for parents to read at home

381

Total participants attended 4 large parent-child interactive community events hosted by Smart Start Rowan

program impact

100% of caregivers felt more confident with their parenting responsibilities after participating in the Triple P-Positive Parenting Program.

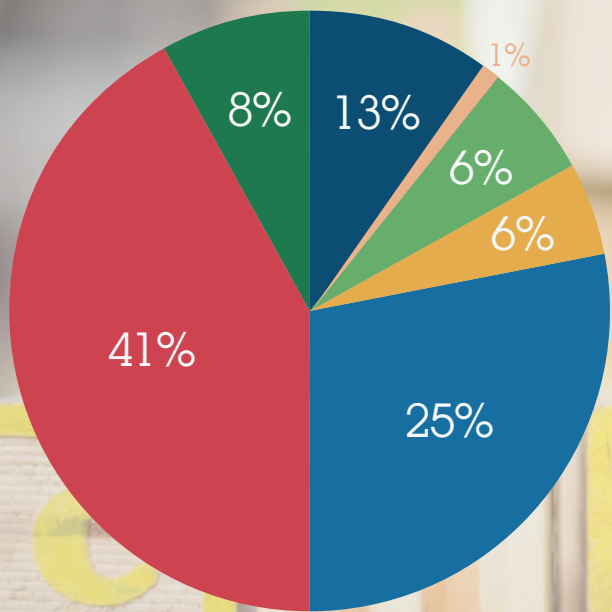


The NC Pre-K program is designed to provide high-quality educational experiences to enhance school readiness for eligible four-year-old children. Children are prepared in all five of the developmental domains that are critical to children's overall well-being and success in reading and math as they enter school.

Number of Children: **315**
Number of Sites: **18**
Number of classrooms: **27**

Approaches to Play and Learning
Emotional and Social Development
Health and Physical Development
Language Development and Communication
Cognitive Development

Our Smart Start Investments



Systems Building	\$252,698
Literacy	\$21,478
Health	\$125,280
Family Support	\$124,775
Early Care & Education	\$502,512
Child Care Subsidy	\$810,893
Administration	\$161,895

Our Other Investments

NC Pre-Kindergarten	\$1,842,269
CCR&R Core Services	\$16,845
Dolly Parton's Imagination Library	\$9,077
Other	\$30,230

Community Partners

Kannapolis City Schools
Local Child Care Facilities
Local Family Child Care Homes
Prevent Child Abuse Rowan
Rowan County Department of Social Services
Rowan County Health Department
Rowan-Salisbury Schools
Salisbury-Rowan Community Action Agency/-Head Start

Staff

Amy Brown, Executive Director
 Charles Drake, Finance and Administration Specialist
 Sarah Paynter, Outreach and Development Specialist
 Addy Cofer, Executive and Finance Assistant
 Laura Villegas, Director of Programs
 Cinthia Rodriguez, Pre-K/Subsidy Program Lead
 Amanda May, Family Support Program Lead
 Ermalyn Jaeck, Parent Educator
 Jamie Guagliano, Early Education Program Lead
 Cathy Stewart, NC Pre-K Early Education Specialist
 Tania Cuevas, Program Assistant
 Janira Hernandez, Resource Specialist
 Lisa Edwards, ABCD/Reach Out And Read Coordinator

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1329 Jake Alexander Boulevard South
 Salisbury, NC 28146
 704-630-9085

www.rowan-smartstart.org

**Cover photo feature of Jason Walser, 2021 Shirley P. Ritchie Champion for Young Children*