

Willard Community Center

Director's Report for January 23, 2019

1. We have paid \$568.14 for a direct mailing through Vista to advertise for our Preschool and Pre-K Programs. It will go in mailboxes between 1-18 and 1-29-19. It will go to 818 families/ households that have children ages 2-5 and are in the 68521, 22, 24, 28 and 08 zip code areas. The postcard says that we are enrolling now and you can come to an Open House on Saturday, February 23rd at both the Preschool and Pre-K locations. We are hoping that this generates more enrollments at both sites. We will also be hanging up flyers at businesses that cater to that age group.

Another marketing opportunity will be at the Early Childhood Family Fair to be held at Gateway Mall on Sunday, February 17th from 1:30 to 4:00 pm. We will be handing out information about our programs and invitations to our open houses.
2. Woods Charitable Fund came for their site visit on Wednesday, January 9th. The visit went very well and we are hopeful for our grant for \$13,000 for 2-way radios and staff support will be approved. Thank you to Kassy Knudson and Sarah Reinke for helping to facilitate this visit.
3. I have completed the CPR Instructors Training and I will teach my first class on January 23rd for 18 Willard staff members. I was able to recruit another trainer to help me and borrow manikins and AED simulators for our first class. Sarah's uncle had donated 5 adult manikins for us to use but we found out that they no longer fit the Red Cross requirements for training. We are searching for other resources for donated manikins. In the meantime, we will borrow them when we can. To purchase a training kit from Red Cross to teach up to 8 people we could get 4 adult, 4 infant, 4 AED simulators and other training material for a cost of \$1388.58 plus tax and shipping.
4. Sarah and Tabitha have been busy interviewing new staff again. We have recently had 8 staff members, that worked for us last semester, that have either gained other employment, their class schedules have changed or they now can't work the hours they were scheduled. It is a constant struggle keeping the child care sites fully staffed.