



Environmental Protection and Growth Management Department
ENVIRONMENTAL AND CONSUMER PROTECTION DIVISION
One North University Drive, Suite A203, Plantation, Florida 33324
954-519-1260 • Fax 954-765-4804

Program Proposal: Broward Gold Seal Quality Care Initiative

Program Description: Leveraging the existing [Florida Department of Children and Families' \(DCF\) Gold Seal Quality Care Program](#), the initiative seeks to emphasize quality care and business acumen into the Broward County child care industry. Three major approaches will be used. 1) Incentivize accreditation through emphasis on accreditation benefits, including a reduction in child care licensing fees, 2) Incorporate accreditation awareness and business training opportunities through targeted outreach, and, 3) Embed the initiative into Broward County ordinances. The program lead will be the Child Care Licensing and Enforcement Section (CCLE) under the Environmental and Consumer Protection Division, in collaboration with the Office of Economic and Small Business Development (OESBD).

Program Goal: Promote and incentivize DCF approved accreditation leading to Gold Seal Quality Care Program Certification for the majority of eligible child care providers.

Program Components:

1. Leverage DCF Gold Seal Quality Care Program, benefits of which are:
 - a. Requires accreditation
 - b. Positive marketing tool
 - c. Sales tax exemption
 - d. Increased reimbursement rate for subsidized child care (aka school readiness)
 - e. Satisfies Voluntary Prekindergarten (VPK) requirements
 - f. Reduced Broward Licensing Fees
2. Training
 - a. Introduce the Gold Seal Quality Care Program initiative during CCLE orientation sessions
 - b. Include business training opportunities in CCLE orientation sessions
 - i. Video introduction to OESBD and services they offer
 - c. Include Gold Seal information in CCLE bi-annual sector meetings
 - i. OESBD and [Business Leadership Institute](#) (BLI) components
 - d. Re-establish the CCLE Director Training Program (available four times a year) which will review minimum standards necessary to maintain licensure and obtain the Gold Seal Accreditation
3. Brochure
 - a. Highlight steps to progress from a newly licensed child care provider to a Gold Seal Quality Care Program Provider
 - b. Reference to all services that are available to assist child care providers.
 - i. Employee worker training provided by [CareerSource Broward](#)
 - c. Contacts to all agencies that can aid in both licensing and business development issues
4. Regulatory embedment
 - a. Revise regulatory fees to provide a 10% reduction in licensing fees for facilities that are certified Gold Seal Quality Care Providers
 - b. Provide opportunity to attend a Director Training Program in lieu of certain enforcement penalties, when approved by CCLE

Broward County Gold Seal Quality Care Initiative Proposal

5. Web Page
 - a. Broward Gold Seal Quality Care Program Initiative home page
 - i. Presentation of Brochure Information
 - ii. OESBD Video
6. Division Ombudsperson
 - a. Two CCLE staff person trained on the business components of child care and navigating through the Gold Seal Quality Care Program
7. Measuring Success
 - a. Increase in the number of certified Gold Seal Quality Care Providers
 - b. Annual survey of Gold Seal Quality Care Providers (participation will be required to maintain 10% licensing fee reduction)
 - i. Purpose of survey is to evaluate effectiveness of Broward Gold Seal Quality Care Initiative at improving the quality of child care and child care provider business acumen

Deborah A. Meidinger Hosey
dmeidingerhosey@broward.org, 954.357-4800 ext. 0429
July 19, 2017