

# The Comprehensive Evaluation Strategy for the Seattle Preschool Program

City of Seattle | Department of Education and Early Learning | August 5, 2015

## Background

- In November 2014, Seattle voters approved the Seattle Preschool Program, a four-year, \$58 million property tax levy to provide “accessible high-quality preschool services for Seattle children designed to improve their readiness for school and to support their subsequent academic achievement.”
- Section 3 of the Seattle City Council’s [Resolution 31527](#) states:
  - The Mayor shall submit a **Comprehensive Evaluation Strategy** (“Evaluation Strategy”) to the City Council for review and **approval by ordinance** no later than ~~June 1, 2015~~ **August 3, 2015**.

## Ramp-up Targets

Implementation Year	School Year	Targeted Number of Classrooms	Estimated Number of Children Served Per Year
Year 1	2015–16	14 classrooms	280 children
Year 2	2016–17	39 classrooms	780 children
Year 3	2017–18	70 classrooms	1,400 children
Year 4	2018–19	100 classrooms	2,000 children

## Infrastructure Targets

- Help build higher education programs that are accessible and responsive to the needs of the early learning workforce.
- Work with District and State partners to align systems and leverage resources.
- Support providers through coaching and professional development.
- Support preschool provider agencies to braid funding from multiple sources.

## Guidance - Resolution 31527

- The Evaluation Strategy will include:
  - Process and impact evaluations and on-going continuous quality improvement controls.
  - Assess the City's administration, oversight, scale up, and implementation of SPP.
- The Strategy shall:
  - Be designed with and conducted by independent evaluation experts.
  - Identify the key evaluation questions to be answered for each type of evaluation.
  - Address what, when, and how evaluations will be carried out.
  - Identify dates for submitting completed evaluations to the City Council.

# Evaluation Team

## Third Sector Intelligence (3SI)

**Chris Strausz-Clark, Managing Principal**

Maria Gingerich, Senior Manager

Joelle Gruber, Consultant

## National Institute for Early Education Research (NIEER)

**W. Steven Barnett, Director**

Milagros Nores, Associate Director of Research

Allison Friedman-Krauss, Assistant Research  
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Anne Mitchell, Consultant, APA

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## Advisors

Jim Minervino, Founder and CEO Ready On Day One

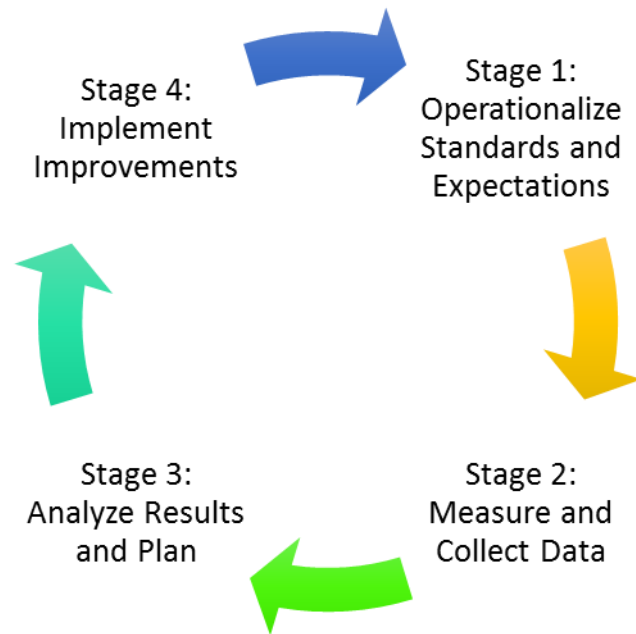
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Valisa Smith, VMS Consulting

Gail Joseph, Director, Childcare Quality and Early  
Learning Center for Research and Professional  
Development, University of Washington

Kathleen Bruck, Chief Executive Officer, PRE-K 4 SA

# Continuous Quality Improvement Framework



## Benefits of a CQI approach to evaluation

- Evaluation is continuous, responsive, and utilization-focused.
- Evaluation is intended to inform practice and improvements.
- Data analyses are used to learn:
  - *If* the program is effective,
  - *How* it is effective or ineffective, and
  - *What* can be done to improve.

# Timeline for Evaluation Tiers

Evaluation Tier	Activity	SY 2015-16	SY 2016-17	SY 2017-18	SY 2018-19
<b>Tier 1: SPP compliance with approved quality standards and processes</b>	Design	X			
	Execution	X	X	X	X
	Report	X	X	X	X
<b>Tier 2: SPP processes that support quality improvement and organizational change</b>	Design	X			
	Execution	X	X	X	X
	Report	X	X	X	X
<b>Tier 3: SPP impacts on child outcomes and classroom quality</b>	Design	X			
	Execution	X	X	X	X
	Report	X	X	X	X
<b>Tier 4: City's administration, oversight, scale-up, and implementation of SPP</b>	Design		X		
	Execution		X	X	
	Report		X	X	
<b>Tier 5: The SPP Family Child Care Pilot Program</b>	Design	X			
	Execution		X	X	X
	Report		X	X	X

## Evaluation Tiers 1-3: Compliance, Quality Supports, and Impacts

- Classroom Observations
- Child Assessments
  - Interactive and game-like or observational
  - Norm-referenced, valid, and reliable
  - Commonly used in Seattle and across the country
- Data Collection, Analyses, and Tracking



## Evaluation Tier 4: City's Administration, Oversight, Scale-up, and Implementation of SPP

An independent evaluator will:

- Leverage data available from Years 1 and 2 (SYs 2015-17) to assess City progress.
- Conduct outreach to determine how the community views the City's administration of SPP including:
  - The provider identification process
  - The enrollment process
  - Community outreach
  - Stakeholder engagement
  - Use of the City's Racial Equity Toolkit and responsiveness to recommendations<sup>[1]</sup>
- Updates from the evaluator will inform course corrections even before the evaluation report is disseminated.

<sup>[1]</sup> The Toolkit was used by DEEL with the support of City and community representatives in the development of this Strategy to review the plans for the family survey, child assessments, developing the FCC pilot, and supporting workforce development.

# Evaluation Tier 5: FCC Pilot Development

## **Advisory committee**

Ten members will be appointed by the Mayor and represent the diversity of Seattle's FCC community. Advisory Committee members will be asked to provide meaningful feedback on the design of the FCC pilot and evaluation and communicate the needs of the FCC community.

## **Timeline for Advisory Committee Meetings**

- **Meeting 1: November 2016**
  - How other cities and states include FCC in preschool
  - The current characteristics of FCC providers in Seattle
  - Design of SPP and options for FCC
- **Meeting 2: January 2016**
  - Present the Comprehensive Evaluation Strategy
  - Discussion of modification/adaptations for FCC
- **Meeting 3: March 2016**
  - Review draft recommendations to DEEL
  - Discuss, revise if necessary

## *What will we know at the end of the SPP Demonstration Phase?*

- If SPP has been rolled-out in accordance with its Implementation Plan
- How SPP providers have been supported to improve quality
- How children who participated in SPP performed compared to non-participants
- How City processes supported SPP and the community
- FCC pilot structure and timeline for results

## Related Documents

- DEEL website:
  - <http://www.seattle.gov/education/child-care-and-preschool/seattle-preschool-program>
- SPP Action Plan:
  - [http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPP\\_118114a.pdf](http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPP_118114a.pdf)
- SPP Implementation Plan:
  - [http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPPImplementationPlan\\_April1\\_PostCommittee.pdf](http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPPImplementationPlan_April1_PostCommittee.pdf)
- SPP Program Plan:
  - [http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPP\\_ProgramPlan2015-16\\_Final.pdf](http://www.seattle.gov/Documents/Departments/OFE/AboutTheLevy/EarlyLearning/SPP_ProgramPlan2015-16_Final.pdf)