

Program Content Preparation

The purpose of this resource is to help you prepare for program content development during the MilitaryChildCare.com (MCC) transition. Each program (e.g., Child Development Center (CDC), School Age Care (SAC), Family Child Care (FCC)/Child Development Home (CDH), 24/7 program) is responsible for creating a program profile during the transition to MCC.

Overview of Program Content

Program content is displayed on the search results to inform families about your program and includes: (a) data (e.g., dates and hours of operation), (b) narrative text, (c) photos, and (d) documents (e.g., parent handbook). Taking time to develop your profile is important because families rely on this information to make informed child care decisions. The content should be professional, accurate, current, and representative of the unique features and offerings of your program.

The screenshot shows the MilitaryChildCare.com search results page. At the top, there is a navigation bar with links for 'Contact Us', 'FAQs', and a user profile for 'Welcome! Neal Harris' with options for 'My Profile', 'My Requests', and 'Logout'. Below the navigation bar are menu items: 'About MCC', 'About Our Programs', 'Types of Care', 'Where Are We Now?', and 'Search for Care'. The main content area is titled 'SEARCH RESULTS' and displays search criteria: 'Location: Main AFB', 'Child's name: Courtney Harris', and 'Date care needed: 9.1.2014'. Below the search criteria are buttons for 'Showing 1 to 2 of 2', 'Show All', 'Show in Map', 'Refine Search', 'Back to Previous', and 'Make Request'. The search results list a 'School Age Care' program with a photo of a building, contact information (303.222.2222, SACprogram@gmail.com, Schools Served), and a table of care options.

Care Options	Hours of Operation	Dates of Operation	Anticipated Placement Time	Select
After School	1430 - 1800	1 Sept 2014 - 26 June 2015	Oct 2014	<input checked="" type="checkbox"/>
Before School	0630 - 0830	1 Sept 2014 - 26 June 2015	Oct 2014	<input type="checkbox"/>
Before/After School	0630 - 1800	1 Sept 2014 - 26 June 2015	Oct 2014	<input type="checkbox"/>

While detailed guidance for program content development is available during the transition to MCC, installation Child and Youth Program (CYP) staff may begin program content activities before the transition starts related to: Anticipated Placement Time (APT), photo selection, and staffing to support program content development.

Anticipated Placement Time

Anticipated Placement Time (APT) is the estimated time between the date care is needed by the family and the date care is offered by the program. Estimates displayed to families appear as a month and year (e.g., January-February 2016). Families are provided with APT estimates specific to the family's priority and the selected program and care option¹. APT is required for each care option and priority.

During a transition, all programs must enter baseline APT estimates into their program profile. These estimates are based on how long it normally takes to fill a vacancy for each care option. To prepare for this activity, determine which care options have waitlists and the length of time most Priority 1 families typically wait for an offer *after* their date care

¹ A care option is a term used in MCC to describe what the program offers and the associated age group. Examples of care options include Infant Full Day Care, Part Day AM Preschool, and Before and After School.

Program Content Preparation

needed (DCN). Since the goal is for families to receive an offer before or during the estimated APT, document conservative estimates for each care option.

Photo Gallery

Photos of your program are displayed to families when they search for care in MCC. A default photo is displayed in all search results and families can view other photos in a slideshow format. Your unique photos provide a first impression to families about your program when they search for care on the MilitaryChildCare.com website.

To facilitate development of a photo gallery that best represents the program, CYP staff can take the following actions prior to the MCC transition:

- Obtain guidance or requirements from the Public Affairs Office (PAO) for the review and approval of photos posted to the web. (DoD policy requires all photos to be reviewed for public release by PAO.)
- Determine who will take the photographs to represent each program (CDC, SAC, FCC) or if existing photographs will be used.
- Take many photos of the indoor and outdoor environment before selecting your final unique photos so you have a variety from which to choose.
- Select areas to photograph that capture the essence of your program, depict warmth such as children's artwork or healthy plants, include age-appropriate materials, illustrate arrangement of materials in an attractive manner such as in a basket on a colorful rug in front of the activity shelf, and are free from clutter or debris.
- Ensure all photos avoid showing any potential hazards or unsightly areas.
- Select up to 10 photos to showcase your program including photos that illustrate interactions, outdoor play area, and indoor activity areas.

Estimate Time and Staff Needed for Program Content Development

To prepare for program content development, you may estimate the time needed to complete these activities and the number of staff or providers who should participate. When identifying the number of people to assist with program content, assume the following:

- Typically CDC/SAC Program Managers and FCC/CDH providers draft program content.
- Each program profile will take between 1 and 2 hours to develop depending on the program type (CDC, SAC, FCC). This includes:
 - 5 minutes to complete each narrative text tab
 - Assume 6 narrative tabs per profile for a total of 30 minutes
 - 5 minutes to upload all 10 photos to the photo gallery
 - 8 minutes to complete each care option and APT
 - Assume a range of 4 care options for FCC to 10 care options for SAC programs (36 – 80 minutes)
- After the program content is drafted, the content is approved and published. Typically staff who participate in these activities include the Flight Chief (Air Force), Parent Central Services Director (Army), CYP Director with Oversight (Navy), and Program Director/R&R Director (Marine Corps).
- Each program profile will take an additional 20 – 30 minutes to approve and publish the content.
 - 15-20 minutes to approve each profile
 - 5-10 minutes to publish each profile