



Meeting of the Early Childhood Advisory Council

April 20, 2023, immediately following the SC First Steps Board Meeting
South Carolina First Steps, 636 Rosewood Drive Columbia, SC 29201

AGENDA

I. **Call to Order and Approve Agenda** (David Morley)

Motion: To adopt the agenda as submitted.

II. **Meeting Minutes** (David Morley)

Motion: To approve ECAC Minutes of February 16, 2023

Attachment: February 16, 2023, Minutes

III. **Consent Item: Motion Recommended by Executive Committee** (Dave Morley)

Motion: To update the SC Early Childhood Integrated Data System (ECIDS) onboarding process: ECAC staff in collaboration with workgroup partners will develop and implement steps to engage new partners. The process will ensure data are integrated, used in compliance with partners' rules and regulations, and assure privacy and confidentiality (Executive Committee recommends))

Attachment: Updating the Process to Onboard Early Childhood Integrated Data System Partners

IV. **Amendment to *For Our Future: South Carolina's Birth through Five Plan*** (Georgia Mjartan)

Whereas, in 2019, South Carolina was awarded a Preschool Development Grant Birth through Five (PDG B5); and with PDG B5 support the ECAC developed *For Our Future: South Carolina's Birth through Five Plan (For Our Future)*, a comprehensive, high-level plan built on not only the PDGB5 plan, but also the plans and reports of ECAC agency members;

Whereas, *For Our Future* was approved by the ECAC in December 2021;

Whereas, in December 2022 South Carolina was awarded a second planning grant that required updates to PDG needs assessments and the strategic plan, and this requirement presented the opportunity to formally integrate the PDG strategic plan into *For Our Future*, such that state leaders and other stakeholders reference a single plan;

Whereas, following a careful review of the plans, transportation was identified as the one subject that was not explicitly addressed in *For Our Future*, as it was in the PDG B5 plan,

Motion: to integrate the PDG plan in *For Our Future*, amend language in Objective 2.4, and to insert Strategy 2.4.5 to address transportation such that these changes state

Objective 2.4: South Carolina's communities provide children with healthy environments, enriching opportunities, sufficient transportation, and community resources like libraries, schools, outdoor learning environments, community centers and museums.

Strategy 2.4.5, "Expand transportation services for families so they can access services and enriching experiences." (requires motion and second)

- V. **2023 Progress Report on South Carolina's Birth Through Five Plan** (Amber Gillum)
Motion: To approve 2023 priorities relating to *2023 Progress Report on South Carolina's Birth Through Five Plan* (requires motion and second)
Attachment: 2023 Progress Report on South Carolina's Birth Through Five Plan: Priorities

- VI. **Drive to Five Data Dashboard** (Sarah Crawford and Sheila Cornwell)

- VII. **Presentations and Updates from ECAC Members**

- VIII. **Information**
 - a. Report from the Interagency Collaboration Committee (Amber Gillum)
Attachment: Interagency Collaboration Committee Recap
 - b. ECAC Report on Activities (Georgia Mjartan)
Attachment: ECAC Report on Activities

- IX. **Adjourn** (David Morley)
Motion: To adjourn the meeting of the Early Childhood Advisory Council



Early Childhood Advisory Council Meeting

February 16, 2023, immediately following the SCFS Board of Trustees Meeting
SC First Steps
Draft Minutes

Trustees Present (16):

Dr. Shelley Canright, Vice Chair
Jacque Curtin
Mary Lynne Diggs
Rep. Shannon Erickson
John Hayes
Tim Holt
Robert Kerr
Mike Leach

Sen. Gerald Malloy
Jennifer McConnell
Dave Morley, Chairman
Janie Neeley
Roger Pryor
Dr. Edward Simmer
Supt. Ellen Weaver
Dr. Amy Williams

Trustees Absent (5)

Sen. Greg Hembree
Constance Holloway
Jesica Mackey
Alexia Newman
Sue Williams

Attendees (43)

Georgia Mjartan
Avian Jones
Laura Baker
Amber Gillum
Bennie Hazel
Berry Kelly
Betty Carson
Betty Washington
Brandie Maness
Candace George
Chelsea Richard
Cindy Riley
Denise Pee
Elizabeth Dudek
Georgia Mjartan
Hannah Hayes
Jackson Wilkens
Jane Farrell
Javonna Lewis
JoAnn Willis
Joy Mazur
Kenna Hoover
Kerry Cordan
Kim Jennings
LaMyra Sanders

Laura Baker
Leigh D'Amico
Lexi Jones
Lyle Jacks
Mary Kay Bailey
Mary Williams
Myrelo King
Nur Tanyel
Paige Wall
Quinn Baker
Rachal Hatton-Moore
Ryan Shinn
Sarah Conrad
Sarah Eargle
Saundra Meadows
Susan Martin
Tamatha Kohler
Valencia Johnson
Virginia Newman
Mark Barnes
Kaitlyn Richards
Derek Cromwell
Martha Strickland
Karen Oliver
Beth Moore

Betty Gardiner
Jon Artz
Lis Guimaraes
Gina Beebe
Samantha Ingram



The meeting began at 3:33pm.

Mr. Morley asked for a motion to adopt the agenda. Mr. Holt provided the motion. Ms. McConnell provided a second and the motion was unanimously approved.

Mr. Morley asked for a motion to approve the December 2, 2022 minutes. Mr. Pryor provided the motion. Dr. Williams provided the second and the motion was unanimously approved.

Dr. Leigh D'Amico, Research Associate Professor from USC's College of Education presented on the findings of the Preschool Development Grant Needs Assessment, and she shared the next steps.

Amber Gillum, Deputy State Director at SC DSS and Chair of the Interagency Collaboration Committee provided an update on the works of the committee progress on the measures of the SC Birth through Five Strategic Plan.

Ms. Mjartan provided an update on the Early Childhood Integrated Data System. She provided information on the Palmetto Pre-K portal and the First5 portal. She also shared that March 1st is the targeted date for the launch of the common application in the First5 portal.

The meeting ended at 4:01pm.



Rationale for Updating the Process to Add New Participating Programs to Early Childhood Integrated Data System Initiatives

In 2020, South Carolina was awarded two federal grants: the Preschool Development Grant Renewal (PDG; from the US Administration for Children and Families) and the Statewide Longitudinal Data Systems Grant (SLDS; from the US Department of Education). Each of these grants' activities included integrating early childhood program data at the child-level. Across the PDG and SLDS grants, data governance for early childhood data is centralized at the ECAC with the ECAC serving as the governing body and the Data Governance Coordinator facilitating the day-to-day operations. This centralized data governance is called the South Carolina Early Childhood Integrated Data System (SC ECIDS).

As voted on in December 2021 (via the Data Governance Charter), to support ECIDS data governance, the ECAC is responsible for:

- Setting the strategic direction, for the SC ECIDS and ensuring alignment with the best interest of the early childhood system in South Carolina and the ECAC vision
- Reviewing and considering for adoption the recommendations prepared by each Data Governance Work Group regarding policies, procedures, processes, and standards, when appropriate
- Voting on recommendations and policies developed by each Data Governance Work Group on topics like data sharing, data access, and reports
- Being a champion for their SC ECIDS within their agencies and promoting program participation

The PDG and SLDS grants are funding two integrated data initiatives under SC ECIDS with distinct goals and program inputs, the Palmetto Drive to 5 dashboard (technical lead is the Office of Revenue and Fiscal Affairs) and the Early Learning Extension of the K-12 Statewide Longitudinal Data System (technical lead is the SC Department of Education), respectively.

Each of these initiatives has a Data Governance Work Group that is comprised of staff from each participating program agreed on by their agency's leadership through a Memorandum of Agreement between the agency and the ECAC. These Work Groups and ECIDS overall data governance are structured such that agencies always maintain ownership and ultimate decision-making over their data; privacy and security of data are prioritized, maintained, and protected; and all rules and regulations related to data sharing are followed. While these initiatives were/will be initially built with a set of participating programs defined in their respective grants' activities, the goal for both of initiatives is that they will be sustained beyond the grants and part of that sustainability includes adding new participating programs.

In August 2022, the ECAC approved a set of explicit steps for adding new participating programs to either or both of ECIDS initiatives (formally called the onboarding process). These steps are not working in practice. ECAC staff recommends that ECAC revise its decision from August 2022, and instead, authorize ECAC staff and the two Data Governance Work Groups to develop and implement a process for adding new participating partners.

For additional information, see Timeline of Key Actions Relating to ECIDS.



Timeline of Key Actions Relating to ECIDS

April 2021

- The ECAC voted that it would serve as the governing body for ECIDS and that the data governance for ECIDS would be facilitated by an ECAC staff member, the Data Governance Coordinator
- The ECAC approved the following goal, "South Carolina's Early Childhood System is aligned, coordinated, and family centered."

June 2021: ECAC adopted the purpose, mission, vision, and goals for ECIDS

- *Purpose:* To develop recommendations to the South Carolina Early Childhood Advisory Council for data governance and to operationalize the South Carolina Early Childhood Integrated Data System.
- *Mission:* Establish and maintain a comprehensive infrastructure for integrated, accurate, and actionable data to support children, families, and communities in South Carolina.
- *Vision:* We will be successful when all children reach their highest potential.
- *Goals*
 - Create standard definitions and reports for evidence-based decision making.
 - Achieve equity by supporting stakeholders in identifying and resolving disparities.
 - Inform policies and practices to support children, families, and communities.
 - Connect early childhood data into longitudinal data systems.
 - Understand the impacts of investment from Birth through Workforce.
 - Improve the quality of life for all South Carolinians.

August 2021: ECAC adopted the following Key Questions for ECIDS

- What early childhood programs, statewide, are available for eligible young children?
- How many young children are there?
- How many young children are eligible for early childhood programs?
- How many young children are enrolled in early childhood programs?
- Are those enrolled in early childhood programs on track to succeed?
- What is the return on investment for early childhood programs?

December 2021: ECAC approved the Data Governance Charter for ECIDS developed by the Data Governance Work Group

April 2022: ECAC approved revisions to the Data Governance Charter

August 2022: ECAC approved onboarding process as developed by the Early Learning Extension and Palmetto Drive to Five Data Governance Work Groups

2023 Progress Report on South Carolina's Birth Through Five Plan

Priorities for the Year Ahead

Looking ahead to the remainder of 2023, the Early Childhood Advisory Council (ECAC) has identified a set of priorities that will significantly impact the lives of young children and their families. These priorities are both ambitious and essential, requiring the active participation and collaboration of the ECAC and its partners to be fully implemented. By improving and enhancing the infrastructure of the early childhood system, these priorities have the potential to create lasting and positive change for South Carolina's children.

1. **Increase participation in publicly funded preschool programs.** According to the Education Oversight Committee (EOC), over 50% of four-year-olds living in poverty did not receive services from CERDEP 4K or Head Start during the 2021-22 school year, and this trend is expected to continue in the current year. This underscores the gap that persists between eligibility and enrollment in high-quality early education programs statewide and presents an opportunity to increase school readiness for children living in poverty.
2. **Increase availability of quality child care, particularly in high need areas.** Substitute teacher pools, expansion and materials/improvement grants for existing child care providers, as well as start-up grants for new providers are among the projects planned for the year ahead. The projects are designed to decrease shortages in the child care workforce and to create more opportunities for families to find the care they need.
3. **Recruit and retain early education professionals.** Children cannot benefit from quality care if teachers and related professionals are not available. Activities to retain and recruit early education professionals include assuring that providers are aware of and use existing supports like training, and consultation. Wages are a real concern. Therefore T.E.A.C.H. opportunities, credentialing and smart money bonuses must be promoted, and new compensation strategies will be developed. To alleviate barriers for obtaining higher education, efforts will be made to expand and update articulation agreements between higher education institutions.
4. **Provide families with the ability to apply for publicly funded programs at times and in ways that meet their needs.** To streamline the application process for families, the ECAC has led development of a new application portal on first5sc.org. This will allow families to apply at once for programs across multiple agencies, state and local entities, and funding sources.
5. **Collect, integrate, and share data to better understand who is served, where service gaps exist, and where to target resources and services.** Integrated early childhood program data help stakeholders make informed decisions and target resources to meet the needs of South Carolina's youngest children and their families. The ECAC champions integrated data sharing initiatives that will make aggregate-level data publicly available, while maintaining privacy and security of individual-level data. These initiatives include, but are not limited to, the Palmetto Drive to 5 dashboard, the Early Learning Extension of the K-12 Longitudinal Data System, and the Education Oversight Committee's Education Data Dashboards.



**Interagency Collaboration Committee
Meeting Recap
March 6, 2023**

Present: Amber Gillum, Department of Social Services, Eric Bellamy, Children's Trust; Jennifer Buster, Department of Health and Human Services; Mary Lynne Diggs, Head Start Collaboration Office; Louise Johnson, Department of Mental Health; Georgia Mjartan, SC First Steps/ECAC; Bill Simpson, Department of Disabilities and Special Needs;

Absent: Leesa Aiken, SC State Library; Debbie Blalock; Department of Mental Health; Solandra Bowman, SC Educational Television; Matthew Ferguson, Department of Education; Rusty Monhollon, Commission on Higher Education; Brannon Traxler, Department of Health and Environmental Control

Guests: Michele Bowers, Department of Social Services; Abbey Duggins, Department of Education; Melissa Starker, Department of Social Services

ECAC staff: Laura Baker, Rachal Hatton-Moore, Myrelo King, Karen Oliver, Chelsea Richard, Kaitlyn Richards

Call to Order and Welcome

Georgia Mjartan convened the meeting at 10:05 a.m. Each participant introduced themselves and identified their representative agencies.

Ms. Mjartan noted First Five SC needs to build and grow outreach among ECAC and ICC partners. Collectively committee members need to be sure community partners and agency frontline staff know about First Five SC and have materials like palm and rack cards to share with families.

We have two specific requests:

- 1) Add a First Five SC link to agency webpage(s) as an additional resource for families
- 2) Order print materials to place in your local offices

Laura Baker, lbaker@scfirststeps.org is the ECAC contact for these activities.

Preschool Development Grant (PDG) Planning Award: Opportunities for ECAC and ICC

Amber Gillum and Karen Oliver provided an update about Preschool Development Grants (PDG) awarded to South Carolina. SC Department of Social Services (SC DSS) was the lead applicant, and SC First Steps provided the state match. Since 2020, PDG resources supported many ECAC activities, including Family Voice Council, Palmetto PreK and First Five SC. In 2023, South Carolina was awarded a new, one-year PDG planning grant, to build on and enhance the state's early childhood system.

Specific priorities are outlined in the PDG. For ICC and ECAC there are requirements to update both the needs assessment and the strategic plan. Needs assessment work has been on-going by the Research, Evaluation and Measurement (REM) Center at the University of South Carolina. A report was made to ECAC at its February meeting. An assessment relating specifically to child care workforce is underway.

Since September 2022, the ICC has worked to create a Birth through Five Plan Status Report for the ECAC. The report will be presented to the Early Childhood Advisory Council (ECAC) at its April

meeting. The purpose of the report is to update key stakeholders on recent early childhood (system) wins/achievements and to outline milestones we'll be charting through the year.

PDG Planning Award: Workforce Priorities

As a result of PDG award, the status report will add milestones relating specifically to the child care workforce, a grant priority. To develop these milestones, an ad hoc workgroup will consider SC DSS Division of Early Care and Education (DECE) work to date, DECE future activities, and REM needs assessment findings. The workgroup will develop recommendations that will be presented to a range of stakeholders for feedback, finalized, then presented to ICC.

Michele Bowers and Melissa Starker provided an overview of DECE to ICC. Slides from the presentation are included as part of the ICC recap. The presentation is the foundation for the ad hoc workgroup developing recommendations for the Birth through Five Plan Status Report.

Birth through Five Plan: Next Steps

Ms. Gillum identified the next steps in preparing the Birth through Five Plan Status Report

Presentation of workforce priorities to public and other stakeholders through March

Final review by ICC April - April 10, 10:30 AM, Virtual meeting

Presentation of Birth through Five Plan Status Report to EACA

ICC Collaboration Opportunities and Updates

ICC will strive to share updates that focus on cross agency issues and information that is useful to know, understand or act upon at the agency level.

- 1) SNAP allotments returned to pre-Covid rates in February. Less money and higher food costs will have a substantial impact on families.
- 2) Standard Medicaid annual eligibility reviews will resume April 1, 2023.
- 3) H 4023, https://www.scstatehouse.gov/sess125_2023-2024/bills/4023.htm was introduced in the House. The bill includes permanent authorization for First Steps, makes modifications to local partnership board structure, adds additional accountability from the local partnership boards and the state Board of Trustees, and adds provisions to strengthen the ECAC.
- 4) SC DMH is hosting a conference in April. The topic is child and youth mental health
- 5) Head Start also has a conference in April, followed by a fatherhood conference

Adjourn - The meeting was adjourned at 12:15 p.m.



Report on Early Childhood Advisory Council Activities April 20, 2023

SC Early Childhood Integrated Data System

State Longitudinal Data System Grant Highlights

- Grant Site Visit: The federal officers for the State Longitudinal Data System Grant came to the SC Department of Education to review the status surrounding the Early Childhood Integrated Data System. The review was favorable. There is a possibility for participation in a FY23 Grant with the federal State Longitudinal Data System.
- Sustainability Workshop: This workshop was provided by the State Support Team for the federal State Longitudinal Data System grant to provide guidance in defining a plan to continue the work of the Early Childhood Integrated Data System beyond the grant funding.
- Training for Head Start to use SPELL OUT (SUNS) IDs is in progress

Palmetto Drive to Five Data Dashboard

- Staff from Revenue and Fiscal Affairs will present the Palmetto Drive to Five dashboard to ECAC

Palmetto Pre-K and First Five SC

Palmetto Pre-K (portal address: www.PalmettoPrek.org)

Feb. 1, 2020 – Mar. 31, 2023

- Unique website visitors: 162,763
- Total leads: 22,383
- Eligible for at least one program: 18,209
- Head Start eligible: 9,188
- Public school eligible: 8,406
- First Steps 4K eligible: 5,992
- SC DSS Child Care Scholarship Program eligible: 3,231
- See Palmetto Pre-K Report

Palmetto Pre-K Enrollment Day (April 4, 2023) Gov. Henry McMaster issued a proclamation for the day acknowledging the impact of quality early childhood education on the future of South Carolina's children and the state. More than 45 partners across the state participated in a social media blitz by sharing a graphic for the day to show of the state's solidarity in support of publicly funded preschool.

First Five SC (portal address: www.First5SC.org)

- A test group with families was held February 17, 2023, and First Five SC project manager held two First Five SC Open Office virtual sessions during testing period to answer questions with stakeholders, as well as three virtual office hour sessions immediately after launch of common application to support programs accessing applications.
- First Five SC has been recognized as a 2023 Webby Honoree.

- See First Five SC Report

Family Voice Council (FVC)

Currently, 18 parents and care givers represent the FVC. One member joined in February; one member's term ended in March. Ten members have second terms ending in July. The Two-gen Coordinator and FVC members are recruiting for new FVC members.

At both the January and February meetings members discussed content for the 2023 Summit: We are Family. FVC also discussed communications strategies to share their stories with families and leaders across the state. In March FVC heard about work of the Early Care and Education Division at SC DSS. The work was presented in the context of reporting progress in the Birth through Five Plan. FVC will hear from the SC Inclusion Collaborative in April, and future meetings will include training in public speaking.

Grants

1. Alliance for Early Success
 - a. Alliance for Early Success invited SC First Steps/ECAC to present about First Five SC at its May webinar.
 - b. The Alliance has been helpful in connecting SC with other states and partners with mutual interests in improving outcomes for young children and their families
2. Preschool Development Grant Birth through Five (PDG B5)
 - a. South Carolina is completing the third year of its three-year PDG renewal grant.
 - i. PDG B5 funds substantially support ECAC staff and work, including Palmetto PreK and First Five SC.
 - ii. SC DSS, the lead agency, and its partners submitted requests for no-cost extensions. The work must be concluded by April 2024
 - b. South Carolina was awarded a new PDG B5 Planning Grant in late December 2022.
 - i. The grant is awarded for the 2023 calendar year. Like the first PDG B5 award, SC DSS serves as the lead agency and SC First Steps provided the match.
 - ii. A workgroup focusing on early care and education workforce was organized to identify priorities relating to recruitment and retention. Priorities are presented in the Birth through Five Plan Progress Report
 1. The process to develop priorities included:
 - a. Meetings with and feedback from the Family Voice Council and child care providers
 - b. Reviewing information from the Research Evaluation and Measurement Center from University of South Carolina
 2. The workgroup will continue to meet to develop measurable goals and timelines to chart progress and these operational details will be presented in reports to Administration for Children and Families (ACF)
 3. REM Center plans to post a preliminary synopsis of an Early Childhood Education Program and Workforce Needs Assessment in the near future. REM plans to build on the preliminary assessment through 2023.

3. Pritzker Children's Initiative– Support State and Local Leaders to Build Comprehensive Early Childhood System Portals
 - a. Staff identified a number of prospective states to discuss how they might develop their own portals
 - i. Preliminary meetings held with Utah and Texas
 - ii. Texas interested in working with and learning from South Carolina



Palmetto Pre-K

Feb. 1, 2020 – Mar. 31, 2023

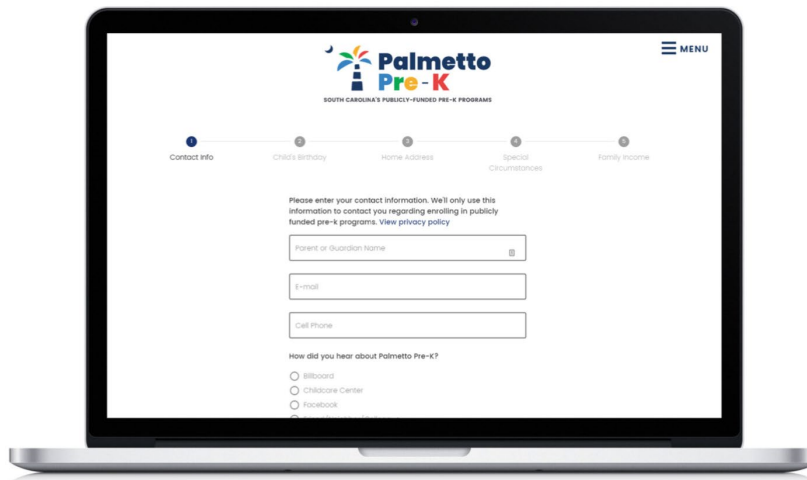
Overview

Palmetto Pre-K was developed to streamline the user experience for South Carolina parents, families, and community supporters looking for more information about Pre-K programs. As an initiative supported by the Preschool Development Grant, this initiative serves to promote subsidized 3- and 4-year-old preschool programs throughout the state of South Carolina.

Goals

1. Develop a website where South Carolina parents can find Pre-K programs for 3- and 4-year olds based on location, program type and financial eligibility.

2. Promote awareness among families of the availability of free and nearby high quality child care options.



Milestones

Palmetto Pre-K serves a one-of-a-kind tool for SC families for finding free educational Pre-K programs in South Carolina.

I. Online Eligibility Screener

The online eligibility screener is the first in the state that incorporates data from five state/federal programs into one access point for families. Families are now able to complete an eligibility form to determine if they can access free childcare.

II. 24/7 Access to Preschool Programs

SC families are now able to find nearby providers – filtering by program type, by zip code, and see available program options.

III. Collaboration Across Childhood and Education State Agencies

Palmetto Pre-K serves as a collaboration among early childhood and education state agencies to help provide more options for families. By merging provider data from SC First Steps, SC Department of Education, Department of Early Child Care (DSS), and SC Head Start families now can find information in one place. Since the site launch, Palmetto Pre-K has provided over 18,000 eligible families to these organizations looking for free preschool programs.

Year 2: By the Numbers

Promoting the Value and Benefits of Early Childhood Education

Several outreach tactics were coordinated in Year 2 to address our audience of parents and early childhood advocates. Below are highlights of the outcomes of those tactics to increase the public awareness of Palmetto Pre-K.

I. Organic Website Traffic

New Users: : 162,763 | Pageviews: 430,734

II. Leads

Total Leads: 22,383 | Leads Eligible for at least one program: 18,209

III. Leads by Early Childhood Program (Feb. 1, 2020 – Mar. 31, 2023)

Head Start

Eligible leads from the website: 9,188

SC First Steps

Eligible leads from the website: 5,992

SC Department of Education

Eligible leads from the website: 8,406

SC DSS Child Care Scholarship Program

Eligible leads from the website: 3,231

Year 3 : Growing the Impact of Palmetto Pre-K

Parent Knowledge

A child's first teacher is their parent. In order to be successful in our goal, we look to establish vehicles to continue to support parent knowledge about the importance of early care and education.

Family Transitions

In order to be an advocate for the benefits of attending a preschool program, we must also support families to set children up for lifelong educational success. The major deliverable of the Family Transitions project will be to establish South Carolina's Pre-K to Kindergarten Transition Plan surrounding family engagement. This will include mapping available resources, identifying gaps in family resources, and comprehensively beginning to address gaps with tools to help parents and caregivers successfully support their children's transition from Pre-K to Kindergarten.

Professional Development

As we work to promote the value & benefits of early childhood education we acknowledge the importance of building cohesion within the statewide early education system. The Palmetto Pre-K Jamboree serves as one way we support the professional community that supports our South Carolina families. Participating Pre-K/preschool teachers, support staff and administrators are given toolkits, curriculum insights and credit hours during this multi-day conference. The Palmetto Pre-K Jamboree is a collaboration between the SC Department of Education, Head Start, SC First Steps and the SC Department of Social Services.



South Carolina
**Early Childhood
Advisory Council**



First Five SC (<https://first5sc.org>)

1. Officially launched February 17, 2022.
2. Common application launched March 28, 2023, with wide public release planned for May 1, 2023.

Portal

February 1, 2022 – March 31, 2023

Unique Visitors— 114,705

Unique Leads—10,456

Pageviews—259,236

Month	# unique visitors	# unique families that completed the eligibility screener	# families eligible for at least 1 program (leads)
Feb	7,098	695	562
Mar	5,718	743	627
Apr	3,386	255	215
May	5,904	371	309
June	4,939	479	398
July	8,301	714	609
Aug	8,739	916	763
Sept	8,961	961	704
Oct	15,035	1,309	946
Nov	16,227	1,490	1,126
Dec	11,499	1,210	895
Jan	1,454	146	124
Feb 2023	6,975	584	442
Mar 2023	10,469	1,423	1,084
Total	114,705	11,296	8,804

**Monthly # of unique leads and # of families eligible are reflective of all entries during the measured monthly period. Total YTD # of unique leads and # of families eligible removes duplicate entries and therefore are less than the sum of monthly totals.*

**Note substantive decrease in January 2023 attributed to sharp decline in paid media, may also represent seasonality of organic site users; strategies will be employed in 2023 to grow organic reach*

**In July 2023, Google Analytic reporting structures will change, and any variances related to reporting changes will be noted.*

