

SHORE UP!
INC.



Helping People. Changing Lives.



ANNUAL REPORT

2022-2023

Helping people, changing lives.





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About SHORE UP!, Inc.

OUR MISSION: SHORE UP!, Inc. is dedicated to strengthening communities, achieving goal-driven outcomes, and empowering individuals and families through a comprehensive system of services, resources, and strategic partnerships that charter a path to economic security and long-term independence.

OUR VISION: SHORE UP!, Inc. envisions communities on Maryland's Eastern Shore where individuals and families have the opportunities and resources to live with dignity, achieve their fullest potential, and become economically self-sufficient.



Freddy L. Mitchell
Executive Director
SHORE UP!, Inc.



Dr. Corey J. Bowen
Program Director
Head Start/Early Head Start

Our Board of Directors:

Elroy Brittingham, Chair—Private Sector representative

Craig Mathies, Sr., Vice Chair — Public Sector representative

Troy Brittingham, Jr., Treasurer — Public Sector representative

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Tull, McKinley — Private sector representative



Director's Message

I hope this letter finds you in good health and spirits. As we reflect on the past year at SHORE UP's Head Start and Early Head Start programs, I am writing to share our annual report and provide insights into the challenges we faced, our progress, and our plans for the future.

The year 2022-2023 contained both triumphs and challenges for our Head Start program. One of the primary challenges we encountered was the impact of short staffing and low enrollment. These factors posed significant hurdles that required strategic planning and collective efforts from our dedicated team.

Our team faced staffing shortages that strained our ability to provide all enrolled children with time in the classroom. Despite these challenges, our committed staff worked tirelessly, often going above and beyond their duties to ensure that our program continued to offer high-quality services for as many children as possible. We initiated recruitment drives, collaborated with local educational institutions, and implemented training programs to address the staffing gaps. While progress has been made, we acknowledge that there is still work to be done in fully addressing this issue.

The pandemic, staffing shortages, and associated uncertainties undoubtedly contributed to our decline in enrollment numbers. To counteract this trend, we launched targeted marketing campaigns, engaged with community partners, and implemented outreach programs to raise awareness about the invaluable services we provide. While we have seen some improvement, we recognize the need for continued efforts to boost enrollment through staff recruitment and ensure the long-term viability of our program.

Looking ahead, we remain committed to addressing the root causes of short staffing and low enrollment. We are implementing long-term strategies to enhance recruitment, retention, and community engagement. Additionally, we are exploring innovative partnerships, both within the education sector and the wider community, to create a sustainable support network for our program.

In closing, I want to express my gratitude to our dedicated staff, supportive community partners, and of course, the enrolled families who stood by us during these challenging times. With your continued support, we are confident in our ability to overcome obstacles and build stronger, more resilient Head Start and Early Head Start programs for the benefit of the children and families we serve.

Thank you for your unwavering commitment to the mission of SHORE UP's Head Start and Early Head Start programs.

Corey J. Bowen, Ph. D.

Head Start/Early Head Start Director

Policy Council

Purpose:

The Policy Council is comprised of parents and community members who help make decisions regarding the Head Start and Early Head Start programs. Policy Council members meet regularly to think of creative ways to support and promote the programs, determine how funds are spent, decide which activities children should perform in their classrooms, evaluate/promote community partnerships, and more. They help to advance the mission of the Head Start and Early Head Start programs — to provide comprehensive, integrated, full-year services that promote school readiness for children from birth to five years of age.

According to the Early Childhood Learning & Knowledge Center website, “when Head Start began in 1965, its founders understood that parents are essential partners in educating young children. They felt parents should help decide how Head Start services can most benefit their family and other families in the community. Children, parents, and the program benefit when parents take on leadership roles. Children learn more and experience healthier development at school and at home. Parents become more confident, gain skills, and connect with other parents and staff.”

Policy Council Officers:

Ishmael Todman, President

Tyshay Williams, Vice President

Cullina Cornish, Secretary

Kasey Bosman, Treasurer

School Readiness

SHORE UP's Early Head Start and Head Start programs serve children from birth to age five in seven counties on Maryland's Eastern Shore: Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester. In order to ensure that our students are prepared for kindergarten, the Office of Head Start has established five domains for evaluating kindergarten readiness:

1. **Social and Emotional Development** — Children will display a sense of self-confidence in their abilities and a strong identity.
2. **Approaches to Learning** — Children will display an eagerness to learn, creativity and independence in interactions with activities and materials.
3. **Language and Literacy** — Children will engage with literature and language at a developmentally appropriate level.
4. **Cognition** — Children will use observation and manipulation, ask questions, make predictions and develop hypotheses to gain a better understanding of information and activities in their surroundings.
5. **Perceptual, Motor and Physical Development** — Children will demonstrate control of large and small muscles and develop healthy and safe habits.

75%

Early Head Start School Readiness

School readiness data indicated that, on average, 75% of Early Head Start students were meeting age expectations in the five domains. Our program showed the most improvement in the area of social emotional development, with an increase of 27%, with 90% of children demonstrating readiness in this area.

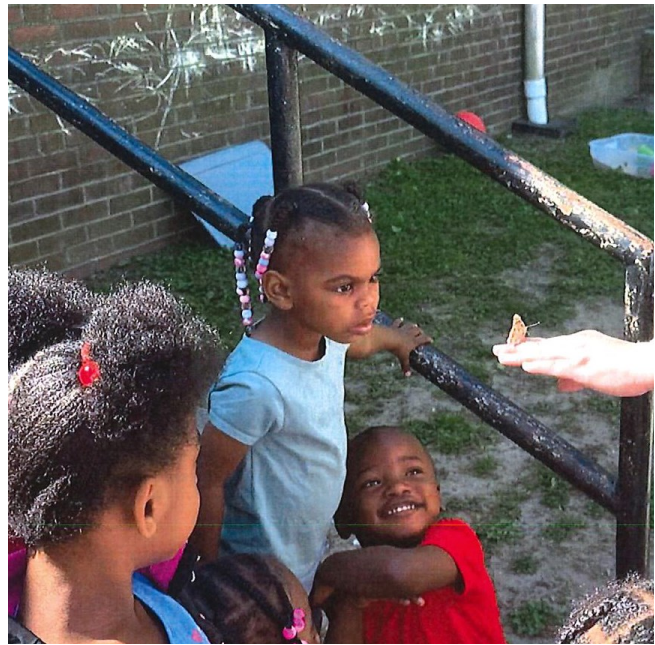
Head Start School Readiness

School readiness data indicated that, on average, 60% of Head Start students were meeting age expectations in the five domains. The program showed a significant improvement in the area of cognition, with an increase of 18% from the previous year.

60%

Future Scientists Thrive in Head Start

Preschool children possess a natural curiosity and an innate sense of wonder about the world around them, making it an opportune time to introduce them to the foundations of science. Science education for preschoolers centers on hands-on, experiential learning that aligns with the way young children naturally explore and make sense of their environment. Engaging in age-appropriate scientific activities, such as observing nature, experimenting with basic materials, and asking questions, not only taps into children's inherent curiosity but also lays the groundwork for critical thinking skills. Scientific exploration promotes the development of crucial skills such as observation, prediction, and problem-solving, which are not only fundamental to scientific inquiry but also have broader applications in various aspects of a child's life. Some of our science activities this program year included watching caterpillars become butterflies, holding a science fair with multiple experiment stations, and attending an event featuring sensory play activities.



Health & Nutrition

Good healthcare and nutrition is a goal for SHORE UP's program participants, and proper healthcare begins at an early age. In the agency's Head Start and Early Head Start programs, children receive monthly health and education services, such as medical, dental, and mental health screenings and assistance.

Below are the numbers of children enrolled and receiving these services in FY23.

101

Head Start children



220

Early Head Start children
and expectant parents



20

Children enrolled at
the Dorchester Early
Learning Center
(DELC)



Early Dental Care Leads to Good Habits

Dental screenings contribute to the holistic approach to child development embraced by Early Head Start programs. Oral health is interconnected with overall well-being, and untreated dental issues can lead to pain, discomfort, and difficulty in eating or speaking, potentially hindering a child's social and cognitive development. By integrating dental screenings into the comprehensive health assessments provided in our Head Start programs, educators and parents can ensure that children receive the necessary support for optimal growth and development in all aspects of their lives. Overall, prioritizing dental health within Head Start programs is a crucial investment in the long-term health and success of the children enrolled in these programs.

We partner with Chesapeake Health Care on the Lower Eastern Shore and Choptank Community Health on the Upper Shore to provide dental screenings for our Early Head Start and Head Start children. Not only do the children receive the benefit of early detection of issues, they also learn that the dentist is friendly and that dental exams do not hurt. This paves the way for them to continue good dental care and oral hygiene as they mature.



Attendance

Consistent attendance is essential for children to benefit from their Head Start experience. Regular attendance has a direct impact on school readiness and future school success. It affects children's learning and helps instill good habits. This ensures that all children benefit from full participation in their Head Start program and develop important life habits that will serve them in school and beyond.

Below are SHORE UP's average daily attendance percentages for Head Start, Early Head Start, and DELC.

90%

Average daily attendance for
Head Start children

87%

Average daily attendance
for Early Head Start chil-
dren and expectant par-
ents

84%

Average daily attendance at
the Dorchester Early
Learning Center (DELC)

Family Engagement: A Cornerstone of Head Start

Family engagement is a key component of Head Start programs, recognizing the integral role that families play in a child's early education and development. The importance of family engagement cannot be overstated, as it establishes a partnership between educators and parents, fostering a supportive environment that extends the learning experience beyond the classroom and into the home.

Our Head Start programs actively involve families because we recognize that a child's educational journey is profoundly influenced by their home environment. Through family engagement initiatives, parents become active participants in their child's education, gaining insights into curriculum, learning strategies, and developmental milestones. This involvement empowers parents to extend and reinforce the learning experiences at home, creating a seamless connection between the educational efforts at school and the family's nurturing environment.

Furthermore, family engagement in Head Start programs contributes to the overall well-being of children by promoting a sense of community and shared responsibility. When parents are engaged, they become advocates for their child's educational success, working in tandem with educators to address any challenges or specific needs. The exchange of information between families and Head Start program staff not only supports academic progress but also helps address social, emotional, and health-related aspects of a child's development. Ultimately, family engagement in Head Start programs establishes a foundation for a lifelong love of learning and contributes to the creation of a nurturing and supportive educational ecosystem for children.



Recruitment

A nationwide teacher shortage and the expansion of Maryland's public schools' pre-K education to three- and four-year-olds have made recruitment a top priority. At SHORE UP!, Head Start has dramatically increased its recruitment efforts for both staff and students.

In FY 2023, SHORE UP staff attended 24 community events in six counties. That averages out to be one recruiting event nearly every other week!

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Child Development Associate Credential Helps Teacher Succeed

In recent years, our Head Start programs have been challenged in the area of recruiting qualified teachers. Because finding and retaining employees for these positions can be difficult, SHORE UP! provides staff with assistance in studying for and obtaining the Child Development Associate (CDA) Credential. The CDA is the most widely recognized credential in early childhood education, and it is a key stepping stone on the path of career advancement. This program year, we had 18 individuals successfully obtain their CDA credential.

Harry Byrd, one of our Early Head Start teachers, came to SHORE UP! with a high school diploma and experience working in the school system in Virginia. He was an ideal candidate for the CDA program: eager to learn, but possessing limited experience working with preschool age children. Through our CDA Credentialing program, SHORE UP! provided funding for Harry's book, classes, exam and application fee.

Harry said that the idea of working with younger children was a bit intimidating at first, but the work that he did to obtain his CDA credential helped him feel prepared and equipped for the job. He described the course as challenging, but said that it instilled in him the values of discipline and organization. He stated that he would recommend the program for anyone interested in a child care career, especially men, as males are traditionally under-represented in the field.

After successfully completing the course and receiving his CDA credential, Harry received a bump in pay and a bonus. He thoroughly enjoys working with the children and marvels at their different personalities. "As you teach them, they teach you," he commented.



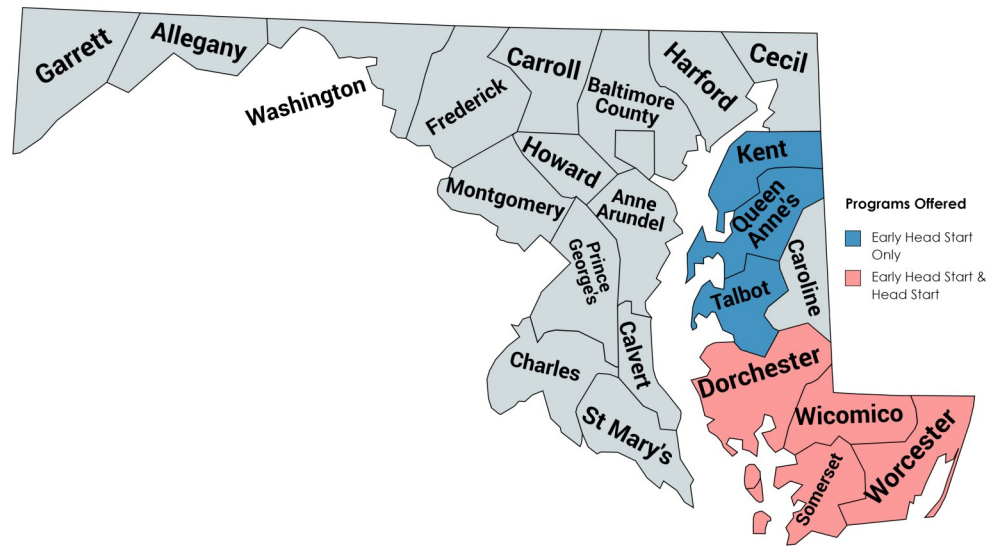
Program Revenue & Expenditures

Fiscal, Monitoring, and Auditing Information

July 1, 2022 - June 30, 2023

	HEADSTART	HS TRAINING	EARLY HS	EHS TRAINING	EHS DORCHESTER	DORCHESTER FAMILY SUPPORT	STATE SUPPLEMENTAL	TOTAL
Personnel	\$1,724,581.00	\$1,913.00	\$4,086,899.00	\$180.00	\$219,992.00	\$152,908.00	\$46,404.00	\$6,232,877.00
Fringe Benefits	\$499,430.00	\$457.00	\$1,261,802.00	\$64.00	\$64,216.00	\$47,092.00	\$14,757.99	\$1,887,818.99
Communication	\$51,176.00	\$2.00	\$90,066.00		\$5,785.00			\$147,029.00
Travel	\$6,714.00	\$3,661.00	\$3,703.00	\$85,249.00	\$960.00			\$100,287.00
Equipment	\$17,697.00		\$39,938.00		\$5,063.00			\$62,698.00
Supplies	\$71,585.00		\$315,716.00		\$11,413.00			\$398,714.00
Rent & Utilities	\$168,416.00		\$340,824.00		\$37,698.00			\$546,938.00
Contractual	\$123,132.00		\$312,687.00		\$52,087.00			\$487,906.00
Vehicle Operation	\$175,734.00		\$244,042.00		\$1,308.00			\$421,084.00
Facilities/Construction	\$94,659.00		\$133,136.00		\$12,421.00			\$240,216.00
Other	\$194,636.00	\$126,100.00	\$475,682.00	\$16.00	\$27,552.00			\$823,986.00
Direct Cost	\$3,127,760.00	\$132,133.00	\$7,304,495.00	\$85,509.00	\$438,495.00	\$200,000.00	\$61,161.99	\$11,349,553.99
Indirect Cost	\$227,470.00		\$599,420.00		\$57,428.00			\$884,318.00
Inkind	\$940,857.00		\$1,656,553.00		\$103,507.00			\$2,700,917.00
Total	\$4,296,087.00	\$132,133.00	\$9,560,468.00	\$85,509.00	\$599,430.00	\$200,000.00	\$61,161.99	\$14,934,788.99

Our Locations



DORCHESTER COUNTY

Hurlock Early Center
6210 Shiloh Church-Hurlock Road
Hurlock, MD 21643

St. Clair Center
824 Fairmount Avenue
Cambridge, MD 21613

Dorchester Early Learning Center (DELC)
824 Fairmount Ave
Cambridge, MD 21613

KENT COUNTY

Chestertown Center
115 S Lynchburg Ave Ste B
Chestertown, MD 21620

QUEEN ANNE'S COUNTY

Grasonville Center
5441 Main Street
Grasonville, MD 21638

SOMERSET COUNTY

Crisfield Center
210 N Somerset Ave
Crisfield, MD 21817

Princess Anne Center
12549 Independence Ct
Princess Anne, MD 21853

Westover Center
8395 Old Westover Marion Rd
Westover, MD 21871

TALBOT COUNTY

Easton Center
305 Glenwood Ave
Easton, MD 21601

WICOMICO COUNTY

Eden Center
30842 Eden-Allen Rd
Eden, MD 21822

Salisbury Center
520 Snow Hill Rd
Salisbury, MD 21804

WORCESTER COUNTY

Berlin Center
130 Flower St
Berlin, MD 21811

Snow Hill Center
6352 Worcester Highway
Newark, MD 21841

Stockton Center
5480 Stockton Rd
Stockton, MD 21864

For enrollment or to get more information, please get in touch with us!



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Instagram: Instagram.com/shoreup.inc