HIPPY BUDGET CONSIDERATIONS

When you begin to plan your budget for implementing a HIPPY program, you should include some specific costs. Some of these costs are fixed and some vary according to the number of families you will be serving, local salaries and the amount of in-kind services provided by the implementing agency. We have divided these budget considerations into three categories:

- Fees for license, program services and program development

- The cost of HIPPY materials – books, shapes, activity packets and Home Visitor Guides

- Other costs of operating the local program – personnel, facilities, local travel, etc.

Located at the end of this file is a budget worksheet that will help in estimating program costs.

1. FEES

Your budget will need to include the fees paid to HIPPY USA, which enable the national office to provide services, training and technical assistance to all local HIPPY programs. Three components to the fee structure reflect the support that local programs receive from HIPPY USA. The three components are license and affiliation, training and technical assistance and program development. Each one is described below, followed by a chart showing the fees over a period of time.

A. LICENSE

Because of the importance HIPPY USA places on maintaining high quality programs, the national office enters into an operating agreement with each local agency operating a HIPPY program in the United States. This agreement sets forth **the minimum requirements for operating an effective HIPPY program**. The operating agreement grants the local agency the **right to operate a HIPPY program and use the HIPPY materials, name and logo** during the term of the agreement.

In those states where a cluster of programs exists, the national office may grant a license to one agency (the "State Agency") to provide - on behalf of, and in conjunction with the national office - the administration and training necessary to facilitate the successful operation of the cluster programs. **In some cases, local programs operating under a state office may obtain a sublicense from the designated State Office.**

B. PROGRAM SERVICES

Site Visits

As an on-going means to **ensure program quality**, HIPPY USA conducts site visits. There are two in the first year; an Initial Visit to primarily train the home visiting staff and become more familiar with the agency and community and a then a Follow-Up Visit a few months into the program year to monitor progress and provide any necessary additional training. In the second year, one regular site visit is the norm. During regular site visits, national HIPPY trainers meet with agency administrators, local advisory groups and other collaborative agencies. In addition, the HIPPY trainers assist the coordinator in training the home visitors and troubleshooting around any programmatic issues. During the third year, a program will prepare for a HIPPY accreditation visit to review how well the program is meeting HIPPY program standards. Programs meeting all 30 standards receive a three-year accreditation status. All of these on-site support activities conclude with an **overall assessment** of the program **recommended steps for improvement, if any.** Where indicated, the program will produce an Action Plan for continuous improvement. The national office maintains a cadre of national trainers to assist in the provision of training and technical assistance. HIPPY USA provides extensive training to the national trainers on an annual basis.

Technical Support

The national office provides information to each coordinator through regular general **mailings, e-blasts, quarterly newsletters and updates** that provide valuable, timely information surrounding operational issues, relevant legislative developments, funding opportunities and advocacy techniques for HIPPY programs. Vital funding and advocacy information is provided through regular HIPPY USA alerts (electronic and paper).

Additionally, the assigned national trainer remains in **regular communication** (telephone or email) with the coordinator leading up to the site visit. Telephone access to all HIPPY USA staff for **technical support** regarding programmatic issues, funding concerns, curriculum questions and the use of HIPPY USA's Efforts To Outcomes (ETO) information system is available to every coordinator.

In response to the needs and desires of local program staff, materials (i.e., **Advocacy Toolkit, Fund Development Guide and HIPPY Excellence Manuals**) are developed and distributed to all programs. Many documents, materials and up-to-date information are accessible through the HIPPY USA website library.

Conferences

The national office conducts a biennial national leadership conference that provides coordinators and other HIPPY stakeholders an opportunity to meet and to participate in workshops designed to **increase their HIPPY specific knowledge and skills and further their professional growth**. Unlike most national conferences, there is **no registration fee** for coordinators and nominal registration fees for other attendees. State/Regional meetings (where

available) provide opportunities for further professional development for both coordinators and home visitors.

Start-up support
As local agencies consider including the HIPPY program as part of their family-related services, the national office provides **extensive support and information**. These include telephone consultations on program implementation and securing funding, networking with other groups in a given community who have expressed interest in the program, referrals for speakers and presenters and any other assistance requested during the application process.

The Program Services component of the fee covers all costs related to the site visits by HIPPY USA staff or national trainers, the costs for direct support services provided to each coordinator, technical support, registration for the coordinator at the biennial national conference, support for the regional conferences and assistance provided throughout the process of bringing a new program to a community.

C. PROGRAM DEVELOPMENT

In an effort to provide the best possible service to local programs while, at the same time, decentralizing the training and support resources as much as possible, HIPPY USA embarks on national projects designed to benefit all local programs. These projects tend to be ones that would be unnecessarily duplicative - and in some cases, inappropriate - if done by every local program. By coordinating input from local programs at the national level, the national office is able to provide another important service to local programs.

Curriculum Development
The HIPPY materials are continuously revised and updated in an effort to **maintain the most effective curriculum**. This is done in response to the experiences of the parents and children who use them and to incorporate the most **current information and research** available from the fields of early childhood education, emergent literacy, child development and adult education. All new curricular activities are evaluated; many materials are translated into Spanish, and other languages as the needs and means emerge. A distinguished group of advisors, including experts in the relevant fields, parents in the program, home visitors and coordinators, are convened and consulted to provide guidance for all curricular projects.

Efforts To Outcomes (ETO) Licensing, Training and Technical Assistance
The national office assumes ultimate responsibility for the development and maintenance of an electronic management information system that supports the needs of local program operations and the development of a national database. The national office collects and aggregates program data and provides local programs with general and customized reports. Programs have the ability to produce various local reports.

Research Efforts
The national office initiates and supports studies of the HIPPY program. This includes collecting data and conducting evaluations to monitor program implementation, growth and development and to determine HIPPY model adaptations. All research reports are available to local programs.

Government Relations

HIPPY USA has a firm in Washington D.C. to monitor legislation and government policy making to sustain and expand HIPPY programs. The goals of our advocacy efforts are to help maintain HIPPY at the cutting edge of policy and practice, raise HIPPY's visibility of Capital Hill and increase finding opportunities to provide HIPPY services to parents and families.

National Awareness

The national office works to increase awareness of HIPPY program in local, state and national forums to include federal legislators, federal government agencies and programs, national funders, national professional organizations, leading researchers and the public at large. This is achieved through advocacy, outreach, public relations and participation in local and national professional conferences.

Website

The HIPPY USA website, hippyusa.org, contains basic and pertinent information about HIPPY and its activities (conferences, trainings and new projects), our partners and links to other services and organizations. The HIPPY website includes documents that can be downloaded by program staff or participants. Additionally, via the library section of the website, coordinators have access to various home visitor training modules.

National Affiliation

The HIPPY program is widely recognized and accepted in the family support and early childhood networks. HIPPY USA has earned a reputation for being a collaborative partner in national, state and local efforts to build stronger community supports for vulnerable families. HIPPY USA undertakes collaborative initiatives such as combining distinct program models, sharing of training resources, conducting workshops at conferences in collaboration with other national organizations and networking to keep abreast of relevant legislative initiatives. By implementing a HIPPY program in your community and by being affiliated with the national HIPPY network, **local programs benefit from HIPPY USA's reputation**.

All the activities described above are designed to improve the quality, availability or sustainability of local HIPPY programs. The program development component of the fee structure is used to defray some of the costs of these extensive program development activities.

2. HIPPY MATERIALS

Certain basic materials necessary for implementing a HIPPY program must be purchased through HIPPY USA's publisher, Connelly 3 Publishing Group (sole vendor). **One set of activity packets, storybooks and shapes are purchased for each enrolled child**. In addition, each **home visitor needs a set of storybooks, two sets of activity packets, a set of shapes and a home visitor instruction guide** (for each age curriculum and language they will serve). A full set of <u>all</u> materials is ordered for the coordinator.

The full curriculum (activity packets and storybooks) exists in both English and Spanish. The home visitor guides exist in English and Spanish. Locally produced translations and modifications of the materials are not permitted: **Translations can only be done with the permission of, and in conjunction with, the national office**. HIPPY is not an English as a Second Language (ESL)

program. Any potential uses of the curriculum, other than specified, must be discussed with the national office.

3. LOCAL PROGRAM OPERATING COSTS

The administrators of agencies and organizations interested in implementing HIPPY are typically concerned about the marginal cost of the program. The "marginal cost" of a new program is the amount by which an organization's budget must increase to operate the new program, in addition to what it is already doing.

The fees for training and technical assistance, affiliation and license and program development are fixed costs. The cost for curriculum materials varies according to the number of children served. The third category of expense – Local Operating Expenses (other than HIPPY materials) – is a little more complicated and subject to several variables (in-kind donations, ability to make bulk purchases, etc.).

Personnel
Every HIPPY program must have certain key personnel – at least one Coordinator who is responsible for training and supervising the home visitors and daily program management and Home Visitors (called by various names in different programs) who deliver program services. The level of compensation (salary and benefits) for these personnel will vary from place to place in relation to prevailing rates in local labor markets, the number of children served, the ratio of children to home visitor, and the compensation structure of the implementing organization. However, studies indicate that there is a direct correlation to low wages (at or near minimum wage) and attrition among home visiting staff.

Rules of Thumb
Part-time home visitors may work with between 10 to 15 children (full time, a maximum of 25), providing services during home visits and group meetings per the site's schedule. The recommended caseload allows adequate time for planning visits and meetings, as well as in-service training and individual supervisory sessions.

HIPPY Coordinators must be assigned to the HIPPY program on a full time basis regardless of the number of children served.

Larger programs may also find it necessary to hire an assistant coordinator. *HIPPY Excellence Manual: Model, Guidance and Accreditation* provide guidelines for determining when an assistant or another coordinator is required.

Administrative support is invaluable to the coordinator, especially one with a large program or extremely vulnerable population, and can assist with many clerical duties, to include ETO data entry.

Additional Direct Costs
Preservice Training – HIPPY USA conducts a weeklong training for all new Program Coordinators. Please contact the national office for information on upcoming training. The fee for this training is **estimated** $875 for the program coordinator, $575 for additional trainees from the

same program and $300 for administrators and supervisors only attending the first two days of Preservice. This includes all training materials, lunch for the five days of training, and dinner for one evening. It does not include airfare, hotel costs or other meals. It is supportive to program quality if the supervisor also attends this training. Registration information and costs are available through the national office.

Travel to the National Conference – Program Coordinators and Assistant Coordinators are also required to attend HIPPY USA's Biennial National Conference. Estimated cost for airfare and hotel should be included in your budget.

Although various other resources are needed to implement the HIPPY program, some of those may not require additional expenditures by the implementing organization. For example, office and meeting space for HIPPY may be available at no additional cost to the organization. Such **in-kind contributions** help reduce the cost of the program.

Items to be considered in estimating other direct operating costs:

- Facilities – rent, utilities, maintenance, insurance – including at a minimum, an office for the HIPPY Coordinator, space for the Coordinator to conduct staff training and staff development workshops, space for home visitors to complete paperwork, space for parent group meetings and storage space for curriculum materials and other program related documents.
- Office furniture and equipment
- Telephone for local calls and occasional calls to the national office
- A computer with access to the internet for the Efforts to Outcomes (ETO) data management system
- Budget for group meetings, field trips*, etc. (*while field trips are not a requirement, they add tremendous value to the lives of the participants)
- General office supplies and postage
- Miscellaneous supplies for program (crayons, scissors, paste, etc.) – provided to the participant

FEE STRUCTURE

License

PER AGENCY	YEAR 1	YEAR 2 & BEYOND
Implementing Agency	$2,000	$1,000

Program Services [1]

PER COORDINATOR	YEAR 1	YEAR 2 & BEYOND
First Coordinator	$4,000	$2,500
Each Additional Coordinator	$2,000	$1,500
Each Assistant Coordinator	$1,000	$750

Program Development

PER AGENCY	YEAR 1	YEAR 2 & BEYOND
Implementing Agency	$2,000	$2,000

TOTALS	YEAR 1	YEAR 2 & BEYOND
One-Coordinator Program	$8,000	$5,500
Two-Coordinator Program	$10,000	$7,000
One-Coordinator/ One Assistant Coordinator	$9,000	$6,250

[1] Program Services

Since the most intensive training and technical assistance is provided to the first coordinator implementing a new program, the fee for a single coordinator in the first year is $4,000. This fee decreases after the first year because the coordinator requires less support as s/he gains more experience and because the number of site visits also decreases. In the second year, the Program Services fee decreases and stabilizes at $2,500 per year. However, if the program expands, the fee is adjusted to the number of coordinators added.

An Assistant Coordinator will also benefit from the training and technical assistance provided by HIPPY USA. For that reason, each Assistant Coordinator will be counted as 0.5 of the Coordinator costs for the purposes of calculating the Program Services fees

Estimated Sample Total Program Budget (Expenses related to operating a HIPPY program) (2017-18 curriculum prices listed)

Expenses will vary by site.	25 children	50 Children	75 children
MATERIALS*			
Storybooks and activity packets	1,700	3,400	5,100
Plastic Shapes	105	210	315
Estimated Shipping Costs	285	570	855
SUB-TOTAL	**2,090**	**4,180**	**6,270**
LOCAL PERSONNEL	*1 home visitors-FTE*	*2 Home Visitors-FTE*	*3 Home Visitors-FTE*
Coordinator (Fulltime, 40 hours per week, 52 weeks)	40,000	40,000	45,000
Home Visitors ($10.00 per hour, 40 hours per week, 40 weeks)	20,800	41,600	62,400
Taxes and Benefits (32% of wages)	19,460	26,110	34,368
SUB-TOTAL	**80,260**	**107,710**	**141,770**
OTHER COSTS			
Training and Conferences (Preservice, biennial Leadership Conference, Regional Trainings)	2,000	2,000	2,000
Office expenses (telephone, photocopier, etc.)	4,800	4,800	4,800
Supplies for families	250	500	750
Mileage (calculated using $.545 per mile)	600	1,200	1,800
Group meetings (6 per year)	360	720	1,080
SUB-TOTAL	**8,010**	**9,220**	**10,430**
FEES - First Year**			
License	2,000	1,000	1,000
Program Services (One Coordinator)	4,000	2,500	2,500
Program Development	2,000	2,000	2,000
SUB-TOTAL	**8,000**	**5,500**	**5,500**
TOTAL	**98,360**	**126,610**	**163,970**

*The materials listed support a site where half the families served are Age 3 (Year 1) and half are Age 4 (Year 2).