

# Satellite Family Child Care System

## 2025 Quarter 3 Report

Satellite Family Child Care System, established in 1975, currently serves family child care programs throughout Wisconsin with accreditation and support services.

### Satellite's Accreditation Standards

Family child care programs achieving accreditation are recognized as meeting the highest standards in home-based early care and education. The Satellite Accreditation Standards allow programs the flexibility to implement high quality, research-based practices through a lens honoring diversity and child-centered care. The standards are organized into six areas of core competencies:

- Interactions and Relationships
- Physical Environment, Equipment and Materials
- Daily Program for Children
- Supporting Children's Development
- Health, Safety and Nutrition in the Family Child Care Home
- Business Management and Professionalism

### Satellite's Support Services



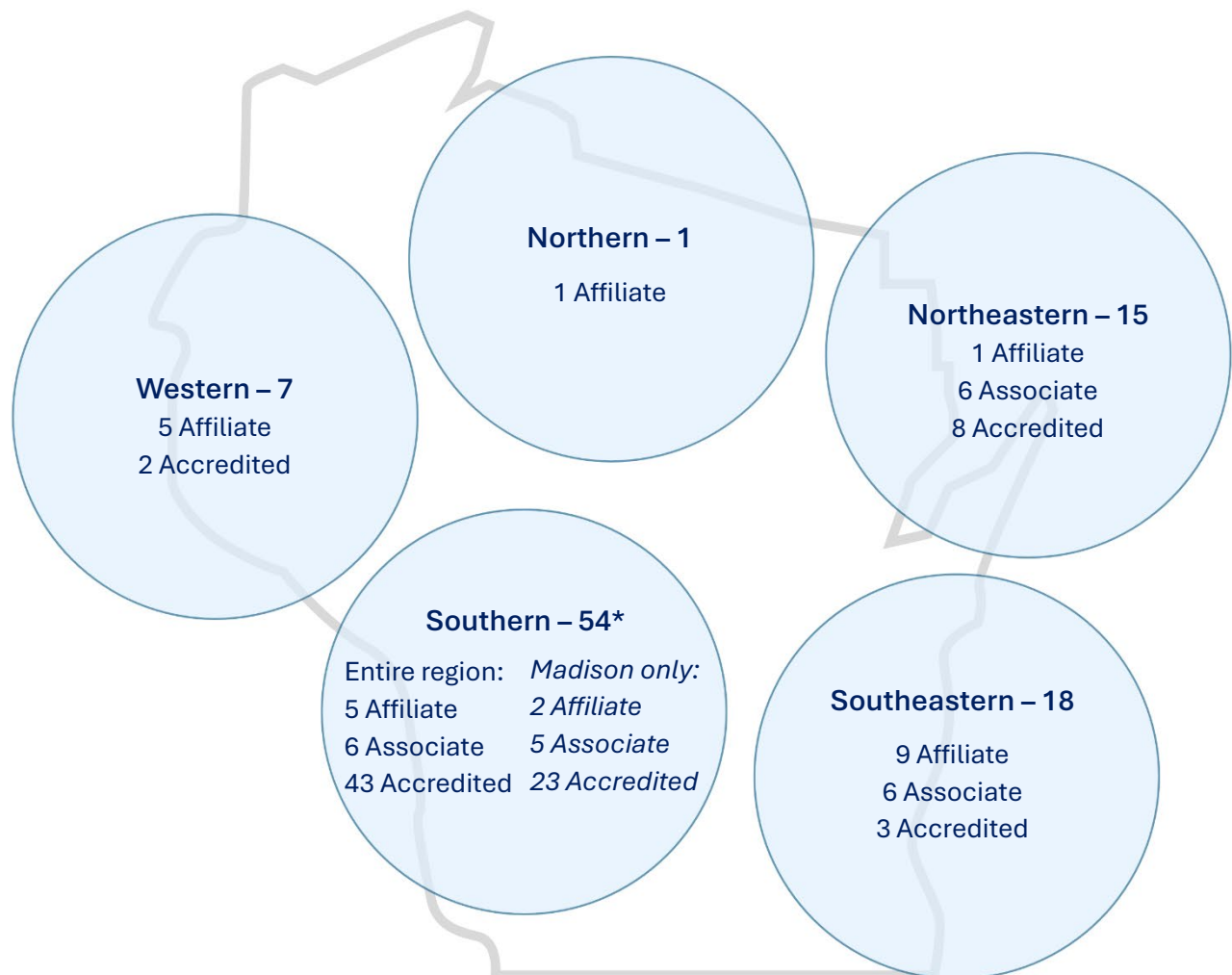
## Participation in Satellite's Accreditation System

**Affiliate** programs are new to Satellite, often having joined within the last 0-2 years. These programs are beginning their work towards meeting all accreditation standards and becoming fully accredited.

**Associate** programs are on the second step of the journey to accreditation. They have often been participating in Satellite for between 6 months-3 years. These programs are working towards meeting all accreditation standards and becoming fully accredited.

**Accredited programs:** Family child care programs achieving accreditation are recognized as meeting the highest standards in home-based early care and education. The Satellite Accreditation Standards allow programs the flexibility to implement high quality, research-based practices through a lens honoring diversity and child-centered care. Once a program is accredited, it must continue to meet the Satellite Accreditation Standards to maintain that status. Every 18-21 months, the program participates in a reaccreditation process.

### Locations and status of our 95 Family Child Care Programs



**Satellite Consultation and Support:** Satellite is a strength-based model, working on increases in quality from each program’s unique starting place while simultaneously supporting programs so that they have the resources, knowledge, and community they need to have a successful, sustainable family child care business.

The quality improvement process begins when the family child care program owner completes an application and is accepted into Satellite’s accreditation system. The consultant and program owner meet at a minimum of quarterly working on steps to align the program with Satellite’s accreditation standards while providing requested supports. Resources and support provided are customized to each educator’s needs, interests and current understanding of quality measures.

After achieving accreditation, the consultant and educator continue to meet at least quarterly to continue this work in a process of ongoing quality improvement and support.

Program category movement July—September 2025	New affiliate programs	New associate programs	Newly accredited programs	Newly reaccredited	Left Satellite**
YoungStar Region: Southern*	0	1	3	8	3
<i>City of Madison*</i>	0	1	2	4	1
YoungStar Region: Southeast	1	1	0	0	0
YoungStar Region: Western	1	1	1	0	0
YoungStar Region: Northern	0	0	0	0	1
YoungStar Region: Northeast	0	0	1	1	0
<b>Total</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>9</b>	<b>4</b>

\* Data for the city of Madison is pulled out separately and also embedded in the data for the Southern region

\*\*Programs leave Satellite for a variety of reasons. This quarter, 2 affiliate (new) programs, 1 associate program and 1 accredited program left:

- 3 programs left voluntarily, for the following reasons:
  - 2 programs closed as program owners chose to stop working in family child care. One former owner is now working in advocacy and running for public office; the other is working in a group child care program.
  - 1 program owner decided she was not ready to meet accreditation standards and will be focusing on college classes
- 1 program’s participation agreement expired and was not eligible for a renewal. After one year of significant Satellite supports, this program had not begun to make changes to align with the accreditation standards.

**Satellite’s Loan Program** (equipment, curriculum units and resource books): Satellite’s loan library, equipment, and curriculum units are quality improvement and supportive tools available to Satellite participants.

- The library includes topics in early childhood education, family child care business and program assessment.
- Theme-based curriculum units guide providers in curriculum development and implementation. Their contents support children’s development in the areas of STEM, language, social-emotional, and motor skills.
- Equipment loans such as climbers, lofts, unit blocks, and bicycles offer exposure to items providers can consider purchasing for their programs and allow providers with little storage space or available funds a rotation of high-quality equipment.
- As needed, educators may work with their consultant to learn how their equipment, curriculum and environment interact to align with quality standards. Coaching in topics like the child care environment, child development, learning opportunities and curriculum implementation is supported by book, equipment and unit loans.

Satellite Supports	Total	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Newsletters	6	3	3	3	
Gathering in community	13	4	5	4	
Consultant visits in programs	608	202	195	211	
Other consultant contacts	6446	1771	2188	2487	
Loan program-items utilized this quarter					
Resource books	28	10	8	10	
Curriculum units	369	205	80	84	
Equipment	1015	426	288	301	



## Satellite's Professional Learning

July– September 2025

Professional Learning	Total	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Hours offered	101	24	58	19	
Total attendees	737	265	245	227	

**Exploring Quality in Family Child Care: Supporting Infant's Large Motor Development** explored gross motor milestones throughout the first year of life, the unique benefits of floor play, and pediatric recommendations for the use of infant containers (for example, bouncers, activity chairs, and swings). Participants learned how to safely engage infants in floor play, including tummy time, in a mixed-aged environment. Occupational Therapist Gretchen Becker-Crabb facilitated this training on Tuesday, July 8 from 1–2 pm. The event took place on Zoom. All family child care providers in the state of Wisconsin were invited to participate. There were 40 participants in attendance.

**Promoting Calm Through Your Environment** introduced ways to promote a calm program atmosphere in family child care. Participants learned to create and maintain a predictable, sensory-friendly environment by supporting children's visual, auditory, tactile, and kinesthetic sensory systems. This course explored the impact of adult regulation on children's calmness and offered calming techniques to practice every day with a mixed-age group. The event featured video interviews with family child care educators Beth Zielinski (Tadpoles to Frogs) and Jenifer Cribben (Jenifer's Joyous Ones) and in-program example videos with Michelle Endvick (Learning 4 Life). Grace Eilers facilitated this training on Wednesday, July 16 from 6–8 pm. The event took place on Zoom. All family child care providers in the state of Wisconsin were invited to participate. There were 63 participants in attendance.

**Exploring Quality in Family Child Care: Rich Sensory Experiences** explored how sensory play opens opportunities for children to practice language, cognitive, motor, social, and emotional skills. Participants learned techniques for offering a variety of rich sensory experiences for a mixed-age group through intentional planning, high-quality interactions, and self-reflection. Grace Eilers facilitated this training on Tuesday, August 5 from 1–2 pm. The event took place on Zoom. All family child care providers in the state of Wisconsin were invited to participate. There were 44 participants in attendance.

**Protect Child-Directed Play** explored how children learn, grow, and develop through playful, self-directed experiences. This workshop introduced some of the early learning concepts children practice when offered rich opportunities for imaginative exploration. Participants learned strategies for assessing the amount of child-led learning throughout their day and how to best support children's meaningful play. Grace Eilers facilitated this training on Saturday, August 16 from 9–10 am. The event took place at the Wisconsin Family Child Care Mini-Conference in Menomonie. The conference attracts family child care educators throughout the western region. There were 14 participants in attendance.

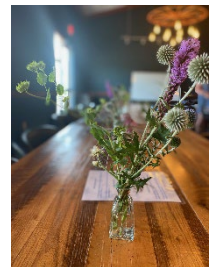
**Exploring Quality in Family Child Care: Defining Your Philosophy** explored the importance of creating a clear and transparent program philosophy statement in family child care. Participants learned the components of and how to write a clear philosophy statement through reflecting on their own set of beliefs, goals, and values about child development. Grace Eilers facilitated this training on Tuesday, September 9 from 1–2 pm. The event took place on Zoom. All family child care providers in the state of Wisconsin were invited to participate. There were 35 participants in attendance.

**Safety Saturday** occurred on Saturday, September 27 from 8–5 pm and included a full day of free health and safety training offered to early childhood educators affiliated with Satellite. The event was held at Reach Dane – Red Arrow (2096 Red Arrow Trail Fitchburg). Dan Grejczyk from Pulse Check Plus facilitated Pediatric First Aid CPR AED Training from 8–2 pm with 10 participants. Elisa Martinez from 4-C facilitated Pediatric First Aid CPR AED Training in Spanish from 8–2 pm with 12 participants. Lynda Nelson and Person 2 of Kids Safe Madison Area Coalition facilitated Child Car Seat Training from 2–5 pm with 9 participants. Lunch was offered to all participants from 11–12 pm.

## Group Events for our Educators

July – September 2025

Educator Appreciation Dinner, Northeast region: On July 23, 8 family child care educators and Satellite staff came together in the beautiful group space donated by Van Zeeland Landscaping for the annual educator appreciation event. We enjoyed a delicious dinner and educators received gifts of appreciation, including books, flowers, tee-shirts and bags—and certificates acknowledging their participation in Satellite's accreditation system. It was a beautiful evening full of wonderful conversation.



Noche Latina: An event for Spanish-speaking, Satellite affiliated family child care educators held at Satellite's office. Noche Latina aspires to build a network of supportive relationships. Events include socializing, meeting new educators, networking and brief Satellite updates. Satellite consultant Estella Vargas leads this group. This quarter, Noche Latina met on July 8, August 13 and September 10. In August, participants engaged in a painting activity which was both fun and relaxing. In September, we welcomed future family child care educators into the childcare field, fostering an environment to exchange ideas, share experiences, and strengthen professional collaboration. In total, there were 45 family child care educators sharing food, stories and relaxing together.

## Outreach

July –September 2025

Cultivating Strength in Early Childhood Education conference: Satellite associate director Laura Simkin provided participants information about Upward Milwaukee, Satellite's new quality improvement project and Satellite's accreditation system and supports. Milwaukee, September 20.

## Satellite Representation and Collaborations

Wisconsin Family Child Care Association (WFCCA): Satellite representative Laura Simkin, Satellite Associate Director, sits on the board of WFCCA. Satellite's role with WFCCA is to provide resources and support for the association as a community partner, along with providing information about Satellite's services and accreditation program.

Be Heart Madison—Community Pyramid Model Implementation: Satellite Accreditation Consultant Mykenzie Lerg represent Satellite within this group, dedicated to a community-wide implementation of the Pyramid Model.

Milwaukee ECE Coalition: Satellite Accreditation Consultant Rachel Halstead and Satellite Associate Director Laura Simkin represent Satellite on this coalition, whose work is focused on identifying and responding to pressing needs in Milwaukee's early childhood education sector.

Early Learning Connections: Associate Director Laura Simkin is on the planning committee for the annual Early Learning Connections Conference. This Madison-area early childhood conference brings together community partners including Madison Metropolitan School District, 4Cs, WECA, Reach Dane, City of Madison Child Care Unit, and the Department of Children and Families for an early childhood conference.

## Satellite Support Booklet

This quarter, Satellite launched our new support booklet. This reference guide includes information about why each support is valuable for family child care programs and children and how to access each support.

It emphasizes that all Wisconsin family child care programs can participate in some Satellite supports. Additionally, programs in Satellite's accreditation system and quality support programs have access to significant, ongoing supports and resources.

The booklet is being distributed by Satellite consultants, along with being available upon request and when Satellite attends early childhood conferences as an exhibitor.



## Partners

### Funding Satellite's Accreditation, Quality Improvement and Support Services

**City of Madison:** For decades, Satellite has contracted with the city's Child Care Unit to provide accreditation and support for family child care programs in Madison. The city offers additional support to our participants, including stabilization funds to increase the income of programs who are taking low-income families and occasional professional development opportunities.

**Milwaukee Succeeds (The Greater Milwaukee Foundation):** A new, exciting partnership formed in September 2025 with the creation of the Upwards Milwaukee quality improvement project. Funded through Milwaukee Succeeds, this new project provides 10 Milwaukee family child care programs with Satellite's array of supports already offered to our programs in our accreditation track. The three-year effort focuses on assisting programs in meeting regulatory guidelines while also increasing program quality, as determined by the Satellite Accreditation Standards.

**Shine Early Learning:** In 2023, a new partnership formed "YoungStar Connect", which includes collaboration among many of early childhood agencies in Wisconsin, including Satellite. Satellite receives funding through this partnership for the accreditation and support of 90 family child care programs outside of Madison. Through June 2025, this partnership also provided for the Family Child Care Content Specialist position, which accounts for our ability to dramatically increase our professional development offerings.

**University of Madison – Office of Child Care and Family Resources (OCCFR):** Satellite and UW-OCCFR have a long-standing relationship. UW-Madison students, staff and faculty are eligible to receive an enhanced family referral process when looking for child care within Satellite's participating child care programs. UW-OCCFR provides additional funding to Satellite for our accreditation and support services, funding for Satellite staff and program professional development, and regular gifts –including many beautiful children's books--to our programs.



Satellite is incredibly grateful to those providing the resources so we may do this important work. Thank you!



## 2025 Surveys of Programs

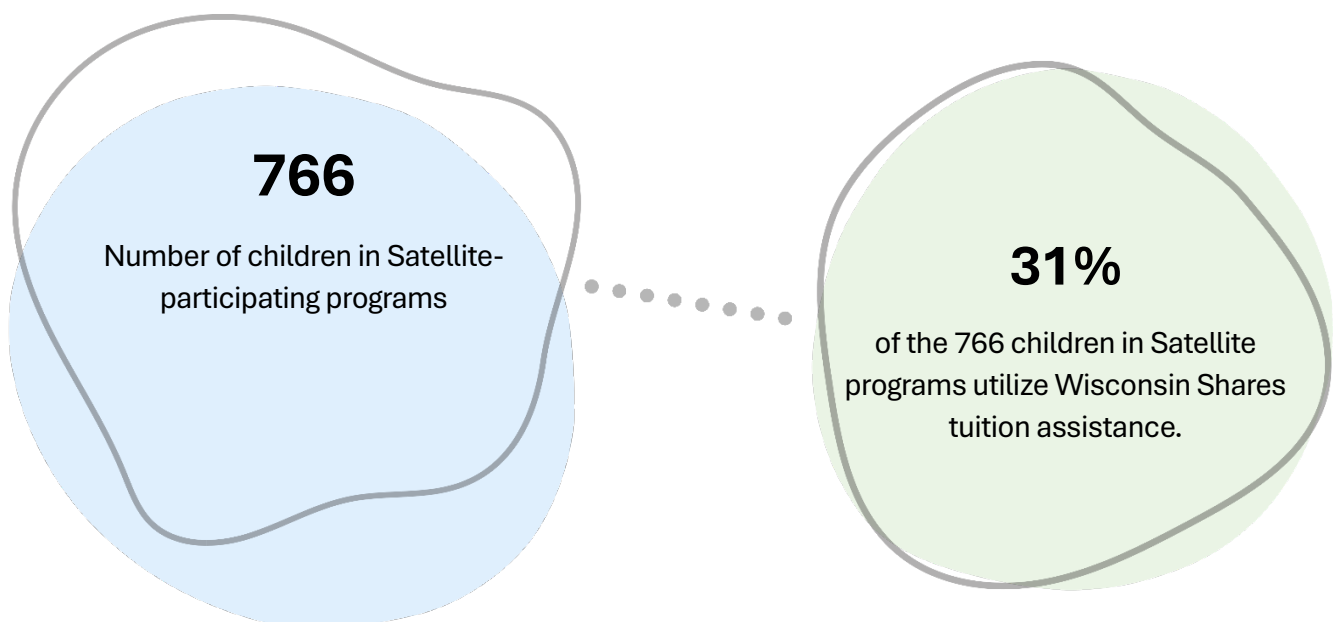
### Enrollment Data

Results from 99% of Satellite family child care programs

All Satellite programs	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Children in Satellite programs	686	754	766	
Recipients of Wisconsin Shares	161 (23%)	203 (27%)	234 (31%)	

City of Madison data	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Children in Satellite programs	181	222	221	
Recipients of Wisconsin Shares	42 (23%)	42 (19%)	44 (20%)	

University of Wisconsin–Madison data	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Children 0-1 years old with a parent who is UW-staff	2	6	9	
Children 2 years old with parent who is UW-staff	9	5	2	
Children 3-5 years old with parent who is UW-staff	7	8	9	
Children 6-12 years old with parent who is UW-staff	2	0	0	
Children 0-1 years old with a parent who is UW-faculty	4	4	5	
Children 2 years old with parent who is UW-faculty	2	1	2	
Children 3-5 years old with parent who is UW-faculty	4	4	2	
Children 6-12 years old with parent who is UW-faculty	2	0	0	
Children 0-1 years old with a parent who is a UW-student	5	3	6	
Children 2 years old with parent who is a UW-student	0	5	4	
Children 3-5 years old with parent who is a UW-student	0	2	9	
Children 6-12 years old with parent who is a UW-student	6	1	0	





## Family Referral Data

We support Satellite accredited programs by connecting family child care programs with families looking for high quality early care and education through our referral system. Families may choose to complete the "Find Satellite accredited family child care programs" referral form on [Satellite's website](#), call or email us.

### Total\* referrals connecting families to Satellite program child care openings

All Satellite Programs	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Referrals to families	59	63	63	
Total children needing child care	69	67	68	

University of Wisconsin-Madison data*	Q1 2025	Q2 2025	Q3 2025	Q4 2025
UW students	12	9	15	
UW staff	22	20	24	
UW faculty	8	9	10	
UW hospital		10	4	
Total children needing child care	36	42	47	

*\*Some families have multiple associations and are included in each disaggregated category. These families are listed once in the total number of referrals.*

### Paying for Child Care – Data based on family referrals




Families seeking child care and planning to use tuition assistance	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Child Care Tuition Assistance Program (UW-OCCFR)	4	2	9	
City of Madison child care assistance	0	0	0	
Wisconsin Shares	7	9	7	
No plans to use tuition support	48	52	49	

Child age and desired schedule for child care openings		Q1 2025	Q2 2025	Q3 2025	Q4 2025
0-2 years old Total: 60	0-2 years old part-time schedule	14	16	12	
	0-2 years old full-time schedule	29	19	17	
	0-2 years, either full or part time schedule	17	21	19	
3-5 years old Total: 7	3-5 years old part-time schedule	2	1	5	
	3-5 years old full-time schedule	5	6	7	
	3-5 years, either full or part time schedule	0	3	0	
6+ years old Total: 2	6+ years old part-time schedule	1	0	1	
	6+ years old full-time schedule	1	0	1	
	6+ years, either full or part time schedule	0	1	0	

## Family Child Care Profession Deep Dive

### How much work it takes to run a family child care program

While individual program's numbers fluctuate significantly, on average we can estimate that:

-  Satellite family child care programs are open **49 hours** per week.
-  Satellite family child care program owners work **46 hours** with children, plus **16 hours** on additional administrative tasks.
-  Of the 36% of programs with employees, those employees work **35 hours** with children, plus **15 hours** on administrative tasks.

#### Hours per Week

Numbers indicate the percentage of Satellite programs in each category

	1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-70	71+
Hours program is open						1%	1%	14%	18%	27%	15%	15%	2%	1%	4%

#### Program owners

hours working with children					2%	7%	3%	15%	14%	24%	15%	12%	3%	2%	1%
additional hours working when not with children*	13%	26%	13%	20%	13%	9%		2%		2%		2%			

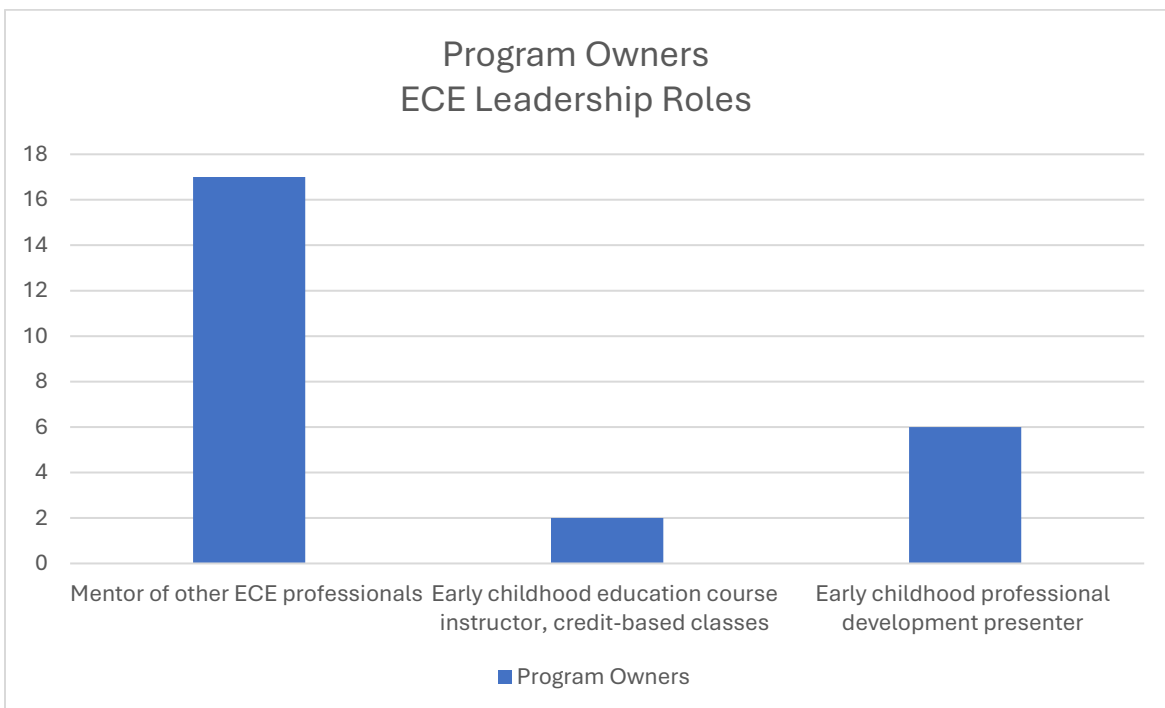
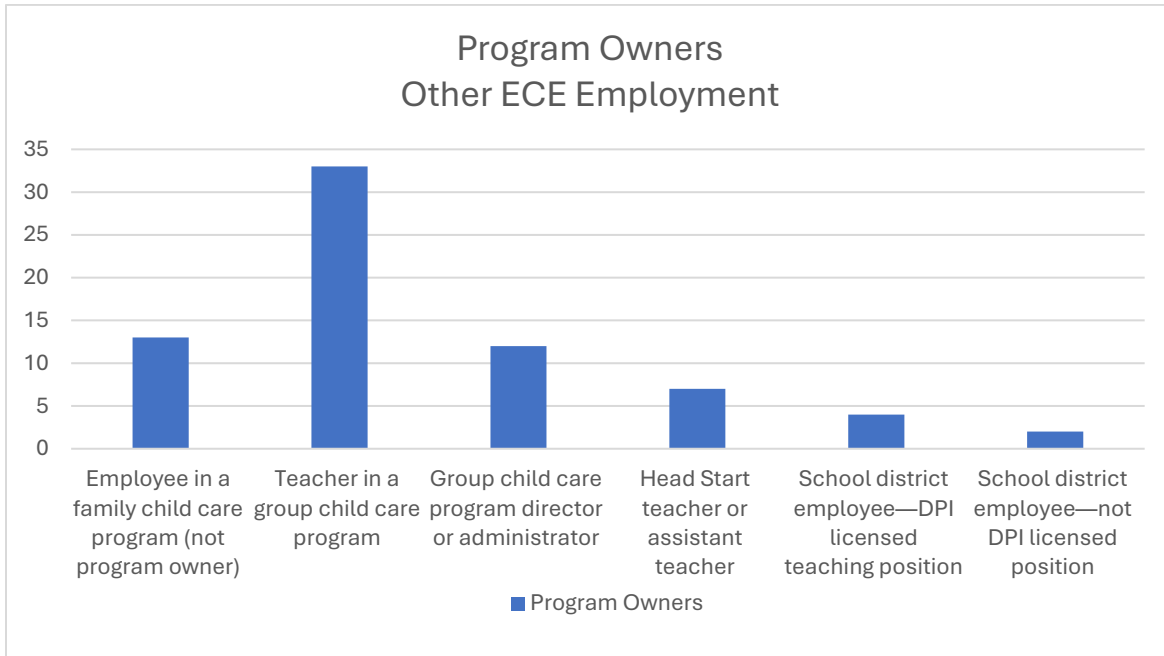
**Program staff** 36% of Satellite-participating programs have staff. Of these, there are 13 lead teachers, 20 assistant teachers, 8 substitutes, 1 program co-owner, and 8 spouses working in programs.

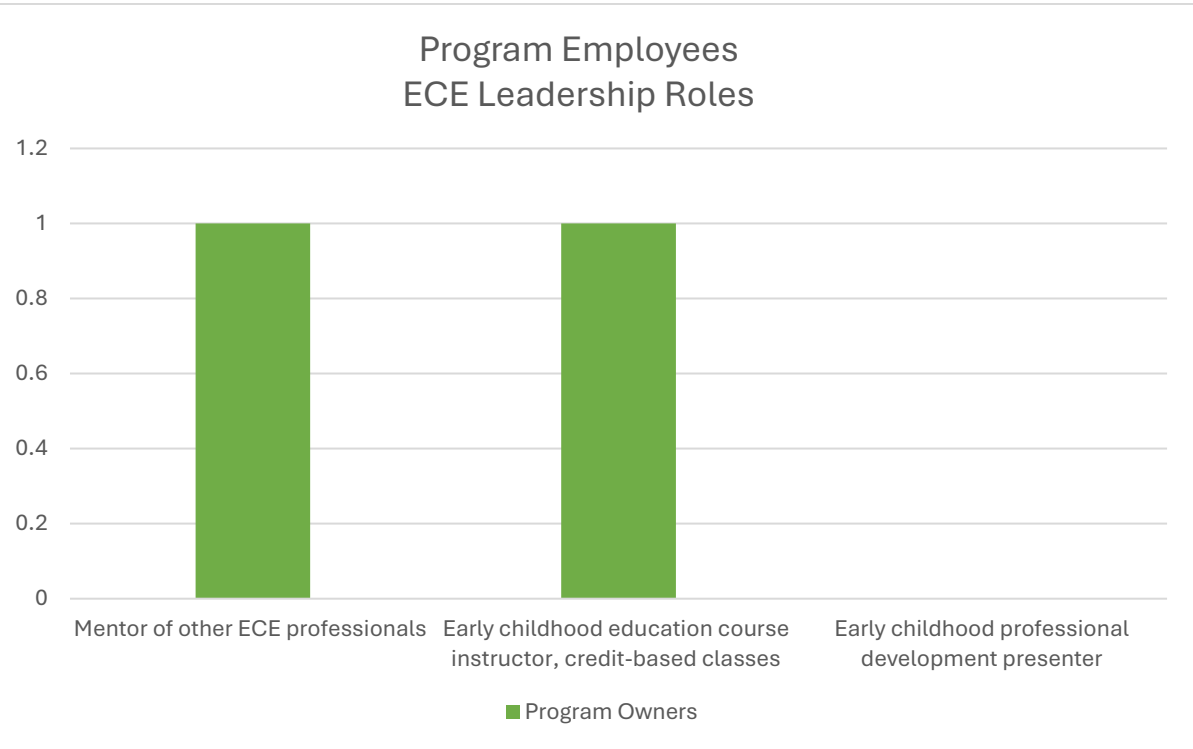
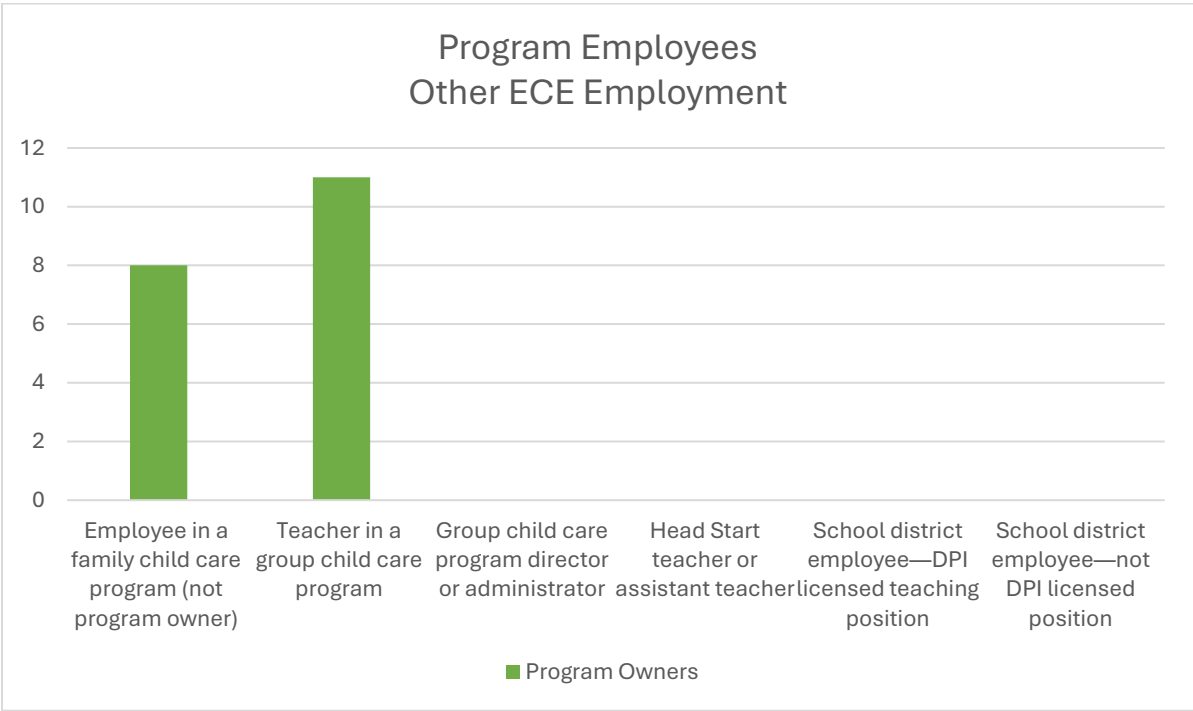
hours working with children	15%	6%			15%	6%	3%	15%	9%	15%					15%
additional hours working when not with children*	39%	18%	6%	6%	3%	15%		6%		6%					

*\*Examples—paperwork requirements, grocery shopping, cleaning, planning curriculum, prepping food, documenting children's development, etc.*

## Family Child Care Profession Deep Dive

### Previous professional early childhood education experiences of family child care educators





## Satellite Family Child Care Program Owner Demographics

as of 9/30/25

Race	#	%
White/Caucasian	55	62%
Black/African American	15	17%
Asian	2	2%
American Indian/Alaskan Native	0	--
Native Hawaiian/Other Pacific Islander	0	--
Multi-racial	7	8%
Balance/Other	0	--
Prefer not to answer*	10	11%

Ethnicity	#	%
Hispanic or Latino	22	25%
Not Hispanic or Latino	66	74%
Prefer not to answer	1	1%

Gender	#	%
Female	88	99%
Male	0	--
Non-binary	0	--
Transgender	1	1%
Other	0	--

Age	#	%
18-29 years old	4	5%
30-59 years old	77	87%
60-74 years old	8	9%
75 and older	0	--
Prefer not to answer	0	--

Disability Status	#	%
Disabled	3	3%
Not disabled	85	96%
Prefer not to answer	3	3%

Household Size	#	%
1	8	9%
2	22	25%
3	19	21%
4	22	25%
5	14	16%
6+	4	5%

