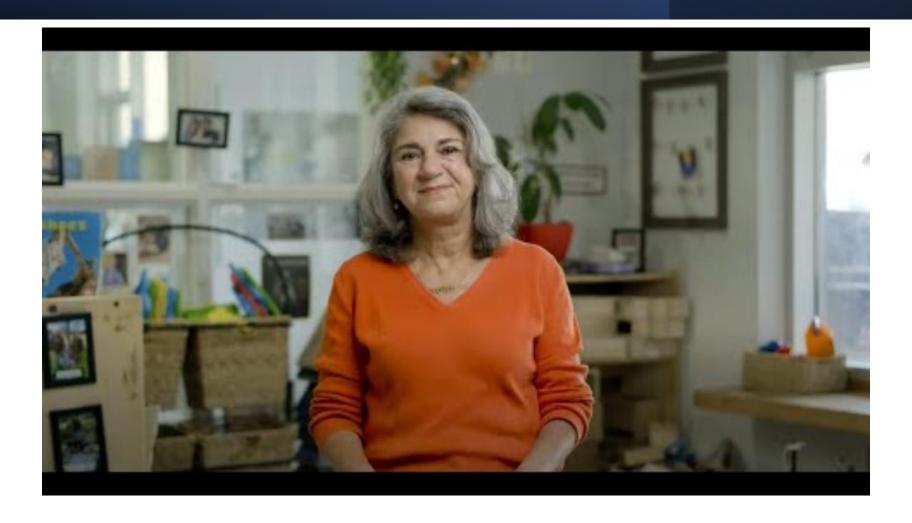
Quality Early Learning and Child Care is Economic Infrastructure

















he Counties

OMSSA Exchange Conference
May 7, 2024

Background – Better Together (BT2023)

- Partnership of six CMSM's
- Project lead Millennial Strategist (Michelle Schurter)
- Identified collaborative projects to address the ELCC workforce crisis across the following priority areas:

Sustain

Sustain the existing workforce

Enhance

Enhance access to opportunities

Grow

 Grow the number of qualified staff

Attract

Attract an increasingly diverse workforce

Overview of BT2023 Collaborative Projects



New Allies – identify new allies to strengthen/grow the ECE workforce



New Models – explore new models to improve conditions for employment (e.g., benefits, wage grids, etc.)



New Narrative – promote benefits of a career as an ECE to community and other groups (e.g., high school students)

Collaboration Spectrum

							Trust
	Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
	Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals; shared decision- makers and resources.	Fully integrated programs, planning, funding.
Turf							
Loose							Tight

New Allies – Design Lab



- Facilitated by Rachel Crane Workforce Collective
- Identify New Allies to strengthen the ECE workforce
- Five Design Labs Chatham-Kent, Simcoe County, Sudbury, Brockville, Niagara (EDCO)

New Models – Heartwork Brand



- 12 communities participated and shared the cost of 1 virtual day of learning...bringing together over
 4,300 CCEY educators! Strength in numbers / dollars / energy.
- Feelings noted of 'strength in PD Day with over 4,300 other CCEY Educators' sense of belonging.
- Larger purchasing power for guest speakers, event organization, etc. Issues are common across communities;
- Each community is spending time coming up with solutions, process, etc. to address same challenges (not efficient).
- A coordinating body / team can facilitate connections and relationships that cross over to assist problem solving in other areas
- Establishes pockets of expertise and interest from across the province to focus on specific areas of focus



New Models – Knowing Our Numbers





43 of 47 CMSM's/DSSAB's participating



Project lead – Atkinson Centre for Society and Child Development

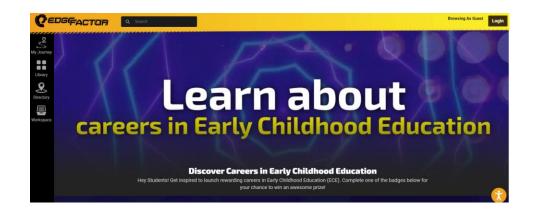


Evaluation of ELCC working conditions – provincial data collection (review of existing data, surveys and focus groups)

New Models – Workforce/Employee Value Propositions

- Explore, assess and develop shared service models that support more efficient business practices and attractive employment offerings.
- Examples:
 - Joint purchasing (e.g., employee benefits packages)
 - Joint staffing supply list
 - One board of directors shared administrative team (HR, finance, marketing)
 - Professional learning opportunities shared costs (e.g., Infant Mental Health)

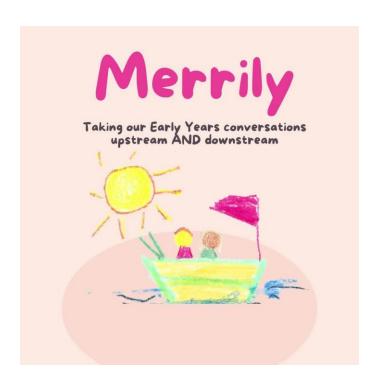
New Narrative – Edge Factor





- Released in February 2024 among Ontario school boards
- Badge Campaign

New Narrative – Merrily Podcast



- 10-episode series taking conversations about ECE up and down stream
- Available on iTunes, Spotify, VoiceEd

Evaluation Framework

Long-term Conditions are created to achieve a thriving and sustainable ELCC workforce Outcomes Strengthened partnerships between ELCC ELCC leaders increase implementation of new Increased enrollment in post-secondary ECE Intermediate leaders and new allies to recruit/retain ECE's models programs Outcomes Increased knowledge among local Increased knowledge among ELCC leaders of Increased knowledge among elementary and Short-term communities about the FLCC workforce crisis high school students of a career as an ECE models available Outcomes Knowledge mobilization tools including Local workforce briefings/fact sheets Edge Factor ECE Badge Campaign and ECE models from various jurisdictions for ELCC Videos/social media/podcasts (knowledge **Outputs** content for grades 3-12 leaders mobilization) Information exchange of local narrative Design Labs/in-person facilitation/conference Research into new approaches related to platforms/tools participation benefits/pension **Activities** Leveraging new partnerships (e.g., Edge Leveraging new partnerships (workforce Knowledge sharing with BT and ELCC leaders collective, EDCO) Factor) **New Allies** – systems change through **New Narrative** – systems change through **New Models** – systems change through developing and strengthening new innovative/updated messaging on the ECE improvements to the ECE career/job offering Main Components career to students and future workforce (ELCC partnerships to promote workforce stability (ELCC workforce retention) workforce attraction) and growth

Next Steps



BT 2024 – building upon 2023 projects



Three streams continued – New Allies, New Models, New Narrative



Continued information sharing and partnerships



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