

Quality Early Learning and Child Care is Economic Infrastructure



<https://www.youtube.com/watch?v=31uE4vpSW7U>

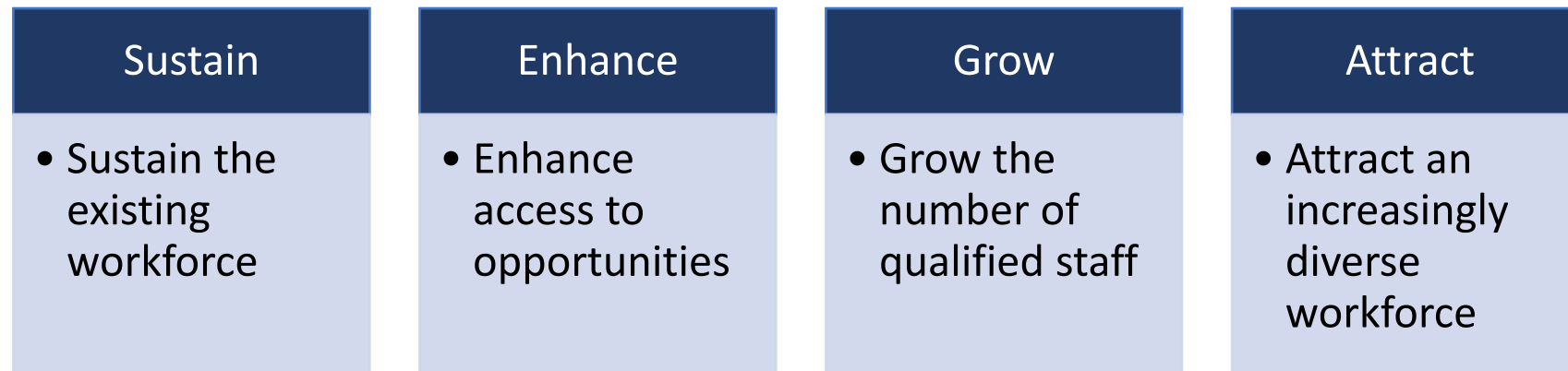


Better Together 2023

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:



Overview of BT2023 Collaborative Projects



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

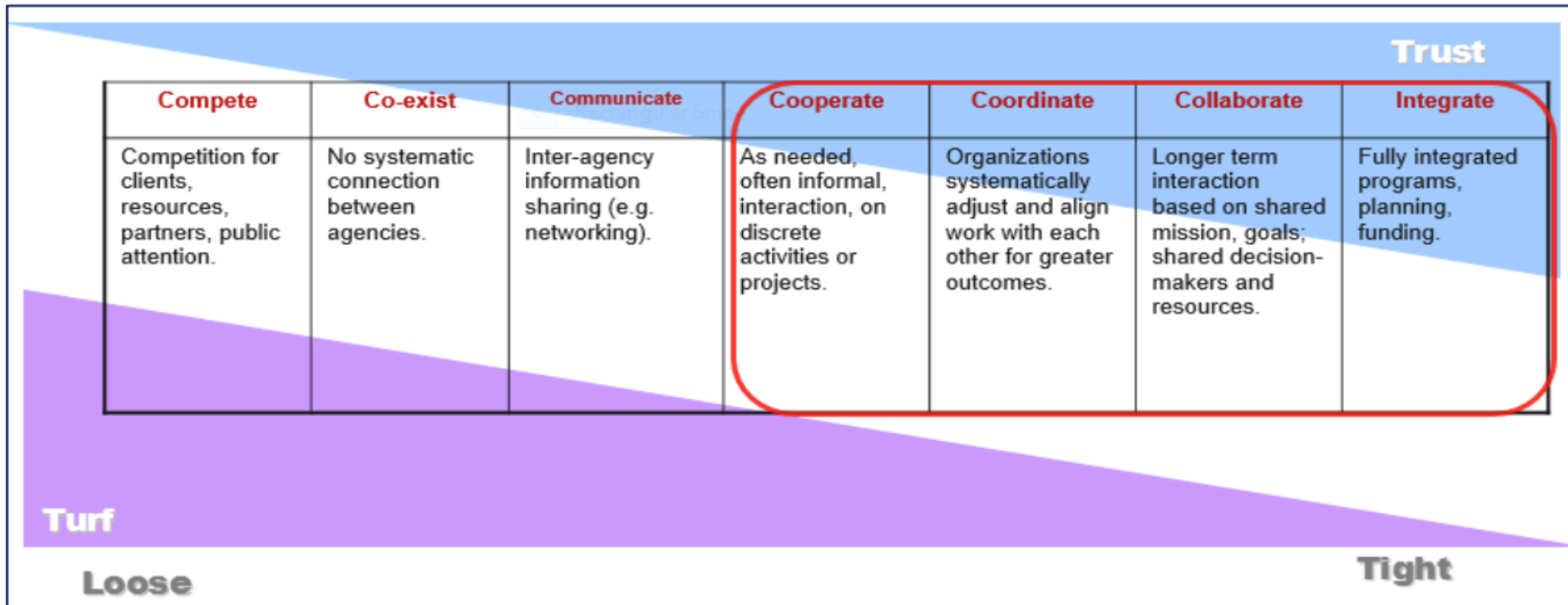


New Models – explore new models to improve conditions for employment (e.g., benefits, wage grids, etc.)

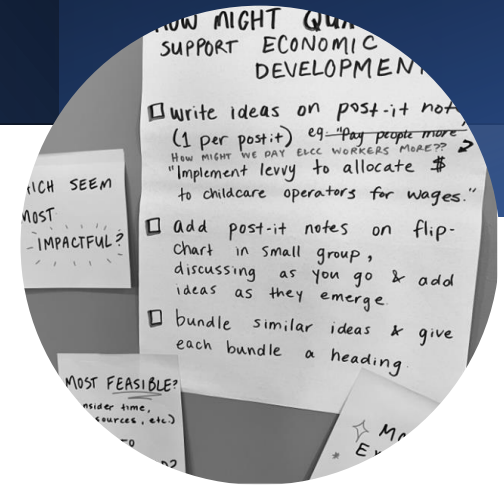


New Narrative – promote benefits of a career as an ECE to community and other groups (e.g., high school students)

Collaboration Spectrum



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

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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

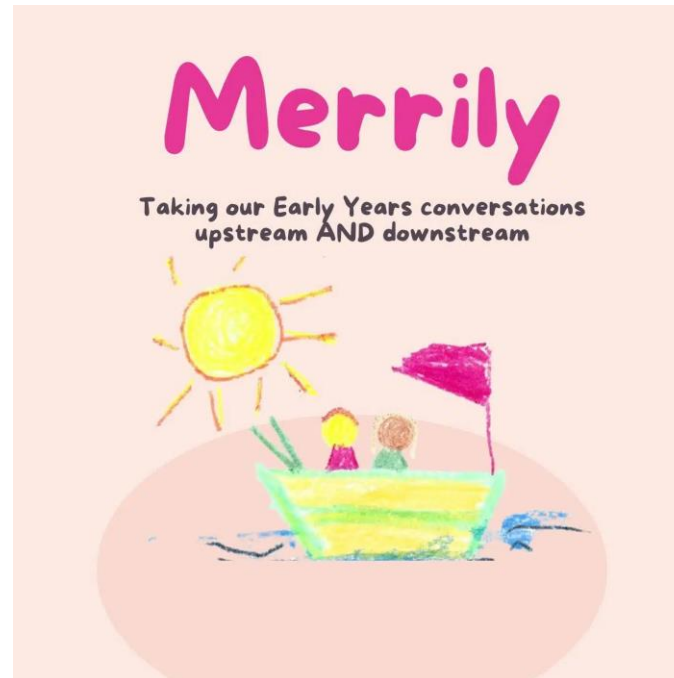
- Explore, assess and develop shared service models that support more efficient business practices and attractive employment offerings.
- Examples:
 - Joint purchasing (e.g., employee benefits packages)
 - Joint staffing supply list
 - One board of directors – shared administrative team (HR, finance,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

New Narrative – Edge Factor



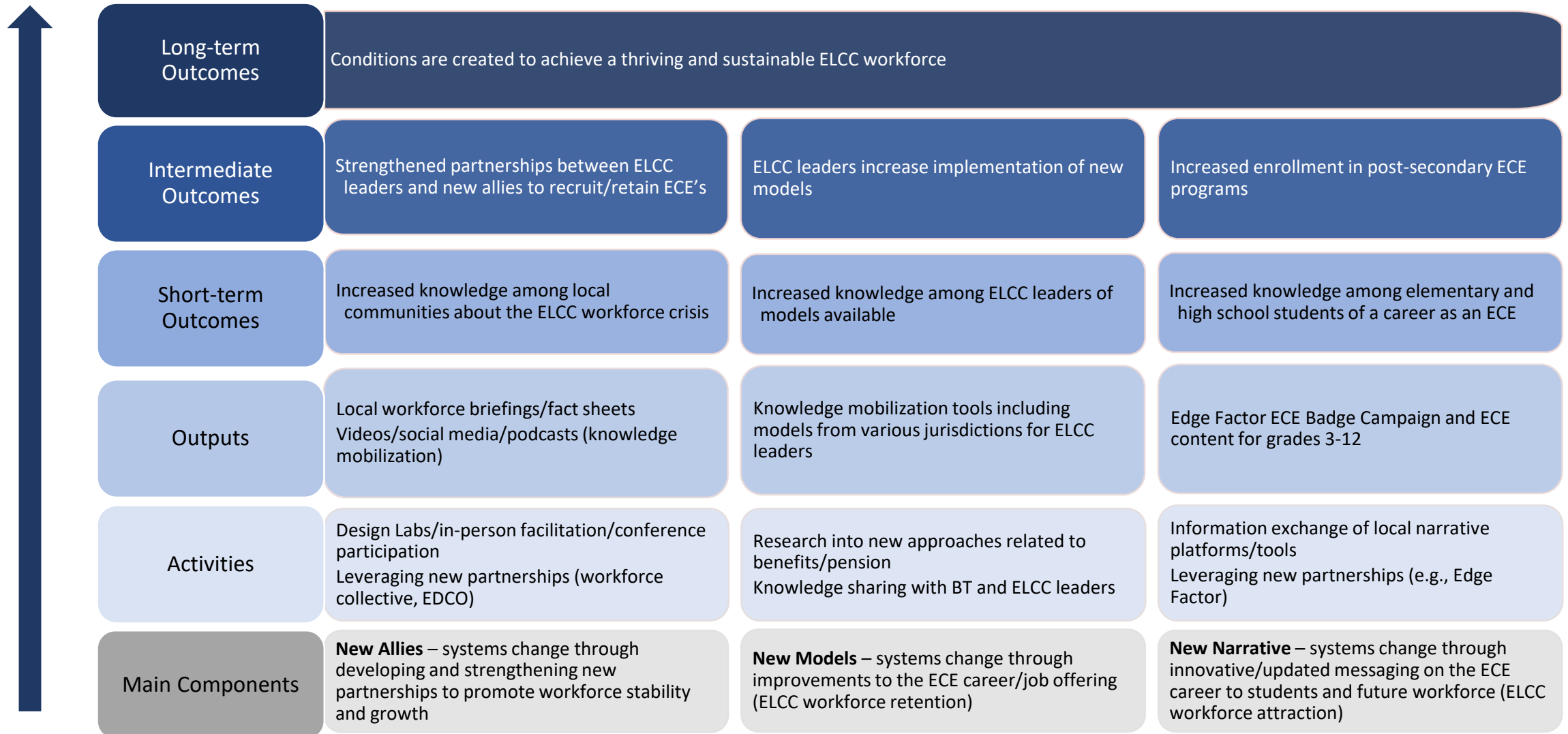
- Released in February 2024 among Ontario school boards
- Badge Campaign

New Narrative – Merrily Podcast



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

Evaluation Framework



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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