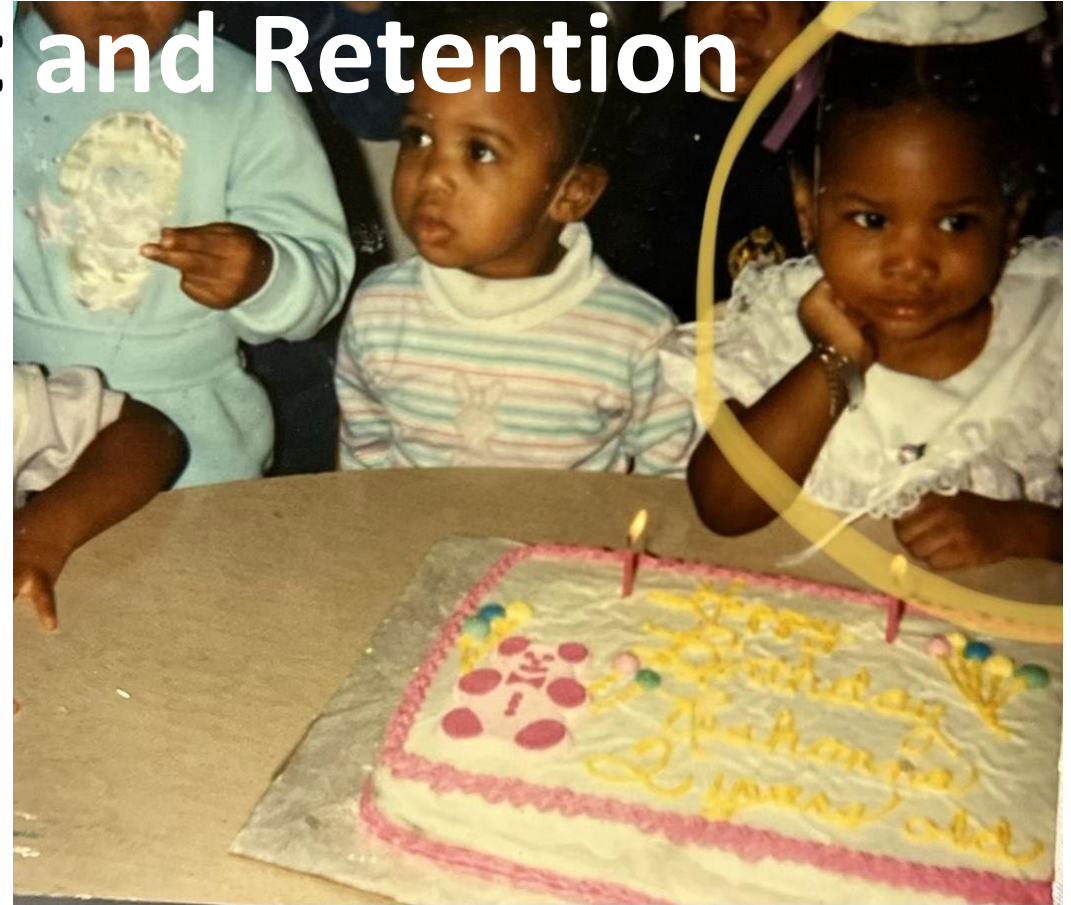


Campaign to Address Child Care Workforce Recruitment and Retention

Reshonna Reynolds, Child Care Center Teacher with 15 years of classroom experience, as a toddler in the care of Ms. Angie Maxie's Tiny Tots child care center. Both Reshonna and Ms. Angie participate in the Provider Design Team and made the connection during one of our first design meetings.



Together with our partners...

Child Care Aware of WA

Child Care Resources

Children's Alliance

Community Day Center for Children

Early Care & Education Consortium

Economic Opportunity Institute

Imagine Institute

MomsRising

Save the Children Action Network

SEIU 925

WA State Association of Head Start & ECEAP

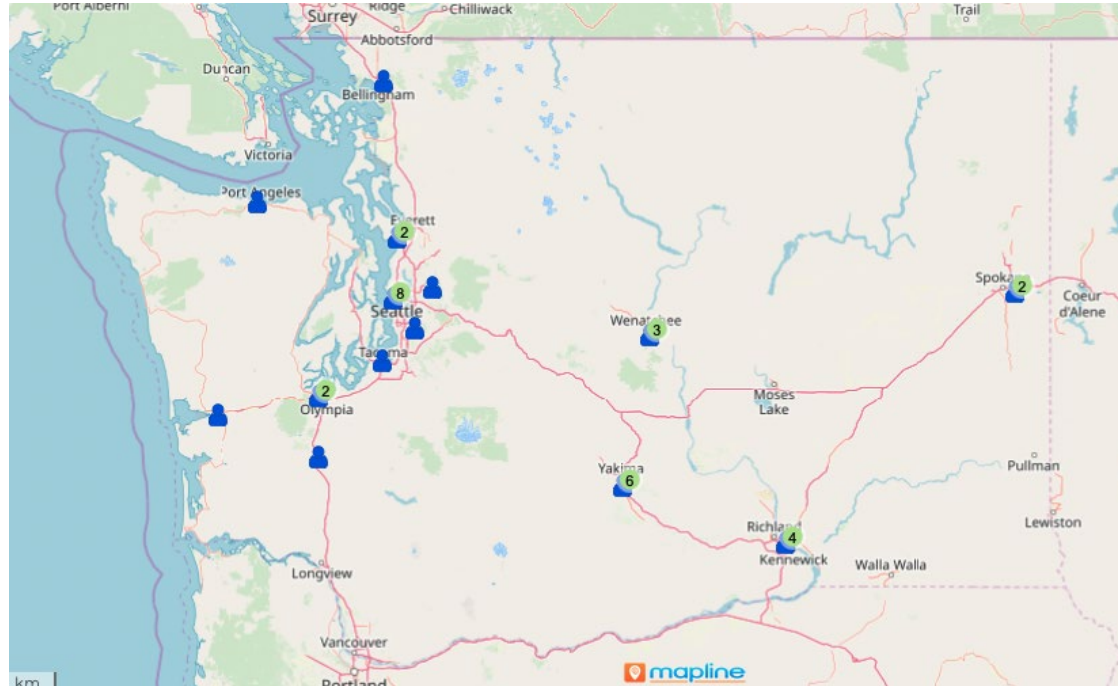
WA Child Care Center Association

WA Federation of Independent Schools

Washington Family Child Care Association.

The Early Educator Design Team

Workforce Role	
Center owners/CEOs	7
Center directors	8
Center teachers	4
FCC owners	9
FCC assistants	3
FFN caregiver	1
Race and Ethnicity	
Black	8
AAPI	4
Latinx	11
White	8
American Indian	5
Primary Language	
English	24
Spanish	10
Geographic Region	
Central	12
Eastern	2
King and Pierce	10
Northwest	4
Olympic Peninsula	5
Southwest	2



The goal: Increase equitable access to high-quality child care for children, families, and communities in Washington through solutions that recruit and retain a diverse and thriving workforce.

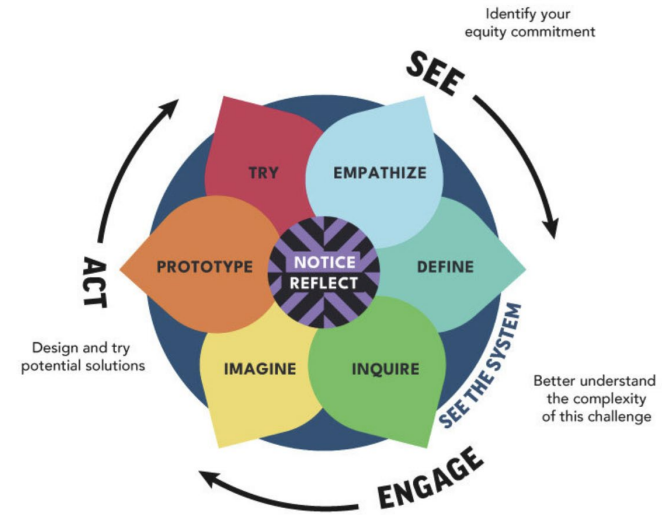


Child care workforce compensation is a racial justice issue

...and it requires solutions that are rooted in racial equity



NATIONAL EQUITY PROJECT Liberator Design for Equity Process



April 2021

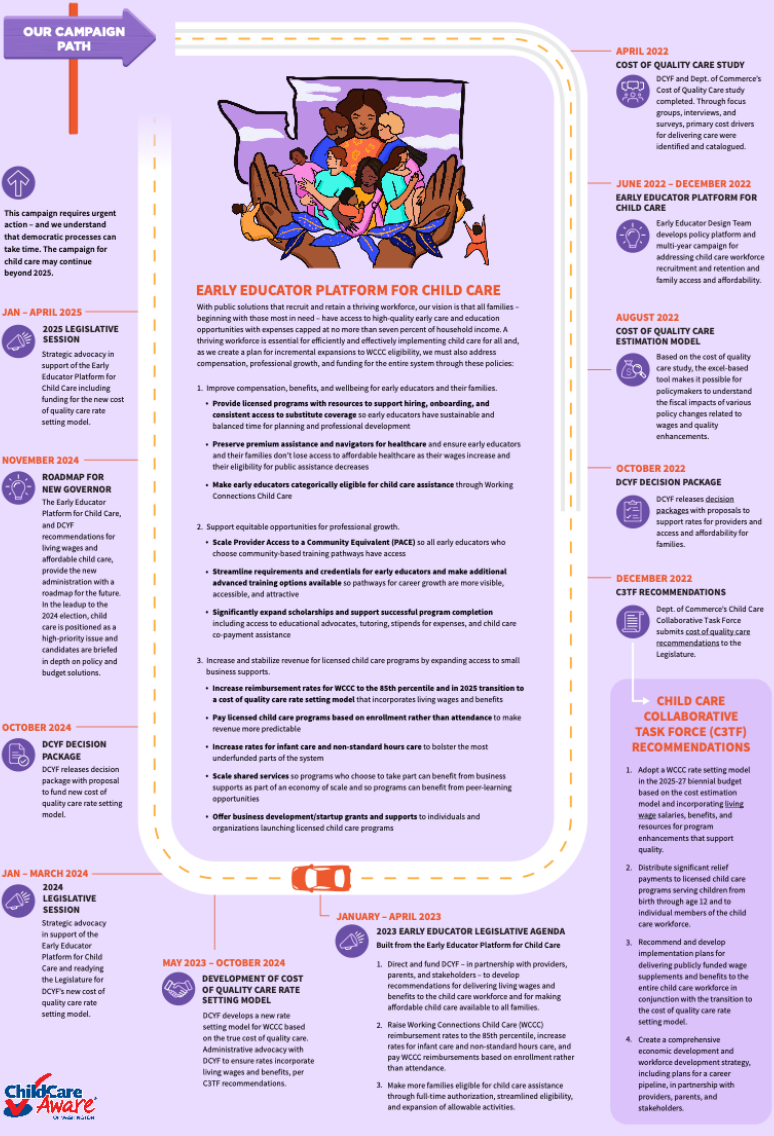


Even after controlling for educational attainment, African American early educators still earn an average of \$0.78 less per hour than white early educators, which means \$1,622.40 less per year for a full-time, full-year worker.



CAMPAIGN FOR CHILD CARE

- ✔ Recruitment and retention for the workforce
- ✔ Affordability and access for families



Our Multi-Year Policy Platform

1. Improve compensation, benefits, and wellbeing for early educators and their families
2. Support equitable opportunities for professional growth
3. Increase and stabilize revenue for licensed expand access to small business supports for licensed programs



Morgan, Center Director at Cadence Academy Preschool in Yelm

**Improve compensation, benefits, and wellbeing for
early educators and their families**

***Mejorar la compensación, los beneficios y el
bienestar de los educadores de la primera infancia y
de sus familias***

Susan, Center Director at Refugee Women's Alliance in Seattle

Support equitable opportunities for professional growth

Apoyar oportunidades equitativas para el desarrollo profesional

Angelia, CEO of Tiny Tots Development Center in Seattle



**Increase and stabilize revenue for licensed expand
access to small business supports for licensed
programs**

***Aumentar y estabilizar los ingresos de los
programas de cuidado infantil con licencia
expandiendo el acceso a asistencia para la pequeña
empresa***



“This space supported everyone's trauma and strength; the experience was surreal. The support given throughout this process addresses the health of programs while building the mental health of the providers that open themselves up to vulnerability while creating strategy for growth, personal and professional. The groundwork that was established allows us all to start on the same page, while bringing our expertise into the process.” -Mary Curry, FCC Owner, Pierce County

“As educators, we are essential for the healthy development of children and their education from an early age. As educators, it concerns us when children are left with people that are not professionally trained. For all these reasons, we are working hard to become better every day and further our education, but we want to be compensated for the work we do with children and families.” -Berta Artiga, Family Child Care Owner, Franklin County



*“Once people use this opportunity to pour into the wellness of the teachers the trajectory of education will change.”
-Reshonna Reynolds,
Former center teacher of
15 years*



“I support this platform because it is rooted in equity. Careful consideration for all parties (early childhood educators, legal guardians, and most importantly, the children) has been taken into account in order to promote the best outcomes for ALL in designing this platform.” - Tasha Fitzgerald, Center Teacher, Clallam County



Our 2023 Legislative Priorities

1. Raise Working Connections Child Care (WCCC) rates so families most in need have more care options.
2. Implement enrollment-based pay for WCCC to make revenue predictable in alignment with the private market.
3. Reduce financial overhead for licensed child care so limited resources can be used for program costs.

Direct the Department of Children, Youth, and Families to make plans for universal access for families and living wages and benefits for the workforce.

