



## **Early Care and Education Workforce Committee**

**March 4, 2021**

**10:30 am-12:00 pm**

Zoom Meeting

<https://soesd.zoom.us/j/92650623888>

Meeting ID: 926 5062 3888

**Attendees:** Katherine Clayton, Mary Wolf, Lisa Farlin, Katrina McGrath, Bridey Mendoza-Moore, Eileen Micke-Johnson, Peter Buckley, Devon Finley, Greg Thweatt, Valerie Lovelace, Jim Fong. Guest: Brad Russell

**Hub Staff:** Rene Brandon, Teresa Slater, Chelsea Reinhart, Vicki Risner

### **Agenda**

#### **Welcome & Introductions**

Mary Wolf - Child Care Resource Network CRN

Rene Brandon – Director, Early Learning Hub

Vicki Risner – Early Learning Hub

Peter Buckley - Southern Oregon Success

Valerie Lovelace - City Councilor in Grants Pass

Katherine Clayton – Southern Oregon Head Start

Lisa Farlin – Southern Oregon Head Start, 0-5 Director

Katrina McGrath –Child Care Resource Network (CCRN)

Brad Russell – Rogue Valley Family YMCA & board member for the Non-Profit Association of Oregon

Bridey Mendoza-Moore - RCC ECEE Dept.

Chelsea Reinhart - Early Learning Hub

Devon Finley – CCRN

Eileen Micke-Johnson – RCC ECEE Dept.

Greg Thweatt - Rogue Workforce Partnership

Jim Fong – Rogue Workforce Partnership

Mary: Katherine Tovar who is the co-chair for this committee is taking a short step back for a bit.

#### **Next Steps from for Recruitment Campaign**

Rene: Brad Russell is here to share his experience working with Rogue Workforce Partnership to assist with filling vacancies at the YMCA.

Brad: When COVID hit, we knew we had to deploy emergency child care. We're going to need wave one, wave two and wave three employees. Wave one employees, we can manage with our existing staff and our existing volunteers. Some of the staff like lifeguards and swim instructors could train up and be repurposed into child care. But some of those staff might get sick or have to quarantine. So,

our strategy for wave two employees was going to the school districts. They allowed us to use their sub-pool. I was surprised that actually there wasn't that many substitutes. We were only able to find a few and then the districts said they could no longer spare them. We were really struggling when Peter Buckley connected me with Jim Fong.

On call one with Jim and Greg, they showed me the workflow chart from their healthcare staffing and our team at the Y started to work on that. Kat joined in and I've been working with Sunny at Kid Time as well. I feel very happy with what has happened. I received an email from Tammy at WorkSource Rogue Valley that they sent out 667 notifications to people in their system. These are people that have indicated that they would like to work in the following fields: preschool teacher, teacher assistant, kindergarten teacher, elementary school teacher, special Ed teacher as well as child care workers. They also sent notifications to people who haven't expressed interest in working with children like fast food workers to get the word out to as many as possible who may want to make a career change. I'll continue to reach out to other groups. Then I believe the segments on KOBI that started this week about child care is going to get people to talk about it.

I look forward to the day when our programs have too many adults that care about kids who are willing to roll up their sleeves and get in the classrooms. Maybe as an enrichment volunteer that provides music or theater for just an hour a day or week or a full-time preschool teacher. I'm just thrilled with what Jim has committed to and the magic that Greg is doing. Instead of each program fighting over every recruit, I feel like this will provide the opportunity for early learning programs to get access to the candidates they need.

Greg: We used the templates that we're using for caregivers and natural resources to help us create the actual onboarding and treatment process. It's a multi-faceted process using social media, in addition to what Tammy mentioned, reaching folks that are on unemployment insurance or receiving SNAP benefits as well. It's a huge population out there that we have access to. We're doing these email blasts weekly for different occupations and one of them is child care.

Brad: I just want to highlight that everything that's in those blue boxes (on the recruitment page) is what WorkSource Rogue Valley is doing.

Greg: The general flow is that the participant would contact WorkSource Rogue Valley and then from there they could help them with resources and support dollars. Maybe they need help with transportation, clothing or maybe they need help just putting resumes together. When they indicate a desire to work in a field then they can be directed where to look for a job. If they're not ready, we have resources to help them get ready. We have money available for on the job training scholarships, in addition to helping potential participants that don't have any experience. Maybe they have other qualifications but not the experience, we may be able to provide the funding to help them move in that direction.

We also have a flyer that we've been sharing in our email blasts: Be a hero to a Family! Our Community Needs Your Help. Accompanied by a WorkSource Rogue Valley single phone number and also a link to the Rogue Careers child care website. We recently decided to add Child Care and Childhood Education Careers to our Rogue Careers website. There is a *Career Pathways* button they click on which takes them to labor market information. It includes seven occupations: Child care worker, Teacher Assistants, Preschool Teacher, Kindergarten Teacher, Special Education Teachers, Education and Child care Administrators and Elementary Teacher. They can click on any one of them and get occupational data, a short video of what it's like to work in a child care center. Eventually if

there are specific trainings we will include them here. We also have direct connections to employment. They can click on the link and it will go directly to the hiring site. So as more local employers share their logos and hiring sites, I can add them here. Any posting that was made to Indeed automatically populates on here. Any child care or preschool facility within 50 miles of Medford is included.

Brad: I've got the Y logo stamped all over this because of my desire to get help, but I recognize that we can make this broader. We can get better photos and get more logos. For me, that's the goal; to get more adults who care about kids.

Greg: We do have social media connections with Facebook, YouTube and Instagram. If you have videos or images that you would like to include please sent them to me.

Jim: we have an ad that is structured specifically to be read on a phone because so many people check their emails on their phones. We have relationships and connections with KOBI's ad campaign. I think KOBI has close to 300,000 people on their Facebook page. We're hitting a very multimedia, multiplatform communication strategy. Your Place at Seven on KOBI has a segment 4 nights a week with a link to our job site and rotating through the different sectors. There are other opportunities that we will want and need you all as speaker bureaus where those segments will actually interview somebody describing what they love about their job and career. Start to identify who you think would be a good spokesperson for your industry and profession. We need your talent that we will send through all these multimedia platforms. Think about your demographic and target audience.

WorkSource Oregon is a partnership that includes the employment department, DHS, Rogue Rehab, among others. It's a public workforce system. Greg works for us at Rogue Workforce Partnership and we oversee that operation and that system. That includes both Jackson and Josephine counties.

Michelle: How as an employer can I post stuff?

Greg: If you post it on Indeed, it will automatically show up. We are working with the Employment Department to eventually include their internal job postings that are just through the employment department. Right now, the quickest way to ensure that it's included is to post on Indeed.

Jim: Send us your email separately and we will connect you with Tammy Schroeder and she can walk you through that onboarding with the state unemployment job matching system. It's not the most user-friendly thing but Tammy makes it very user friendly. So, if you don't want to incur the cost of Indeed, it's another option. We are wanting all these ads to drive people to the website or make a phone call to get started because that's the point of entry to all of this.

Greg: My email is [greg@rogueworkforce.org](mailto:greg@rogueworkforce.org) if you have any direct questions.

Greg: On our YouTube channel we have playlists for each one of the sectors on our website including child care and early childhood education. There is a link on each page.

Eileen: This is pretty amazing how quickly this has come together and it looks just really great. From RCC's standpoint, we get emails all the time from employers who have openings and asking us to check with our students. We need a place to point people to. Knowing that Indeed and the Employment department will be picked up on this is really helpful. I also think we should have child

care as two words. Mary Wolf: In the industry, child care as two words is okay. Eileen: The early learning division's website also has it listed as two words.

Eileen: With regards to the voices stepping up, interviews, videos, it's important that we show a diversity of workers.

Jim: Working with our WorkSource Rogue Valley partners, what we have are the tools to help aid and abet skill building. They are complimentary to the pathways and degree programs at RCC. We're working to create seamless career pathway trainings, starting at the high school level to the best degree possible. What we have the capacity to do is not only convene those partners, but then coordinate the investment strategies of DHS, Vocational Rehab, Employment Department, our own pots of money and create a template of those trainings. Our three big tools are job training, training scholarships and paid internships. We can also provide individual training account scholarships. They come into an entry level job, go through a two-day training, get onboarded and get a job training subsidy of \$100, \$200, \$300, up to \$1,200 a year to pay for more advanced training or certifications.

Eileen/Michelle: Let's talk about the immediate need for qualified people right now. Programs and centers can't open because there are not enough qualified people to be in the teaching positions. We need lots of people that are step eight or above which is an AA degree or above.

Bridey/Eileen: Looking at our career pathways, for someone to get to a step eight they are looking at about 12 classes if they don't have any direct experiences. It's 4 classes to get to a step seven. So, two to three terms to get to step eight.

Michelle: Is there any way to get an emergency exemption to reduce that length of time to get to a step seven, even for just the next six months so we can address our immediate needs? Maybe through Portland State? Exceptions or temporary status?

Mary: The early learning division is really the one that you would have to talk to. If you had a unified voice from CCRN, the directors, the union might have a voice that they could contribute as well. I think that might be heard right now.

Katherine: We've been working with PSU very closely and they're not budging.

Jim: Peter, I think we should put this on the caucus conversation this afternoon. I think if you could create a one page or even a multi-page document that describes the need, get right down to the circumstances, the legislature is in session. I would reach out to all my workforce board directors. Add our voices and our logos to this kind of advocacy piece. I would hit both the legislative and early learning division at the same time.

Rene: Peter, what is your feeling about how the early learning council might be able to address this topic. They would be able to move this forward quickly for consideration.

Peter: I think there's great interest among the council. I think a one-page flyer stating "Here's the problem we're facing and here's the solution that we're proposing" would be very helpful.

Rene: I think we could get letters of support from the CCRN directors, from the early learning directors, from the entities that are really supporting the early learning system to speak to that critical

need during this shorter period of time until things get back to the typical shortage versus the current shortage. Should we pull a small workgroup of us to draft a one-pager? (consensus ~ yes).

Brad: I would recommend referencing that the school districts are doing this so that you can show a connection to a precedent for adults working with children that are not requiring the full certification at the start.

Bridey: We need to ensure that we're not downplaying the professional aspect of these careers, but that we need an adult to just be in a room with a child at times who isn't a teacher.

Jim: Shared a flyer "SB623 COVID Recovery & Workforce Modernization Act of 2021". Peter has this on the agenda for the Southern Oregon Caucus this afternoon. It's an example of a one pager where you can see the need to address this specific issue right now. This is powerful for legislators to see. We would love to add more logos to this.

Chelsea: Another piece that we've talked about is that there are qualified teachers out there who are staying home due to the pandemic. They may want to return to the workforce but have a need for child care, school or other barriers. We really need to find out from that group that left for now. What would get them back?

Rene: let's look at next steps:

- Kat, Lisa, Michelle, do you think that there might be incentives to entice teachers who have left the field to return? Maybe a mini-grant that child care centers could apply for that would be utilized to cover the child care for teachers who have left because that was a barrier. Or use a mini-grant to provide a sign on bonus to bring them back. I'm thinking that the hub currently has a fire relief fund that hasn't gotten as much interest as we had hoped and we could repurpose some of those funds, probably around \$100,000 that we could put forward for child care centers to apply for either as a signing bonus for qualified teachers or to offset the child care costs for the teachers to come back maybe through August. We can see if we have additional funding after that.
  - Kat: We did do sign on bonuses and it did work well for a while. But many only stayed for the period of time that they needed to stay to receive it. Most are struggling to find infant and younger toddler care. Yes, we would go for both mini grants.
  - Michelle: I think the sign on bonus need to look differently so they don't just come for a short time and leave. For the existing staff it might be an issue for others to come and get a bonus for staying home all this time when other staff continued to work.
- Rene: Who would like to help my team move on to next steps with this mini grant idea, planning out what it could look like, so that it would feel equitable and not be divisive? Mary, Michelle, Lisa, Eileen, Jill from RWP.
- Who would like to work on that one pager to share with the legislators? Mary, Eileen, Valerie, Katherine. Jim and Peter would be willing to help after you've developed it to give any editorial suggestions or thoughts.
- What is the best way to encourage other child care programs to opt in to WorkSource Rogue Valley supports? Perhaps sharing the flow chart and the flyer? Then they connect with Greg for next steps? How best to connect folks to the work? Jim: maybe an email, then require a one on one walkthrough and follow up. Eileen: This would be a good opportunity to bring the directors group together for a presentation. Mary: We should send an invitation to the

directors and let them know. Kat: the follow up piece is so important. I had my HR department meet with Tammy afterwards for more in-depth instructions on how to move forward.

Rene: We will get an email out to folks reminding them of what they raised their hands for so we can get meetings on the books.

### **Review Child Care Center Survey Draft**

Rene: We put together a draft survey from what we've talked about previously with regards to the differences in pay from one program to another. This would only be going to center directors to get a snap shot of what it looks like in our region.

Chelsea: This is asking them about their staffing needs. We can add more questions.

- Name of the Center, contact name, their email address
- How many lead teachers do they currently have
- How many additional teachers do they need to hire
- What age groups are they needing lead teachers for
- What is the salary range paid to lead teachers?
- Do you offer any of the following benefits?
- What information would you like to share about the needs of your program in regards to staffing?

Rene: With it being in the Google format we can export it to an Excel file to be able to have some meaningful data to start to look at what our region is telling us in terms of the disparities in how programs are able to keep and retain their new teachers based on the compensation package. Once we have that information we will be able to have more informed conversations about what that's telling us, and where the needs and perhaps what our next steps are going to be.

Mary/Devon: If it's specific to directors it might be good to keep it separate from our other surveys.

Rene: Chelsea can send this to you now to be sent out as soon as it makes sense to send this out with the explanation at the top of what we're trying to do and why we're asking them to take that time.

### **Other Business & Closing**

Rene: We are at time. We didn't get to all of the agenda items. We can roll some of those forward to next month. Thank you!

**Next Meeting:** April 1, 2021