

## Southern Oregon Early Learning Hub – ECE Workforce Committee

December 2, 2021

### Strategic Planning Notes 2021-2023

#### Goal 1: Adequate supply of early educator staff who meet the teacher requirement

Strategies:

- **Promote from within.** Create presentation for existing center staff, addressing ways to reach teacher requirement and funding sources to do it
  - Identify strategies to reach current center staff with advancement opportunities
  - Host info sessions quarterly (?) to highlight opportunities and answer questions; promote through CCRN training calendar and newsletter. Panel of current teachers, directors, administrators. Flyers of RCC cohort for support – Bridey has recruitment flyer.
  - Community Outreach and Marketing - Flood community with flyers, hands on, visuals, see it everywhere. Billboards, buses, etc. – CCRN and Hub have funds that could be used. 80% social media, 20% top of mind. RCC, high school communication depts, etc.
  - Identify how funding streams are utilized & capacity to serve; MOU for partners – RCC, CCRN, KPI, WSRV, SSA scholarships targeting early learning professionals (Margie), for funding for PD and scholarships through ELD
  - Identify barriers to overcome – overwhelmed, under supported, challenges at home
    - Place in classroom and not counted in ratio so they can observe and learn; internship 6 mo combo of ed and in-house training; \$16-17 hr. How does BOLI impact? Time needed to train, coach, mentor – falls on director – financial support or outside coaching component; real time is best but also having format/curricula would assist, reflective supervision. Build in financial incentive at end of training/course to use for additional education/training - \$150-500. RWP – Career Accelerator Model. Increase in salary follows increased training and/or incremental increases as going through training. Market career based upon passion, package as part of outreach, beyond just wages
    - Invite volunteer to be in class, foster grandparents, parents– provide support, reading, etc. Need volunteer coordinator.
    - Identify why teachers are so miserable right now

#### Goal 2: Adequate supply of aides and other support staff

Strategies:

- **Convene child care director's group in January/February 2022** with representatives from WorkSource Rogue Valley (WSRV) and Rogue Workforce Partnership (RWP); hear presentation of services available to centers and discuss next steps for supporting interested centers to engage with WSRV for staffing needs (CCRN, SOELS, RWP)
- **Continue partnership with Project Youth Plus and EL Hub to sponsor paid internships** with HS students in early learning programs. Current target number is 40 youth (SOELS, PYP, early learning programs). Incentives should not exceed market rate
- **Communications and outreach strategies** - Targeted marketing for Rogue Careers, tv and social media
- **Identify how RWP can utilize funding to support early learning workforce needs**, within funding parameters (RWP, CCRN, SOELS)
- **Create presentation for people not yet working in the field:** (CCRN, RCC, early learning partners)
  - Promote early learning field to ECE classes in high schools; connect with teachers and get on schedule for each new class of students, Existing people in field to share
  - Promote early learning at job fairs – Careers in Gear (becoming a virtual experience in Fall; job/career fair perhaps at Expo), onsite and virtual industry tours, recordable, others?

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#### Goal 3: Retention of workforce

##### Strategies to address compensation/benefits:

- Connect workers to health insurance marketplace via local insurance agents
  - Peter Buckley taking lead; piloted in late 2021; ramping up in January 2022
- Increase compensation (not within local control)
  - Regional policy workgroup meeting monthly to explore national and state levers (RWP, SORS, SOELS, CCRN)
    - Emphasize to legislature and Early Learning Council: increased public preschool slots must also equal higher wages for staff in programs
    - Focus on data analytics – why are people leaving field, what keeps them in field. *Measure What Matters* – John Doerr

##### Strategies to address job satisfaction:

- Create Tiered Model of Support for early learning programs (Arkansas Model) needing help with behavior concerns (SOELS will be engaging other system partners to build) – begin January 2022
- Continue Improving inclusive supports available to early learning programs - (SOELS, inclusion and early learning leaders)
- \*\*\*\*Community of Practice – experienced facilitator, reflective supervision. Easy, cheap, effective way to reduce isolation and frustration, changes culture. Requires more time to give – how to incentivize, build into class so they get credit, teach reflective supervision to center supervisors to use with staff (Bridey)
  - Example: PowerUp Academy model for early learning (RWP) – create web-based platform
  - Example: Tiffany Grimes – mindfulness moments model

#### Goal 4: Early learning workforce has access to business consultation and supports for business needs

##### Strategies:

- Invite SBDC to child care director's group for presentation on services and how to access (CCRN, SOELS)
- Increase training and PD options for directors/cohort model of support (CCRN, SBDC)
- Contract with business navigator/coach to field questions and resources (TBD)
- Create Tiered Support: all should have business acumen; access to quick Q's; Ongoing TA (TBD)
- Entrepreneurial market – those who might be interested in the business end of early learning
  - E-Myth, small book, could buy for directors as incentive/gift to engage with business acumen discussion