



Child Care Advisory Committee Report

November 6, 2018

The Licensed Child Care Network continues to meet the last Tuesday morning of each month. We have observed our committee steadily growing with the increased need for collaboration and networking amongst early years leaders in our community.

The marketing and advocacy subcommittees have joined forces to embark on a marketing campaign for the attraction and retention of RECEs in London and Middlesex. Many local organizations have been struggling to retain and recruit qualified educators to meet the required ratios in licensed child care. LCCN has heard this is a concern in our profession around the province of Ontario. This combined special committee interviewed marketing companies and decided to work with adHome for this project.

adHome has experience working with the child care sector and the committee felt they listened to the demands our profession is facing. The subcommittee has been working on the creative brief with adHome and will be meeting next week to review the storyboard. LCCN hopes to create an emotional campaign that will draw candidates with the appropriate skills into the early childhood education profession. LCCN recommended a video or series of videos to relay this message to the target audience. The target audience will include high school students, parents of students choosing career paths, guidance counselors, college students, pre-service educators, candidates seeking second career options, educators currently working in the profession, and the general public. adHome agreed a video series would be effective and also suggested ads for movie theatres, bus shelters and educational print material to guide professionals working in career services with students.

LCCN owes a huge thank you to the City of London for the funding of \$150,000 for this important and necessary work. Our Indigenous partners have been invited to the table as they are facing the same issues with attraction and retention of qualified educators in their early learning communities. Location shoots for the videos are currently being discussed and will include up to three or four locations. LCCN's intention is to be inclusive of all forms of licensed child care in London and Middlesex, including centre-based, Indigenous programs, school age programs and home-based child care.

In addition to this important work, LCCN has been discussing the changes with Bill 148 as it relates to expectations for employers. The larger group also shares information regarding legislative requirements for licensed child care operators. Policies and conversations are shared between large multi-site operators and smaller single-site operators to ensure there is support for



the broader child care community. Many licensed programs can be isolated so LCCN works to ensure all types of programs have the opportunity to share their voice and ask questions.

Committee report updates include Strive’s professional learning opportunities for early years professionals, All Kids Belong special needs resourcing updates for licensed programs, Family Info’s website updates, and an information sharing session. LCCN is a platform for operators and early learning professionals to seek support and offer a variety of perspectives and expertise to better serve the children and families of London and Middlesex.