



- Our membership is comprised of representatives from licensed child care and early years programs, EarlyON and Family Centres and other organizations providing service and/or support for licensed child care and early years.
- Our main three goals are:
 1. to **promote, advocate and market** licensed child care and early years;
 2. to **raise public awareness** about the importance of licensed child care and early years;
 3. to **guide families** through the process of choosing quality licensed child care and early learning environments.



Our past accomplishments include:

1. A **brochure and social media campaign** to support families in their child care decisions;
2. The creation of a **website** including new **branding** for our Network
3. **Advocating** for the importance of licensed child care and early years through the various levels of government.



The past several years have presented us with a challenge of **recruiting and retaining Registered Early Childhood Educators (RECE)**.



With our new project we wanted to address three issues:

1. **GROWTH:** The demand for RECEs is high and several **job positions remain unfilled** in both English and French programs.
2. **SKILL SET:** **High School Guidance Counsellors require more knowledge** on the required skill and disposition needed for the complex work.
3. **ATTRACTION AND RETENTION:** To better **promote the profession** of RECE and to highlight **London and Middlesex** as a community where RECEs are **supported and valued**.



FUNDING:

- In the spring of 2018, we **submitted a proposal to the City of London** that outlined the challenges of recruitment and retention facing our sector.
- With the support of the city, **we received \$150,000** from a special project fund to create a marketing campaign to help address the issues.
- Through a RFP process we hired adHOME Creative as our marketing agency.



STRATEGIES: Target new students and those seeking second careers

1. A **website** where detailed information can be found on **WHO, WHAT, WHY and HOW** to become a RECE;
2. A **60 sec. video** shown at **Silver City movie theatre** as well as a **social media campaign** to reinforce the value and impact of the profession;
3. **Transit shelter posters (London)/ posters (Middlesex)** to promote the image of the RECE profession and the link to the website.





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