

## Goals and Objectives- Revised November 2011

### **1. Goal: Promote and educate the community about Registered Early Childhood Educators and increase the knowledge and understanding of their field.**

- ❖ Continue to build on what we have
- ❖ Encourage information sharing from Supervisors network
- ❖ Connect with people
- ❖ Perhaps have a section in electronic newsletter to Front line workers or a place that ECE's can connect with people and share ideas
- ❖ Engage school boards to act as partners in educating communities and other professionals on the role of RECE

### **2. Goal: To Continue to develop recruitment strategies for each target group (Youth, high school graduates, newcomers, work on a strategy for re-attracting Early Childhood Educators to the field, Moms returning to work force), as well as enhancing community partnerships.**

- ❖ We need to focus on high school students, and getting the word out to them about the field
- ❖ Re-attracting post grads to intensive program as well as second career
- ❖ Make sure that High school students are getting the accurate information in regards to Apprentice Program as there has been some misleading information. (OYAP)
- ❖ Educate Guidance Counselors at High school Level about Early Childhood Education
- ❖ Need to have clearer expectations and holistic approach of high school students so they have exposure to the whole program, parents, kitchen, etc.
- ❖ Connect with community partners who offer youth courses, and provide information perhaps they could promote the field.

### **3. Goal: Promote career opportunities through community coordination of services which would reach employers, employees, new graduates and returning staff to the Early Childhood profession.**

- ❖ Perhaps make connections to Charity Village Job Seekers, Linked in, and other Social media including Rogers, Facebook etc.
- ❖ Engage Community Colleges and Universities in partnering to promote ECE as a career choice including the promotion of Apprenticeship Programs.

### **4. Goal: Support and promote the College of ECE's regarding Registration and the AECEO around Certification.**

- ❖ Encourage Linkages to AECEO and Child Care Federation on Websites, and the College of Early Childhood Educators.

### **5. Goal: Support retention in the Current Field**

- ❖ Recruitment needs to be focused on getting those working other jobs, back into the field through information and education
- ❖ Assist Community in advocating for higher wages for ECE's
- ❖ Incentives : Service providers ( programs) to look at other ideas to retain staff
- ❖ Celebrate what we do (e.g.: hold a large ECE Reunion)