

— A CCR&R's Guide to —  
POWER TO THE  
PROFESSION

What CCR&Rs Need to Do  
Externally for Power to  
the Profession

# TABLE OF CONTENTS

*In this e-book we'll explore how CCR&Rs can prepare externally for Power to the Profession.*

- Introduction
- Idea #1: Host Focus Groups with Early Childhood Educators
- Idea #2 - Host Focus Groups with Community Partners
- Idea #3 - Use Social Media
- Idea #4 - Use Coaching and PD Opportunities to Share Information
- Idea #5 - Identify Messengers within the Early Childhood Educator Community
- Idea #6 - Empower Advocates to Talk to Teachers and Direct Service Professionals
- Idea #7 - Attend Early Childhood Educator Association and Networking Meetings
- Idea # 8 - Talk with Your Community Partners and Start a Strategic Planning Session
- Idea #9 - Develop a Business Card or Postcard with Your Agency Logo
- Idea #10 - Reach Out to Community Organizations that Work with Diverse Populations
- Summary

# INTRODUCTION

## About this E-book

Power to the Profession is a national collaboration whose goal is to define the early childhood profession by establishing a unifying framework for career pathways, knowledge and competencies, qualifications, standards, and compensation. Child Care Aware® of America (CCAoA) is proud to be one of the 15 task force members in this important work.

Child Care Resource and Referral (CCR&R) agencies can play an important role in shaping community conversations around Power to the Profession. The purpose of this e-book is to provide innovative ideas and suggestions for CCR&R agencies to share and communicate the importance of Power to the Profession with external partners such as child care providers and key community stakeholders. We want CCR&Rs to be at the forefront of these conversations, encouraging partners to participate and comment on the recommendations that emerge out of future decision cycles. The early care and education field is evolving, and CCR&Rs have an important role in shaping the future of our field.

In order to understand how to communicate with external partners, we encourage you to check out our other e-books on Power to the Profession. The [first CCAoA Power to the Profession e-book](#) explored the purpose and goals of the initiative. The second e-book provided ideas and suggestions on [what CCR&R agencies can do to prepare internally for Power to the Profession](#), including thinking about staffing and professional development opportunities.

We hope these ideas and tips on how you and your staff can communicate and plan for Power to the Profession in your community are helpful. We'd love to hear from you and how you are engaging your community partners in Power to the Profession. Please send us your comments, ideas, and suggestions to let us know how your conversations are going to: [P2P@usa.childcareaware.org](mailto:P2P@usa.childcareaware.org).

We encourage you to generate excitement about Power to the Profession in your community. Find out who in your community has a membership or relationships with one or more of the 15 [task force members](#). Partner with those individuals to help spread the word about Power to the Profession throughout your community.

Be creative and use your existing communication methods, from social media to handing out fliers at a community meeting, to generate a buzz about Power to the Profession. This e-book contains 10 easy-to-incorporate ideas to help get you started.



## IDEA #1

# Host Focus Groups with Early Childhood Educators

Once you have familiarized yourself with the Power to the Profession materials and read the first e-book, consider hosting a focus group with early childhood educators in your community. Begin the focus groups by engaging with the participants to learn what they know and what questions they have about Power to the Profession. Let them know that their feedback can strengthen the recommendations from the Power to the Profession task force.

Ensure that you have a diverse population of attendees for the focus group. Recruit providers who work in licensed child care center, those who own a family child care home, and license-exempt providers. Include Head Start providers, school-based providers, and providers who work for corporate child care franchises, as well as community-based providers. Think about inviting providers who serve children who are dual language learners, homeless families, and children with disabilities. Include providers who work in urban, suburban, rural, and tribal communities.

Drawing early childhood educators into a focus group – either during lunch or after hours – can be challenging. Think about how you can help make their participation meaningful and how you might be able to ease the burden of participation. Offer snacks, hold a drawing for classroom materials, books, or a complimentary ticket to an upcoming professional development training or conference. If you are able, offer child care services for a focus group scheduled in the evening.



Before the focus group begins, [share an overview](#) of the Power to the Profession initiative.

**Consider asking child care providers the following questions:**

1. What have you heard about Power to the Profession?
2. What do you think about the three levels of early childhood educators proposed (ECE I, ECE II, ECE III)?
3. How will these levels impact early childhood educators, such as family child care providers, rural providers, or providers who speak a language other than English?
4. How can we continue to ensure diversity in our workforce with these three levels?
5. How can we ensure that all early childhood educators have access to the training and educational opportunities needed if they want to advance levels?
6. What questions do you have for the task force?
7. What should compensation look like for the ECE professional as the profession evolves?
8. What types of accountability and quality assurance will we need to support the ECE workforce?
9. How can our state (community) prepare for the new workforce? What types of policies or infrastructure will we need to be successful?
10. What most excites you about Power to the Profession?



## IDEA #2

# Host Focus Groups with Community Partners

Early childhood educators are important voices in the Power to the Profession initiative, and so are the other professionals that help support these educators. In order to understand the questions and concerns from the entire field, host a focus group with professionals that help support the early childhood educators. Consider inviting people from different sectors such as representatives from higher education, K-3<sup>rd</sup> grade educators, philanthropy, business partners, QRIS administrators, state licensing representatives, and other non-profit organizations.

As with the focus group for early childhood educators, [share an overview](#) of Power to the Profession with the group.



**Need ideas for focus group questions? Consider the following:**

- What is your initial reaction to the goals of Power to the Profession?
- How could Power to the Profession impact your business/organization? From your perspective, what key resources need to be in place for the task force recommendations to be implemented?
- What aspects of Power to the Profession could the community begin working on now?
- What types of policies or infrastructure are needed for Power to the Profession to be successful?
- What additional community partners should we involve in discussions about how our community can prepare for this evolving profession?
- What most excites you about Power to the Profession?
- What questions do you have for the task force?

**We want to hear about your focus groups!**

Send us an email at [P2P@usa.childcareaware.org](mailto:P2P@usa.childcareaware.org) and tell us what you learned!

## IDEA #3

# Use Social Media to Communicate Messages about Power to the Profession

Social media is the least expensive method to get the message out about Power to the Profession. Use some of these social media tools from the [share kit](#) to help you educate and inform early childhood educators and generate excitement about the initiative.

You can also share the summary and the video about [Decision Cycles 3, 4, and 5](#). Future task force recommendations and Decision Cycles will be posted on the Power to the Profession website, so you can revisit the site for up-to-date information.

### **Power to the Profession Social Media Kit**

Help spread the word about #PowertotheProfession by sharing our social media posts with people in the early childhood field and others in your community.

[EXPLORE THE SOCIAL MEDIA KIT](#)

## IDEA #4

# Use Coaching and PD Opportunities to Share Information

Some CCR&R agencies interact with early childhood educators on a daily basis. Use these opportunities to inform them about Power to the Profession. Have your professional development and coaching staff share some of the videos on the [Power to the Profession website](#) at trainings or during coaching visits. These videos help explain the initiative and the importance of getting involved. We recommend watching:

- The [Power to the Profession Introduction](#) video
- The [Join the Power to the Profession Movement](#) video



You can also share the summary and the video about [Decision Cycles 3, 4, and 5](#). Future task force recommendations and Decision Cycles will be posted on the Power to the Profession website, so you can revisit the site for up-to-date information.

## IDEA #5

# Identify Messengers within the Early Childhood Educator Community

Find several early childhood educator advocates that can help your CCR&R agency spread the word and enthusiasm for Power to the Profession. Encourage these educators to talk to others within their professional circles about the goals and recommendations of the initiative.

### **Consider recruiting advocates from diverse settings, such as:**

- Family child care providers
- Head Start
- Licensed child care providers
- Public pre-k providers
- Members of the faith community

Your advocates should represent the cultural and linguistic diversity of your community and, if appropriate, both urban and rural settings.



## IDEA #6

# Empower Advocates to Talk to Teachers and Direct Service Professionals

Develop talking points and social media tools for advocates to post on their social media accounts or use the social media tools in our [Power to the Profession social media share kit](#).

Consider hosting a training for the advocates to ensure a consistent message is being communicated throughout your community.



## IDEA #7

# Attend Early Childhood Educator Association and Networking Meetings

Connect with established networking and association meetings where early childhood educators convene. Some communities have cohorts of early childhood educators such as family child care networks, director's groups, or other groups such as local chapters of the Association for the Education of Young Children (AEYC).

Ask to speak to these groups about Power to the Profession, or ask the meeting host if you could use a portion of the meeting time for a focus group



## IDEA #8

# Talk with Your Community Partners and Start a Strategic Planning Process

Use the recommendations from the Power to the Profession that have already been released to begin a community-wide strategic planning process with your partners. It will be an opportunity to create momentum around the early childhood profession.

### Download Our Workplan Template

Not sure where to start? Use our workplan template to help guide your conversations.

[GET THE TEMPLATE](#)

## IDEA #9

# Develop a Business Card or Postcard with Your Agency Logo

Create a business card or postcard with a Quick Response (QR) code. People can scan the QR code with their smartphone and be linked to the Power to the Profession website. Use this business card at community events, network meetings, professional development trainings, coaching visits, and other events to help inform your partners about Power to the Profession. When a Decision Cycle is open for comment you can have the QR Code link to the survey.

Need help in creating a business card or postcard? Click [here](#) to learn more on how to use a QR code.



## IDEA #10

# Reach Out to Community Organizations that Work with Diverse Populations

Think about how your CCR&R agency can develop partnerships with community organizations that serve people who may speak a language other than English. It is critically important for these educators' voices to be heard by the task force.

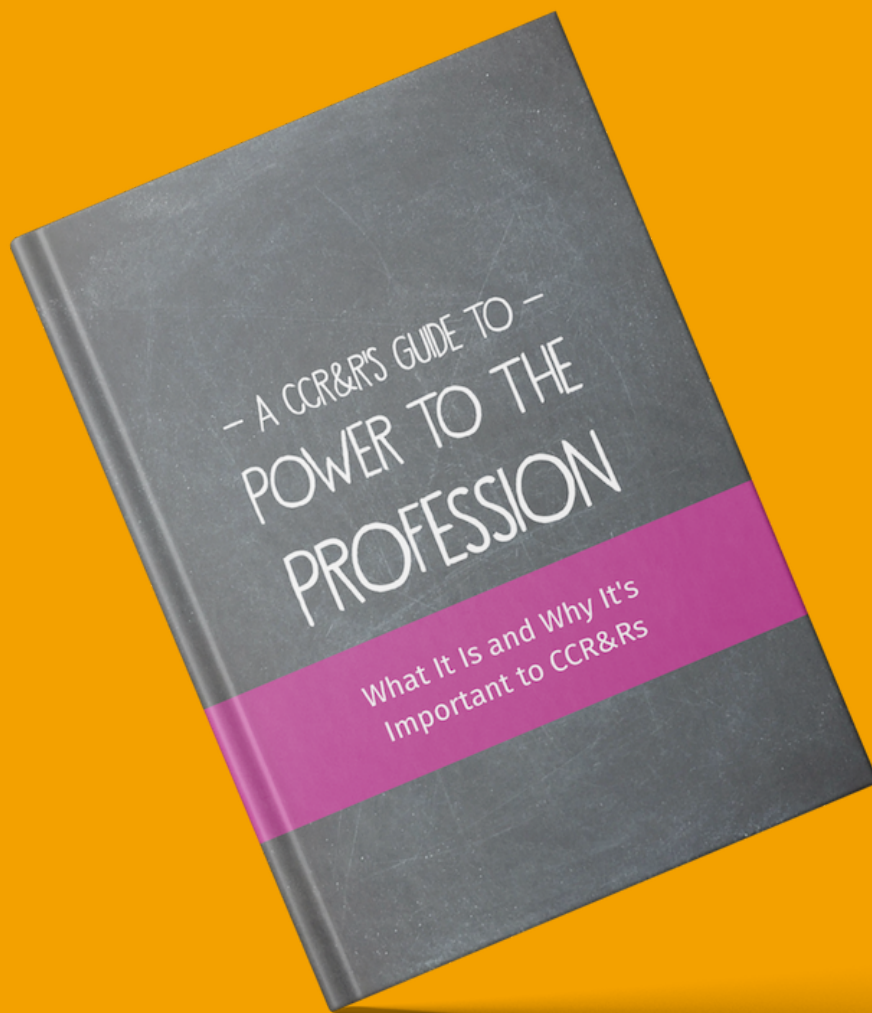
Consider working with community centers and faith-based organizations that regularly work with refugee populations to co-facilitate focus groups with you around Power to the Profession. They may even be able to offer translation services to help with any language barriers.



# Summary

We hope you find these ideas and suggestions useful. We want to hear from you! Send us an email at [P2P@usa.childcareaware.org](mailto:P2P@usa.childcareaware.org) and tell us how you are spreading the news about Power to the Profession.

Stay tuned for the next e-book in which we will highlight CCR&R agencies and how they have championed Power to the Profession in their local communities.



## LEARN MORE!

Dig deeper into Power to the Profession and learn why it's important to CCR&Rs in this downloadable e-book.

[DOWNLOAD THE E-BOOK](#)