

WCCAA Officers:

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2021 Board

Meetings:

January 20-21

March 17-18

May 19-20

July 14-15

September 15-16

November 17-18

WCCAA Regions:



Our Mission:

To support each other as Child Care Administrators in providing quality programming for Wisconsin's families.

WCCAA Advocacy Day – February 25, 2021

Key Legislative Representatives, Department of Children & Families and WCCAA Lobbyist will bring important budget, trending, and supportive Early Care & Education information to the panel discussion.

DCF Secretary Emillie Amundson, has over a decade of experience in state government with an intimate knowledge of children and youth programs and their interconnectedness to the health and vitality of our state. Prior to DCF, Amundson served as the Chief of Staff for now Governor Evers at the Department of Public Instruction (DPI). During her time at DPI, Amundson advanced multiple statewide and cross-agency efforts in partnership with DCF, including early learning, early and family literacy, after school programming, intervention and prevention, homelessness, and youth justice.



Rep. Mark Born Representative Mark Born was born and raised in Beaver Dam. He resides there with his wife, Liberty, and their daughter. Mark is a graduate of Gustavus Adolphus College, St. Peter MN with a Bachelor degree in political science and history. Mark served area communities for almost 15 years as an employee of the Dodge County Sheriff's Department. Mark is currently in his fifth term as Representative of the 39th Assembly District. In the 2021-2022 legislative session, he serves as **Co-Chair of the Joint Committee on Finance** and is a member of the University Hospitals and Clinics Authority Board.



Rep. Patrick Snyder represents the 85th Assembly District. He had the opportunity to become the Outreach Director for Congressman Sean Duffy. Rep. Snyder was a Radio host for WSAU (12 years). He is a member of Wausau Noon Rotary; ELKS Club; United Way's Hunger Coalition and Housing and Homelessness Committee; Marathon County Health Department's Alcohol and Other Drugs (AODA) Committee; Marathon County Department of Social Services' Administrative Review. Rep. Snyder was elected to Assembly 2016. His committee assignments, 2019: Aging and Long-Term Care; Children and Families (Chair); Community Development; Corrections; Jobs and the Economy (Vice-Chair); Mental Health; Workforce Development. Currently Chair of the **Assembly Children and Families Committee**.

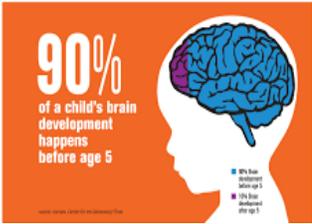


WCCAA Lobbyist, Jack O'Meara and Kathi Kilgore advocate on behalf of WCCAA to the governor's office, state agencies and legislators. The Lobbyists may testify at public hearing on behalf of WCCAA, as requested, monitor developments and inform the board of developments that affect WCCAA's interests.



The fields of Early Care & Education bolstered by the ever-growing field of neuroscience, child development and evaluation research,





state lawmakers have been at the forefront of expanding investments in programs that support the healthy development and school readiness skills of children and support for their parents to be the first and best teachers of their children. There also has been considerable economic research on the positive returns on investing in early childhood development programs. State policymakers understand and acknowledge this sensitive period of the early years and the rapid growth in brain development that occurs and have developed legislation that supports early childhood policies and programs.

WCCAA Position Paper – Reality of Child Care

The Wisconsin Child Care Administrators Association (WCCAA) is the voice of child care administrators and owners, the people who run child care centers day in and day out across Wisconsin. Long before COVID-19, WCCAA was proud to advocate for these heroes and those who work with them on the front lines of our Early Care and Education (ECE) workforce. Our pride has only grown as we have dealt with the pandemic. But we are struggling. Some centers have been forced to shut their doors permanently.

WCCAA thanks the policymakers who have stepped up to help ECE in recent months. The reality is we desperately need more assistance and support if we are going to continue to provide the high-quality care and education that the people of Wisconsin have come to expect from our industry.

WCCAA Priorities for the 2021-23 State Budget

WCCAA Supports WECA's Infant Toddler Proposal with Funding Targeted to Staff

WCCAA commends the Wisconsin Early Childhood Association (WECA) for building a strong coalition to support the WECA Infant Toddler proposal. WCCAA is particularly pleased that the proposal would direct funding to early child care and early education staff needs. It will:

- Create an infant toddler stabilization fund that is targeted at programs operating below full capacity: Cost-\$30 million annually.
- Expand the Wisconsin Shares child care subsidy for low income parents: ◦ Increase program eligibility to 200% of the Federal Poverty Limit to help working parents stay in the workforce: Cost-\$6.4 million annually.
- Increase subsidy reimbursement rate for infant and toddler care, which is the most expensive age group in care: Cost-\$13.7 million annually.
- Create a pilot program in high need areas of the state where slots for 50 infant and toddler classrooms would be reimbursed at the actual cost of care: Cost-\$9.9 million annually.
- Make it clear that funding under the plan is designed to be used for staffing, which is the biggest challenge currently confronting child care and early education in the state.

The Importance of Investing in the ECE Workforce

A long-term financial investment in the ECE Workforce will help retain staff, many of whom hold degrees (associate and/or bachelor's), leading to lower costs, making care affordable families; stabilize and expand programs; and increase Accessibility to high-quality child care slots for families who desperately need them.

Regulatory Flexibility

ECE programs across the state are seriously struggling under the far-reaching, and often duplicative, regulations tied to licensing and YoungStar. We need relief. We are pleased that DCF has proposed some changes for YoungStar. We look forward to working with DCF on these changes and advocating for additional relief.

More Funding for Wisconsin Shares

It is important for the state to continue to increase Wisconsin Shares rates to a competitive level. Two years ago, in his proposed 2019-21 state budget, Governor Evers provided \$47 million in federal funding for the Wisconsin Shares program to get Shares rates to the 50th percentile of the market. The Legislature cut this funding by \$23 million, still providing a \$24 million increase. This was on top of \$60 million for cost-to-continue.

For More information on DCF's 2021-23 Budget follow this link:

https://docs.legis.wisconsin.gov/misc/lfb/budget/2021_23_biennial_budget/600_overview_of_state_agency_major_request_items_december_2020.pdf

FREE MEMBERSHIP OPPORTUNITY!!

With your WCCAA membership you are eligible for a free Ambassador level Membership with National Afterschool Association

The National AfterSchool Association is the voice of the afterschool profession. We are the national membership organization for professionals who work with and on behalf of children and youth during out-of-school time. NAA's mission is to promote development, provide education and encourage advocacy for the out-of-school-time community to further the afterschool profession. We exist to inspire, connect and equip afterschool professionals.

A free starter membership designed for entry and developing afterschool professionals provides the following benefits for you:

- Monthly and archived member-only **professional development opportunities and resources** targeted at entry and developing afterschool professionals
 - The **NAA Weekly eNews**
 - Discounts on **afterschool products and services** offered by NAA Advocate Members and other partners
- <https://naaweb.org/register-ambassador/registers>

Why Become a WCCAA Board Director

- Valuable Networking and Program Support
- Be Part of a Team that Advocates for Children, Families, ECE Teachers, Providers, Equitable Treatment and so much more.....



Check out the WCCAA **Membership Benefits** and how to apply at:
<https://www.wccaa.org/membership/wccaa-membership/>

To find out more on how you can become a **WCCAA Sponsor Membership**, visit our website at:
<https://www.wccaa.org/about/wcca-sponsorship/>

Explore great resources at **Association for Early Learning Leaders**:
https://www.earlylearningleaders.org/page/About_ELL

See what's happening with NAA (**National AfterSchool Association**):
<https://naaweb.org/about-us>

WCCAA provides members with adequate tools to be successful and efficient leaders in the field of early care and education as well as a foundation of knowledge and strength.