

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.

No Child Care = No Workforce No Workforce = No Economy

Early Care & Education is the Foundation for the Economy



Support "Child Care Strong" Funding for Early Care & Education

It will take all of us connecting with legislators to gather support for "Child Care Strong". We need to request that the \$106 million dollar amount remain firm or larger. One important point is, the CARES funds we received in 2020 and will continue to receive in Spring and Summer of 2021 are band aids, a short-term fix to help us survive COVID. The funding asked for in "Child Care Strong" is a long-term investment in all children in all programs. Yes, the funding should be much larger, but again it is a start.

"DCF Secretary Amundson and her team have been very willing work with us and listen to our concerns," said Joan Beck, WCCAA President and Administrator of Willows Christian Child Care in Dodge County. "We thank them for their hard work on this plan. We hope the money can get out into the field as soon as possible."

"WCCAA's top priority has been more assistance to help us better pay and retain our dedicated and hard-working staff," Beck continued. "While more still needs to be done, this plan is an important step in the right direction."

Governor's Child Care Strong Initiative

The budget begins to address the structural problems in the child care industry laid bare during the pandemic with a historic **\$106 million** investment of state dollars and a delinking of [YoungStar](#) and [Wisconsin Shares](#). These items combined create [Child Care Strong](#), a **\$140 million** dollar fund to provide bonus payments and per child stipends to providers to address quality, affordability, accessibility, and equity for children both in Wisconsin Shares and unsubsidized child care.

The Child Care Strong program is designed to support child care providers entering into regulation and moving up the YoungStar quality rating and improvement system. The program also creates financial incentives to care for infants, toddlers, and children receiving Shares. The per child payments are higher for infants, toddlers, and 2-year-olds, as well as for children receiving Shares.

Visit the DCF Website for the Frequently Asked Questions section:
<https://dcf.wisconsin.gov/budget/early-care/faq>

Child Care Strong Payment Estimator

The Payment Estimator is designed to help early care and education providers estimate the payments they would be eligible for under the governor's Child Care Strong program. Amounts shown are the maximum payments per provider, per month. If you haven't visited the **Child Care Strong Payment Estimator**, check it out here: <https://dcf.wisconsin.gov/budget/early-care/ccs-calc>

NAEYC Survey Results

Child care providers across the United States are facing an unsustainable reality without significant public investment, according to a new national survey conducted by the National Association for the Education of Young Children (NAEYC), a leading advocate for high-quality early childhood education.

Without relief, our post-pandemic national economy will struggle to recover as parents can't find high-quality, reliable child care for their children."

Among the startling findings from the survey of more than 6,000 providers:

- 56% of child care centers are losing money each day they remain open.
- 44% are confronting so much uncertainty that they are unable to say how much longer they will be able to stay open.
- **One-in-four centers and one-in-three child care homes say that if enrollment stays where it is and no additional support comes forward, they will have to close in the next three months.** That rises to 51% of minority-owned businesses who won't survive more than three months at the current status quo.
- Nearly half of respondents know of multiple centers or child care homes in their community that have closed permanently. This includes 42% for those who are minority-owned businesses and rises to 56% for those who describe their community as suburban.

Read the full report here: <https://www.naeyc.org/about-us/news/press-releases/pandemic-survey>

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://dcf.wisconsin.gov/budget>

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/>

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.