

WCCAA Officers:

President:

Joan Beck

jbeck@willowschristia.nchildcarecenter.com

Vice President:

Kathy Stachura

kathystachura@icloud.com

Secretary:

Kelly Jensen

kijensen@tds.net

Treasurer

Mike Siegler

happyhollowlearning@gmail.com

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.

Early Care & Education is the Foundation for the Economy

“WCCAA’s top priority has been more assistance to help us better pay and retain our dedicated and hard-working staff,” Joan Beck states. “While more still needs to be done, the Child Care Strong Initiative is an important step in the right direction.”



The **No Child Care = No Workforce, No Workforce = No Economy** Promotion is ongoing and we need your help. Contact your Legislators, Families, Business and spread the message! WCCAA Promo #1: https://fb.watch/5QMCRAM_QS/

Continue to send your photos to Kelly Jensen, kijensen@tds.net

The COVID-19 pandemic exacerbated existing structural problems in the child care industry and laid bare its critical importance to Wisconsin's communities and economy. Throughout the public health emergency, Wisconsin led by prioritizing the needs of the early care and education community and we need to continue those vital investments.

Let your Voices be Heard!

Please contact your legislators today. This is an important move for Early Care & Education.

To find your legislators, please visit these websites:

<https://maps.legis.wisconsin.gov/>

<https://myvote.wi.gov/en-us/MyElectedOfficials>

Don't Miss these Funding Opportunities:

- New Round of **Child Care Counts** Launches on Tuesday, June 1, 2021. More info at: <https://dcf.wisconsin.gov/covid-19/childcare/payments>
- **Workforce Retention and Recognition** Stipend Program: <https://dcf.wisconsin.gov/covid-19/childcare/wrrsp>
- **Technology Access Program:** <https://dcf.wisconsin.gov/covid-19/childcare/tap>
- **Small Business Recovery Grants:** <https://www.revenue.wi.gov/Pages/TaxPro/2021/WisconsinTomorrowSmallBusinessRecoveryGrant.aspx>

Wisconsin has lost a quarter of its child care centers

Read the full article here: <https://www.cbs58.com/news/wisconsin-has-lost-a-quarter-of-its-child-care-centers-since-the-start-of-the-pandemic>

Finding child care options is harder for parents because of the pandemic, and it may be a hurdle for the state's economic recovery. According to the Wisconsin Family Child Care Association, the state has lost about a quarter of its child care centers due to the impacts of COVID-19.

"When the pandemic hit, a lot of child cares either went out of business or went out temporarily and came back in," Leah Zastoupil, a past president of WFCCA, told CBS 58 in an interview. "We have lost about 25-percent that have not restarted their program."

On top of that, the industry faces struggles finding workers because of low pay in the industry, stress that comes with the job and other factors. "Financially, if there aren't enough reasons to be in our field, there aren't enough reasons to take the kids that need care for those parents that want to go back to work," Zastoupil said. The loss creates child care deserts, Zastoupil said, that may only worsen when the school year ends.

Type of Program	Open	Temporary Closure	Grand Total
Certified Family	484	13	497
Licensed Family	1501	46	1547
Licensed Group	2003	215	2218
Public School Program (Before/After School)	139	47	186
Grand Total	4127	321	4448

The pandemic proved child care is essential.

Read the full article here: <https://www.jsonline.com/story/news/solutions/2021/05/26/covid-showed-government-philanthropists-why-child-care-essential/7141153002/>

As enrollment plummeted, many child care providers across the state couldn't afford to stay open, especially with increased costs...

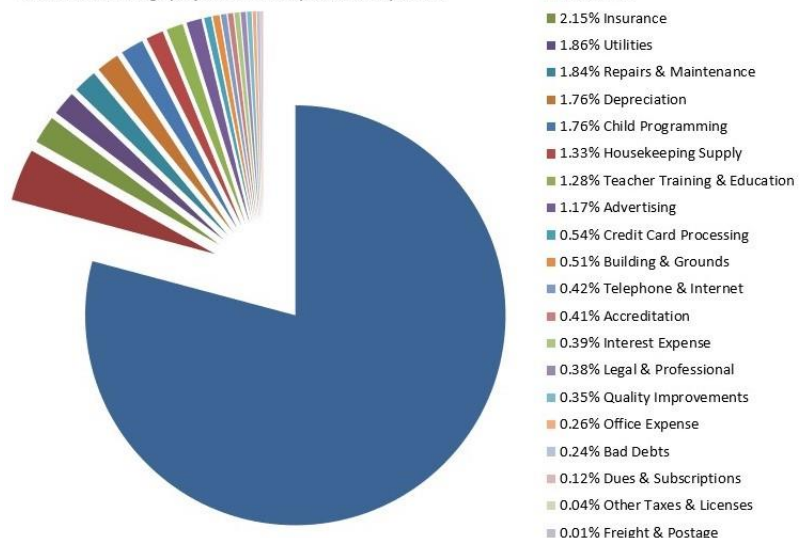
As the pandemic took hold, 40% of child care providers in Wisconsin closed their doors, said Emilie Amundson, secretary of the state Department of Children and Families.

Dealing with revenue problems was nothing new to child care providers who have been sounding the alarm for years about chronic underfunding that leads to high staff turnover and disproportionate access to high-quality, affordable care.

80% of Child Care budget goes to Employee Costs. Average Teacher Pay is \$10.50/hour.

Child Care EXPENSES

Based on 100 Child Licensing Capacity, 50% Low-Income Population, Nationally Accredited



WCCAA Priorities for the 2021-23 State Budget

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.

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 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
<https://naaweb.org/register-ambassador/registers>

Why Become a WCCAA Board Director

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.