

## ANNOUNCEMENTS AND REMINDERS:

- \* ALL PARTICIPANTS ARE AUTOMATICALLY MUTED.
- \* PLEASE SHARE YOUR QUESTIONS FOR SPEAKERS IN THE CHAT BOX.
- \* THIS MEETING WILL BE RECORDED & AVAILABLE AT: <https://www.firstup.org/sepecc/>



# SEPECC Meeting

**Tuesday, October 24, 2023**

*Welcome*

Meeting will begin at 12:30pm

## Agenda:

- 12:30 Welcome
- 12:35 Funding & Policy Updates
- 12:40 Guest Legislator: Representative Regina Young
- 12:50 Advocacy
- 1:10 OCDEL & ELRC Announcements
- 1:30 Special Presentation: Marketing Strategies for Child Care Businesses
- 1:50 Public Policy Partners Collaboration
- 1:55 Community Partner Resources
- 2:10 Wrap Up
- 2:15 Breakout Rooms (optional)

MARY GRAHAM,  
CHILDREN'S VILLAGE

SHIRLEE HOWE,  
CHILDREN FIRST

# BUDGET & POLICY UPDATES (FEDERAL, STATE, LOCAL)



# Guest Legislator: Representative Regina Young



# ADVOCACY





# ENGAGING COMMUNITY ON ADVOCACY

SHINEAL HUNTER, FAMILY CIRCLE ACADEMY



# ADVOCACY PARTIES

## Get your community involved in ECE advocacy!

- Promote voting
- Engage your legislators
- Build messaging around the need for ECE funding
- Collect stories for advocacy
- Build an army of advocates!



# DO YOU HAVE FAMILIES WITH STORIES TO SHARE?

- SEPECC can help capture experiences of families and caregivers.
- Interviewer/photographer available to come to a staff meeting, family event, or other venue to speak with families and staff.
- Stories will be crafted into a Letter to the Editor or article for submission to local news.
- Email Eleanor Levie to request at [eleanorlevie@gmail.com](mailto:eleanorlevie@gmail.com).



# CHILDCARE CHANGEMAKERS NATIONAL CALL

- Wednesday, October 25, 2023
- 7:00 PM - 8:00 PM ET
- Register here: <https://act.communitychangeaction.org/a/childcare-changemakers-national-call-34>





# HALLOWEEN ECE MESSAGING

SHIRLEE HOWE, CHILDREN FIRST

SHAWN TOWEY, PENNSYLVANIA CHILD CARE ASSOCIATION



# HALLOWEEN ECE MESSAGING



## Ideas for trick or treaters:

- Pass out Kids Can't Vote stickers
- Ask adults if they have a plan to vote
- Post signs about voting (you can advocate for a specific candidate at your home/ private business)
- Display a poster of your legislator and introduce children to them (or quiz older children)



# CAPITOL VISIBILITY

ELIZABETH OZER, FIRST UP



# 5 REASONS YOU SHOULD CARE ABOUT THE CHILD CARE CRISIS

THIS IS NOT A TRICK  
IT'S NOT A TREAT EITHER



of programs indicated  
they have **staffing shortages.**



children currently sit  
on **waiting lists.**






3,980

positions have opened due  
to lack of benefits and **low wages.**



classrooms are **closed.**



1,599



30,047

more children could be served  
if schools were **fully staffed.**



# TAKE THE CHILD CARE STAFFING SURVEY SO ADVOCATES HAVE ACCURATE DATA!

## ■ SURVEY DATA WILL HELP:

- GIVE A CLEARER PICTURE OF CURRENT CHILD CARE CRISIS
- LEGISLATORS UNDERSTAND URGENCY OF FUNDING
- LINK TO STAFFING CRISIS SURVEY:  
[https://firstupearlyed-my.sharepoint.com/:v:/g/personal/jackie\\_groetsch\\_firstup\\_org/eel4pryrb\\_1pkkwke\\_ibvxkbafu0ezapzn\\_1nmzcznvhd\\_a?e=mmlzdy](https://firstupearlyed-my.sharepoint.com/:v:/g/personal/jackie_groetsch_firstup_org/eel4pryrb_1pkkwke_ibvxkbafu0ezapzn_1nmzcznvhd_a?e=mmlzdy)



### Information:

<https://static1.squarespace.com/static/5c2e545d0bdba3cf1389658c/t/640281beff1f32192446dd9b/1677885886732/Staff+Crisis+Survey+PA+2023.pdf>

**INTERESTED IN JOINING THE CARAVAN ON 10/31?**

**EMAIL** [JACKIE.GROETSCH@FIRSTUP.ORG](mailto:JACKIE.GROETSCH@FIRSTUP.ORG) OR MESSAGE US IN THE CHAT!





# GET OUT THE VOTE

LAVERNE CHEESEBORO, OWNER/ DIRECTOR OF HEAVENLY MADE CREATIONS







[https://firstupearlyed-my.sharepoint.com/:v:/g/personal/jackie\\_groetsch\\_firstup\\_org/EeL4pryrb\\_IPkKWke\\_ibvxkBaFu0eZApZnINmzCZnVhD\\_A?e=mmlZDY](https://firstupearlyed-my.sharepoint.com/:v:/g/personal/jackie_groetsch_firstup_org/EeL4pryrb_IPkKWke_ibvxkBaFu0eZApZnINmzCZnVhD_A?e=mmlZDY)

# GET OUT THE VOTE RESOURCES

- Check your registration status: <https://www.pavoterservices.pa.gov/pages/voterregistrationstatus.aspx>
- Find your polling place: <https://www.pavoterservices.pa.gov/Pages/PollingPlaceInfo.aspx>
- Request your mail-in ballot by 10/31/2023: <https://www.vote.pa.gov/Voting-in-PA/Pages/Mail-and-Absentee-Ballot.aspx>
- Ballot return locations: <https://www.vote.pa.gov/Voting-in-PA/Pages/Return-Ballot.aspx>
- Find out who is on your ballot: <https://ballot.seventy.org/>

# REQUEST A FREE ADVOCACY DISPLAY KIT FROM FIRST UP!

**First Up**  
Champions for Early Education


**PA SENATE DISTRICT 4**  
DEMOCRAT serving MONTGOMERY & PHILADELPHIA COUNTY

**STATE SENATOR**  
**ART HAYWOOD**


Senator Art Haywood, elected to the Pennsylvania Senate in 2015, represents the 4th Senatorial District of Pennsylvania, which encompasses a population of over 260,000 people in parts of Montgomery County (including Abington Township, Cheltenham Township, Jenkintown, Rockledge, Springfield) and Philadelphia County.

**COMMITTEE ASSIGNMENTS**

- Finance
- Judiciary
- Aging & Youth
- Appropriations
- Health & Human Services:  
Minority Chair



Scan to find your legislators!



**DISTRICT OFFICES**

1168 Easton Road  
Abington, PA 19001  
(215) 517-1434

7106 Germantown Avenue  
Philadelphia, PA 19119  
(215) 242-8171

Includes customized one-pagers with your program's PA Senator and Representative, Get Out to Vote flyers & stickers

Request here:

<https://forms.gle/Jvcqsv9u7b9oMn8b6>

**First Up**  
Champions for Early Education

The quality of your child's education depends on supportive legislation.

Register to vote here. Find your polling place here.



**KIDS CAN'T VOTE BUT YOU CAN**



**-November 7, 2023 is Election Day- GET OUT TO VOTE!**

11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07	11/07/2023 11/07
Oct. 23, 2023	Oct. 31, 2023	Nov. 7, 2023							
Last day to REGISTER before November election!	Last day to APPLY for a mail-in or absentee ballot	Mail-in & absentee ballots must be RECEIVED by 8:00 P.M.							

**ELECTION DAY!**

Get out to vote!

# PA HOUSE AND SENATE MEMBERS

- Find your state House/Senate members:  
<https://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/>
- Link to House Education Committee:  
[https://www.legis.state.pa.us/cfdocs/cteelInfo/Index.cfm?CteeBody=H&Code=12.](https://www.legis.state.pa.us/cfdocs/cteelInfo/Index.cfm?CteeBody=H&Code=12)
- Link to Senate Education Committee:  
<https://www.legis.state.pa.us/cfdocs/cteelInfo/Index.cfm?Code=23&CteeBody=S>



**Start Strong PA Staffing Crisis Survey - Feb. 2023:**

<https://static1.squarespace.com/static/5c2e545d0bdba3cf1389658c/t/640281beff1f32192446dd9b/1677885886732/Staff+Crisis+Survey+PA+2023.pdf>



# SEPECC FACEBOOK GROUP

SIM LOH, CHILDREN'S VILLAGE



· OLD Facebook Page --> --> --> --> --> NEW Facebook Group



**SEPECC**  
Sepecc Southeastern PA Early Childhood Coalition

270 likes · 299 followers

Liked Message Search

Posts About Mentions Reviews Followers Photos More



**SEPECC**

Discussion Rooms Events Media Files People

Invite



Advancing quality early care  
and education in Bucks, Chester,  
Delaware, Montgomery and  
Philadelphia Counties

**SEPECC**

**[www.facebook.com/groups/sepecc/](https://www.facebook.com/groups/sepecc/)**



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# OCDEL & ELRC Announcements

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JANETTA (NETTA) RADZINSKI - OCDEL  
[C-JRADZINS@PA.GOV](mailto:C-JRADZINS@PA.GOV)

MAGGIE JOHNSON – ELRC 17 MONTGOMERY  
[MJOHNSON2@MONTCOPA.ORG](mailto:MJOHNSON2@MONTCOPA.ORG)



**NETTA RADZINSKI** | SPECIAL ASSISTANT FOR  
EXTERNAL RELATIONS  
OFFICE OF CHILD DEVELOPMENT AND EARLY  
LEARNING  
333 MARKET STREET, 6TH FL | HARRISBURG, PA  
17126  
PHONE: 717.395.2260  
[C-JRADZINS@PA.GOV](mailto:C-JRADZINS@PA.GOV)  
[WWW.DHS.PA.GOV](http://WWW.DHS.PA.GOV) | [WWW.EDUCATION.STATE.PA.US](http://WWW.EDUCATION.STATE.PA.US)

# PA KEYS

- Announcements: <https://www.pakeys.org/ocdel-announcements/>
- State Advisory Council (SAC): <https://www.pakeys.org/sac/>

# OCDEL POINT OF CONTACTS BY BUREAU:

- Early Intervention and Family Support email to [ra-ocdintervention@pa.gov](mailto:ra-ocdintervention@pa.gov)
- ELRC operations - Contact your local ELRC - [www.raiseyourstar.org](http://www.raiseyourstar.org) or Early Learning Resource Centers ([pa.gov](http://pa.gov))
- Certification Services- contact your regional office: Southeast Regional Offices: (800) 346-2929
  - Western Regional Office: (800) 222-2149
  - Central Regional Office: (800) 222-2117
  - Northeast Regional Office: (800) 222-2108
- Policy and Professional Development
- General Questions-
  - [RA-dpwocdnet@pa.gov](mailto:RA-dpwocdnet@pa.gov)
  - [RA-ocdearlylearning@pa.gov](mailto:RA-ocdearlylearning@pa.gov)
  - PKC & HSSAP- [ra-paprekcounts@pa.gov](mailto:ra-paprekcounts@pa.gov)



MAGGIE JOHNSON  
KEYSTONE STARS COORDINATOR  
ELRC 17-MONTGOMERY COUNTY  
MARGARET.JOHNSON@MONTGOMERYC  
OUNTYPA.GOV

# ELRC REMINDERS

*Contact your local ELRC for assistance or additional information*

- **PA Keys Website: New Design**

- [www.pakeys.org](http://www.pakeys.org)

- **2023 Keystone STARS Performance Standards update – effective **10/1/2023****

- Review announcement on the PA Keys website: <https://www.pakeys.org/elrc-23-04/>
  - The list of Approve Curriculum and Developmental Assessment Tools was also updated last month
  - View the webinar here: <https://www.youtube.com/watch?v=SioPyVcjli4>

# ELRC REMINDERS

*Contact your local ELRC for assistance or additional information*

- **Children's Village Business Series 2023-2024**
- ELRC 18 is again very pleased to be able to sponsor a variety of Children's Village business series. Presented free of charge to providers, these are an outstanding opportunity for you to strengthen your business and HR practices. At a time when so many are struggling to keep the doors open, you literally cannot afford to miss this opportunity. Please see the schedule below and use the link to view the flyer and application forms:
- **Beginner Series for Centers**
  - Cohort 1 – October 25, November 8, 22 and December 6 from 9:30a-12:30p
  - Cohort 2 – January 16, 23, 30 and February 6 from 1-4p
  - Cohort 3 – April 18 and May 2, 9 and 23 from 12:30-3:30p

# ELRC REMINDERS

*Contact your local ELRC for assistance or additional information*

- **Children's Village Business Series 2023-2024**
- Beginner Series for Family Child Care Providers
  - Cohort 1 – November 7, 21, 28 and December 5 from 6:30-8:30p
  - Cohort 2 – February 7, 14, 21 and 28 from 12:30-2:30p
  - Cohort 3 – May 16, 23, 30 and June 6 from 6:30-8:30p
- Intermediate Series for Center Directors *(must have taken the Beginner Series)*
  - February 27, March 12 and 26 and April 2 and 23 from 12:30-3:30p
- Human Resources Series for Center Directors *(must have completed the Beginner Series)*
  - March 20, April 3 and 17, and May 1, 15 and 29 from 1-4p
- *Note: Space permitting providers from outside of Philadelphia are welcome to register and participate.*



# ELRC REMINDER AND OFFICE CONTACT INFORMATION

*Contact your local ELRC for assistance or additional information*

Region 15 Delaware County	Region 16 Bucks County	Region 17 Montgomery County	Region 18 Philadelphia	Region 19 Chester County
Delaware County <a href="mailto:Elrc15-email@delcohsa.org">Elrc15- email@delcohsa.org</a>	Community Services for Children <a href="mailto:ELRC16@cscinc.org">ELRC16@cscinc.org</a>	Montgomery County <a href="mailto:ELRCRegion17@pa.gov">ELRCRegion17@pa.gov</a>	Caring People Alliance <a href="mailto:info@philadelphiaelrc18.org">info@philadelphiaelrc18.org</a>	Public Health Management Corporation (PHMC) <a href="mailto:ELRC19@phmc.org">ELRC19@phmc.org</a>
Office Location	Office Location	Office Location	Office Location	Office Location
20 South 69 <sup>th</sup> St 4 <sup>th</sup> Floor Upper Darby, PA 19082-2528 610-713-2115 1-800-831-3117 Fax: 610-713-2333	Fairless Hills 333 Oxford Rd, Suite 402-403 Fairless Hills, PA 19030-2624 833-229-6928 215-486-2524 Fax: 267-202-6517	Montgomery County P.O Box 311 1430 Dekalb Street Norristown, PA 19404 610-278-3707 1-800-281-1116 Fax: 610-278-5161	2361-2372 Welsh Road Philadelphia, PA 19114 (215) 382-4762 1-888-461-KIDS (5437) Hearing Impaired TTY Service 1-877-PA-Kids (1-877-472-5437) Fax: (215) 382-1199	Chester County Intermediate Unit 455 Boot Rd, Downingtown, PA 19335-3043 484-593-5050 1-866-262-8565 Fax: 610-343-1605
	Quakertown 136B Mill Rd Quakertown, PA 18951 833-229-6928 267-898-3980 Fax – 267-247-5122			

# COMMUNITY SERVICES FOR CHILDREN

- Provider Link Newsletter ~ ELRC Region 16 October 2023
- Serving Bucks County
- Link to Newsletter:  
[https://r20.rs6.net/tn.jsp?f=001kh9byA7vMtVzfHcYU9wBDLcfqu1103Z5VRUmKkeU7op37AIDKpBfYvjoSjvAztaQUnFiPDGjf0DrwbgPITeeLvzRqqpnXXV6MFaQ8MQLV-4OEUqul\\_zXgNmh\\_UErYiDTh\\_pHWrwq9ouQp2QCFg7Scmz5geOzOeArERVIZfwpR8uu-JCbIG4fvZBscreYFlorrbZLM78MHcBgvZ1t2gQh2oX2ezqHTw](https://r20.rs6.net/tn.jsp?f=001kh9byA7vMtVzfHcYU9wBDLcfqu1103Z5VRUmKkeU7op37AIDKpBfYvjoSjvAztaQUnFiPDGjf0DrwbgPITeeLvzRqqpnXXV6MFaQ8MQLV-4OEUqul_zXgNmh_UErYiDTh_pHWrwq9ouQp2QCFg7Scmz5geOzOeArERVIZfwpR8uu-JCbIG4fvZBscreYFlorrbZLM78MHcBgvZ1t2gQh2oX2ezqHTw)

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# Special Presentation: Marketing Strategies for Child Care Businesses

**Zakiyyah Boone**, Wonderspring

**Damaris Alvarado-Rodriguez**, Children's Playhouse

**Gideon Umile**, Community College of Philadelphia/Goldman Sachs 10,000 Small Businesses - Greater Philadelphia

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# Marketing Early Childhood Education





# Goals of Wonderspring Marketing

- Increase awareness
- Generate word of mouth
- Develop good will
- Increase enrollment
- Build family engagement
- Recruit staff
- Cultivate donors
- Encourage advocacy

# Social Media

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- We post regularly on Facebook, Instagram, LinkedIn and YouTube.
- We try to vary our posts between updates about what the kids are doing (cute pictures), ads for our various programs, advocacy, and resources. Varying what we posts helps keep our followers engaged.
- We also post on community pages in the areas we serve.



# Social Media Ads

To further our reach, we sometimes pay to boost our ads on Facebook. This allows you to get your message out to targeted audiences beyond your own network.



# Website



Our Website features information about all of our programs (ECE, school-age, camp) as well as information about tuition-free programming and subsidy. We use fillable forms to allow families to easily register. We also have a form where interested families can request more information. This form helps us learn about how families hear about us.

We also have pages devoted to family resources, important news and information, careers at Wonderspring, donating, etc.



# Google Ads

## Google Ad Grants



We have a Google Ad Grant that allows us to place the equivalent of \$10,000 in google ads. This helps raise our profile on Google so people can find us more easily.

# Septa Ads

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This summer we purchased SEPTA Ads (using marketing funds from PreKCounts and PHLpreK) to market our tuition free programs in Philadelphia. Ads ran on the Market Street Line, bus lines near our centers and at the Market Street stations near our New Market West Center.

**WONDERSPRING**  
EARLY EDUCATION

**The First Five Years  
Matter Most**

**ENROLL NOW**  
IN TUITION-FREE, HIGH-QUALITY PRE-K

**Be Ready for Kindergarten**

**Powelton Village**  
3939 Warren St | 215-382-2499

**New Market West**  
5901 Market St, Suite 101 | 215-798-9961

WONDERSPRING.ORG

The advertisement features a dark teal background with white and gold text. It includes two photographs of children in a classroom: one of a boy playing with toys and another of a girl playing with a toy car. A QR code is located in the bottom left corner.

**Wonderspring Narberth**  
**Nurturing children**  
**Engaging community**



**A beloved community treasure, Wonderspring Narberth has provided high-quality early learning in the heart of Narberth borough for more than 25 years.**

Wonderspring Narberth, a nonprofit STAR 4 center, is currently enrolling preschool children.

To learn more, email Natalie at [nrenn@wonderspring.org](mailto:nrenn@wonderspring.org) or call 610-617-4550



**WONDERSPRING**  
EARLY EDUCATION

[wonderspring.org](http://wonderspring.org)

## Print Ads

We occasionally take ads in publications serving communities where we have centers. For example, Narberth Borough has a publication that is sent to every resident in Narberth. We've also taken ads for our camp program in publications that get sent home in every elementary school child's backpack in the school district we serve. These types of publications help us target our audience.

# Direct Marketing

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Another way we target audiences is through Direct Marketing you can purchase lists of certain geographic areas with specific attributes. Families with children ages 0-5.



# Email Blasts

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We use Constant Contact to get the word out to families, stakeholders, elected officials and others about what we are doing, important news, events, available resources, and advocacy issues.



## Family Virtual Workshop Series

Connect with Wonderspring families and gain confidence as a caregiver of secure and resilient children!

Join Helen Ober, a 25-year veteran Emotional Intelligence (EI) Expert and Social & Emotional Learning (SEL) Specialist for a 3-part webinar series. Helen Ober has worked with thousands of parents and teachers. Her mission is to equip them with the skills that support a child's emotional health, encourage them to simply love and let go of perfection, and to empower them to be the confident leader children need.

### WORKSHOP TOPICS/ DATES

**Tuesday, May 9**  
How to Talk So Your Kids Will Listen

**Tuesday, May 23**  
Too Much Screen Time...Hype or Reality

**Tuesday, June 6**  
How to Hold It All Together

**TIME**  
7:00 – 8:00 pm  
8:00 - 8:30 Q & A

**PLACE**  
The comfort of your own home...

**ZOOM LINK:**  
[www.zoom.us/j/5502121560](https://www.zoom.us/j/5502121560)

**JOIN US FOR 1 OR ALL WORKSHOPS!!**



## Events

Events are a great way to both engage current families and generate word of mouth.



# Lawn Signs and car decals

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Some ways for our families to help spread the word include lawn signs and car decals.



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Goldman  
Sachs

10,000  
small  
businesses

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GIDEON UMILE  
DIRECTOR OF RECRUITMENT  
[GUMILE@CCP.EDU](mailto:GUMILE@CCP.EDU)  
267-990-1675



# PROGRAM OVERVIEW

- A Practical Business Education
- Peer Based Learning
- Increased Access to Capital
- Faculty Experts
- Five Year Growth Plan
- National Alumni Program

## SELECTION CRITERIA

- Owner or co-owner of a business
- Been in operation for at least two years
- Annual revenues above \$75,000
- Have at least two employees
- Desire to grow and create jobs

# CURRICULUM LADDER



# WHAT TO EXPECT

## Our Commitment to You

- Full scholarship
- Practical curriculum to drive business growth
- Convenient class schedule
- Skills that can be applied immediately
- Local & national alumni network
- Opportunity to access capital

## Your Participation

- Attend all learning sessions
- Take part in out-of-class activities
- Demonstrate a commitment to revenue growth and job creation
- Create a growth plan
- Complete monitoring & evaluation documentation

**APPLY TODAY**



You built your business,

**Apply online**  
**[www.10KSBAApply.com](http://www.10KSBAApply.com)**

**Cohort 32 (Spring 2024)**

**Application Deadline: October 27, 2023**

**Classes:**  
**January 17 – April 19, 2024**

**More information:**  
**[www.ccp.edu/10ksb](http://www.ccp.edu/10ksb)**

**[gumile@ccp.edu](mailto:gumile@ccp.edu)**  
**267-990-1675**

Visit <https://www.goldmansachs.com/citizenship/10000-small-businesses/US/#> to apply

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# COMMUNITY PARTNERS

Matt Williams  
Phila. Dept. of Public Health

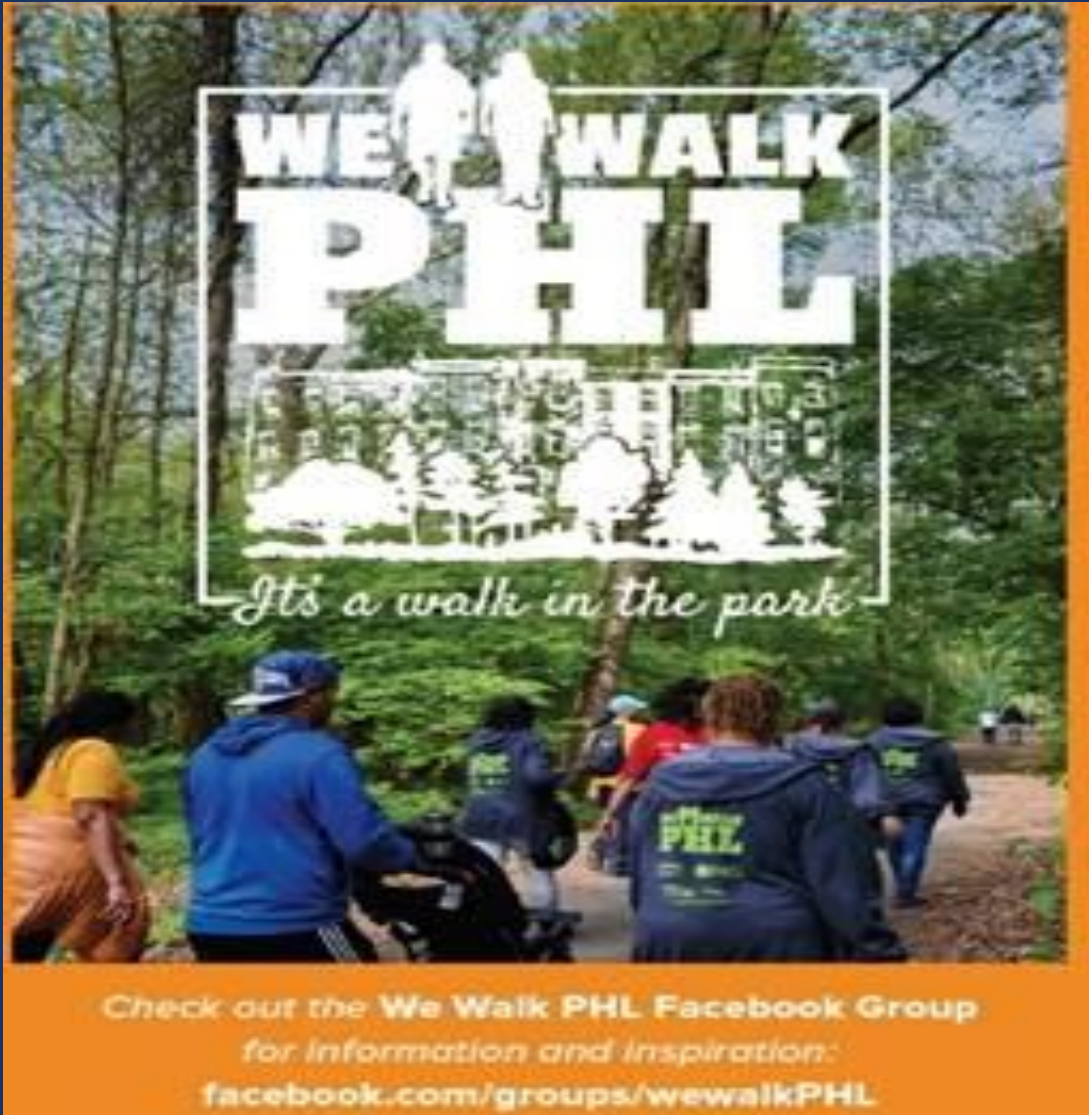
Tatiana Rivera  
Esperanza College

Lizette Woods & Jackie Groetsch  
First Up



Department of  
**Public Health**

CITY OF PHILADELPHIA

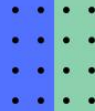


■ **Background:** Fairmount Park Conservancy and the Departments of Public Health and Parks & Recreation are thrilled to offer weekly walking groups at 18 parks across the city. The fall season officially kicked off on Friday September 1st and runs through the end of October.

■ **For more in depth information and listing of schedules and parks please go [here](#).**

■ **We Walk PHL:**  
<https://www.facebook.com/groups/wewalkPHL/>





# CACFP COMMUNITY CONVERSATION

An open forum for childcare providers and sponsors to come learn, ask questions, and gather resources and support related to maximizing and participating in CACFP.

Hosted by the Philadelphia  
Department of Public Health's  
Division of Chronic Disease and  
Injury Prevention and Pennsylvania  
Department of Education



**FRIDAYS**



**2-3 PM**

- SEPT 15, 2023
- DEC 15, 2023
- MAR 15, 2024
- JUN 21, 2024



FOR QUESTIONS OR ACCESS  
LINK TO JOIN, EMAIL:  
[SHANNON.DRDEN@PHILA.GOV](mailto:SHANNON.DRDEN@PHILA.GOV)

## PLEASE JOIN US

- Open space for discussion of Child and Adult Care Food Program.
- Opportunity to address current challenges related to CACFP.
- Share successes and what is working.
- No commitment! Feel free to just drop in anytime and join in with your peers.

### Details:

- Sessions are held quarterly on the third Friday of the month from 2-3 pm
- Reach out to [Shannon.Dryden@Phila.gov](mailto:Shannon.Dryden@Phila.gov) to be added to the calendar invite to join

## FARMERS' MARKET **FINDER**



**LOCAL FARMERS SELLING  
PRODUCE & OTHER GOODS.  
FIND ONE NEAR YOU!**

## FARMER'S MARKET FINDER

- Search by address to find the nearest farmer's market
- Filter to find Markets accepting SNAP (EBT), Farmers Market Nutrition Program (FMNP) checks for WIC and seniors & Philly Food Bucks
- Find tool [here](https://www.phila.gov/farmers-markets/) or <https://www.phila.gov/farmers-markets/>

# SHARE YOUR QUESTIONS/ EXPERIENCES



If you have questions that you would like to submit to be answered at our next session, please email me or my colleague at the links listed below.



MATT WILLIAMS -  
[MATTHEW.WILLIAMS@PHILA.GOV](mailto:MATTHEW.WILLIAMS@PHILA.GOV) OR  
SHANNON WISE –  
[SHANNON.DRYDEN@PHILA.GOV](mailto:SHANNON.DRYDEN@PHILA.GOV)



Esperanza College  
of EASTERN UNIVERSITY

Tatiana Rivera  
Education Program Director  
[trivera@esperanza.us](mailto:trivera@esperanza.us)  
215-324-0746 ex 425

# Advancing ece in Latinx communities and beyond 2023 annual conference

- WHEN: Saturday, November 11, 2023
- TIME: 8:30 am – 3:00 pm
- WHERE: 4261 N. 5<sup>th</sup> St. Phila. PA Esperanza College of Eastern University
- COST: FREE!
- Bilingual workshops
- Breakfast and lunch provided
- PQAS/PD Registry hours credited.
- 2 virtual workshops for those who can't join in person
- ESPERANZA CONFERENCE NOV. 11TH:  
<https://form.jotform.com/212005213969047>



**Keynote Speaker**  
Damaris Alvarado

Presented by Esperanza College of Eastern University and Vanguard Strong Start for Kids™, the **2023 conference** will empower those interested in or active practitioners within the Early Childhood Education space, including local centers, to incorporate culturally responsive and other strategies to address the needs of our children in a post pandemic society. This is a **FREE Conference** and **PQAS credit** will be awarded.

Breakout Session A 9:45 - 11:15 AM	Breakout Session B 12:15 - 1:45 PM
<b>Emergent Curriculum: Pulling Ideas and Concepts Through Play</b> (Curriculum / Presented in Spanish) - Rosanna Matos	<b>Advocacy: The Key to Impacting Change in Early Learning</b> (Family Partnerships / In Spanish) - Rosanna Matos
<b>Supportive Responses to Challenging Behaviors</b> (Social and Emotional / Challenging Behaviors) - Lizette Woods	<b>I'm In My Feelings: Infant Toddler Social Emotional Development</b> (Social & Emotional / Infant Toddler) - Stephanie Simon
<b>Leadership in ECE</b> Damaris Alvarado	<b>Team Building and Effective Communication</b> (Leadership) - Lizette Woods
<b>Appropriate Practices</b> (Teaching Strategies) - Kim Farmer	<b>Implementing Technology in the ECE classroom</b> (Teaching Strategies   Technology in the Classroom) - Alix Cozen
<b>Supporting Infant and Toddler Language Development</b> (Infant and Toddler) - Alix Cozen	<b>Engaging the Young Child in Science</b> (Curriculum) - Kim Farmer

## PRESENTERS



Lizette Woods



Kim Farmer



Rosanna Matos



Stephanie Simon



Alix Cohen

**November 11th, 2023**  
8:30 AM - 3:00 PM

SCAN TO REGISTER



# Associates in early childhood education

- 2.0 GPA required
- High school diploma required.
- **No** SATs required
- 50% of tuition paid.
- \$850 in financial aid for books/semester
- Small classes to fit each students' need(s)
- Laptop loan program
- Advisor
- Virtual/hybrid flexibility
- Opportunity to continue to Bachelor's degree with Eastern University as a transferred junior.

# CDA & Director's credential program

## CDA

- Highschool Diploma/GED
- 6 months working in ECE center
- Free of cost to students
- English & Spanish
- Virtual courses – flexibility
- Advisors
- 9 college credits
- Great pathway to obtaining an AA in ECE
  
- “Portfolio Party” at the college
- Access to college amenities

## PDC

- Associate's degree required
- Free of cost to students
- Virtual courses – flexibility
- Advisor
- Access to college amenities
- In person assistance session at end of course



Champions for Early Education

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LIZETTE WOODS, M.ED.

[LIZETTE.WOODS@FIRSTUP.ORG](mailto:LIZETTE.WOODS@FIRSTUP.ORG)





# Learn and Earn Career Pathway Program

# What is Learn and Earn?

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First Up has partnered with Public Health Management Corporation's Professional Development Organization (PHMC PDO) to provide comprehensive support to programs who have teachers currently or are interested in furthering their education through degree attainment.

This program is called ***\*Learn and Earn Career Pathway Program***



# What is the Learn and Earn Program?

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- ✓ A hybrid model!
- ✓ Teachers **Learn**  
On the Job in the classroom
- ✓ Teachers **Learn**  
Attending college classes
- ✓ Teachers **Earn**  
College credit toward an associates or bachelor degree!



# What is Apprenticeship?

- Integrates classroom training with on-the-job learning and structured coaching
- Provides college credits for both classroom and on-the-job learning, resulting in an Associate's Degree
- Connects promotions, wage increases to demonstrable skill gains
- Associate's Degree articulates with Bachelor's Degree with teaching certification, PreK to 4



# Institutions of Higher Education Partnerships

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Arcadia  
University

Community  
College of  
Philadelphia

Delaware  
County  
Community  
College



# WHAT IS FIRST UP'S ROLE IN LEARN AND EARN?

- First Up provides comprehensive Coaching, Action Planning and Goal writing Trainings
- First Up mentors on site coaches
- First up Supports Employers/Leadership Team
- First Up provides coaching stipends up to \$1200 a year
- First Up provides classroom material stipends
- First Up provides detailed NAEYC Competency support



**Thank you for your time, please feel free to reach out to me if you have any further questions.**



<https://www.firstup.org/learn-and-earn>



Jackie Groetsch  
[jackie.groetsch@firstup.org](mailto:jackie.groetsch@firstup.org)

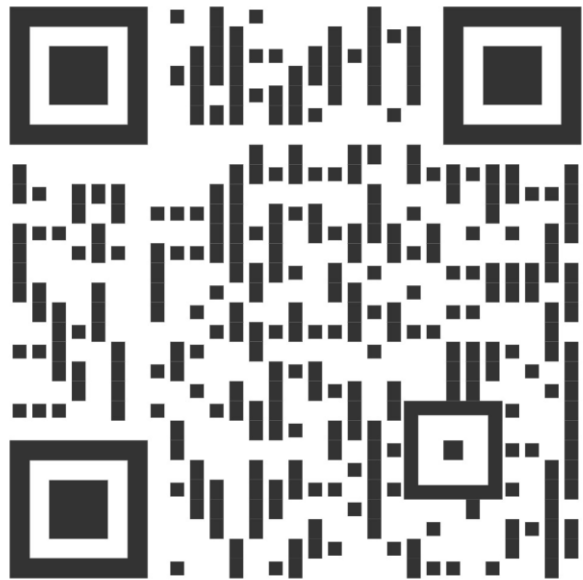


# Getting Staff & Families Out to Vote

## Thursday, October 26, 2023 at 6:00-8:00pm

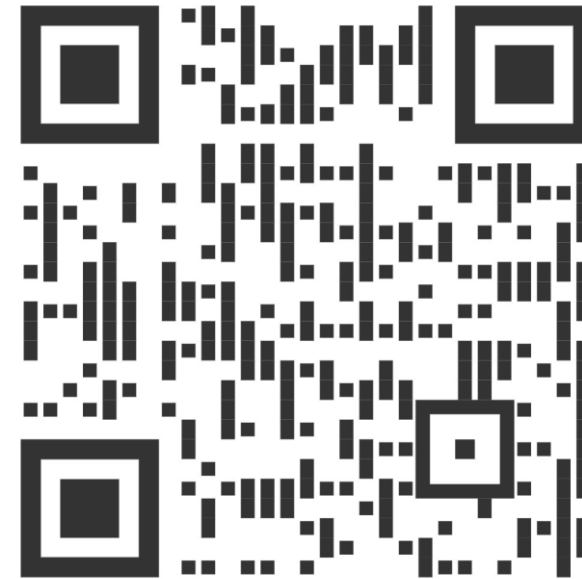
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Register for English Session



<https://www.papdregistry.org/register.aspx?evid=359867&ReturnUrl=https%3A%2F%2Fwww.papdregistry.org%2Fv7%2Ftrainings%2Fsearch>

Register for Spanish Session



<https://www.papdregistry.org/register.aspx?evid=359866&ReturnUrl=https%3A%2F%2Fwww.papdregistry.org%2Fv7%2Ftrainings%2Fsearch>



- **30-Second Exit Survey:**

<https://forms.gle/zEg67SWBPc3aRtWV8>



- **Upcoming Meetings:** November 21  
(12:30 – 2:30pm)      December 19

- **Meeting Registration Links** on First Up/SEPECC  
Webpage: <https://www.firstup.org/sepecc/>

MEETING  
WRAP UP



**SEPECC**

Advancing quality early care  
and education in Bucks, Chester,  
Delaware, Montgomery and  
Philadelphia Counties

## 2023 SEPECC COMMITTEE VOLUNTEERS

### **Steering Committee**

Damaris Alvarado-Rodriguez (Co-Chair)  
Zakiyyah Boone (Co-Chair)  
Laverne Cheeseboro  
Latonta Godboldt  
Mary Graham  
Jackie Groetsch  
Kim Heuschkel  
Shineal Hunter  
Sim Loh  
Sharon McClafferty  
Minette Taylor

### **Advocacy Workgroup**

Laverne Cheeseboro  
Nicole Dyson  
Shirlee Howe  
Shineal Hunter  
Jacob Kurtz  
Eleanor Levie  
Elizabeth Ozer  
Monique Roye  
Shawn Towey

### **Advisory Council**

Norma Finkelstein  
Diane Getzinger  
Pamela Haines  
MaryKay Mahar  
Maddy Malis  
Elizabeth Ozer  
Khadijah Sabir

### **Social Media Workgroup**

Eleanor Levie  
Jowanna Gordon  
Sim Loh  
Shawn Towey

Sept. 2023

# BREAKOUT ROOMS

We will break out into randomly assigned small groups for all who wish to join.