

RESEARCH FINDINGS

Provider themes

01

Workforce scarcity

The inability to recruit and retain qualified teachers is the #1 threat to early childhood

04

Exclusive vs. inclusive

Access to information and support seems reserved for those who know how to navigate the system and have the "right" connections

02

Measurement mismatch

We are too focused on the wrong performance indicators of the right goal - driving positive, equitable outcomes for children and families

05

Data scarcity

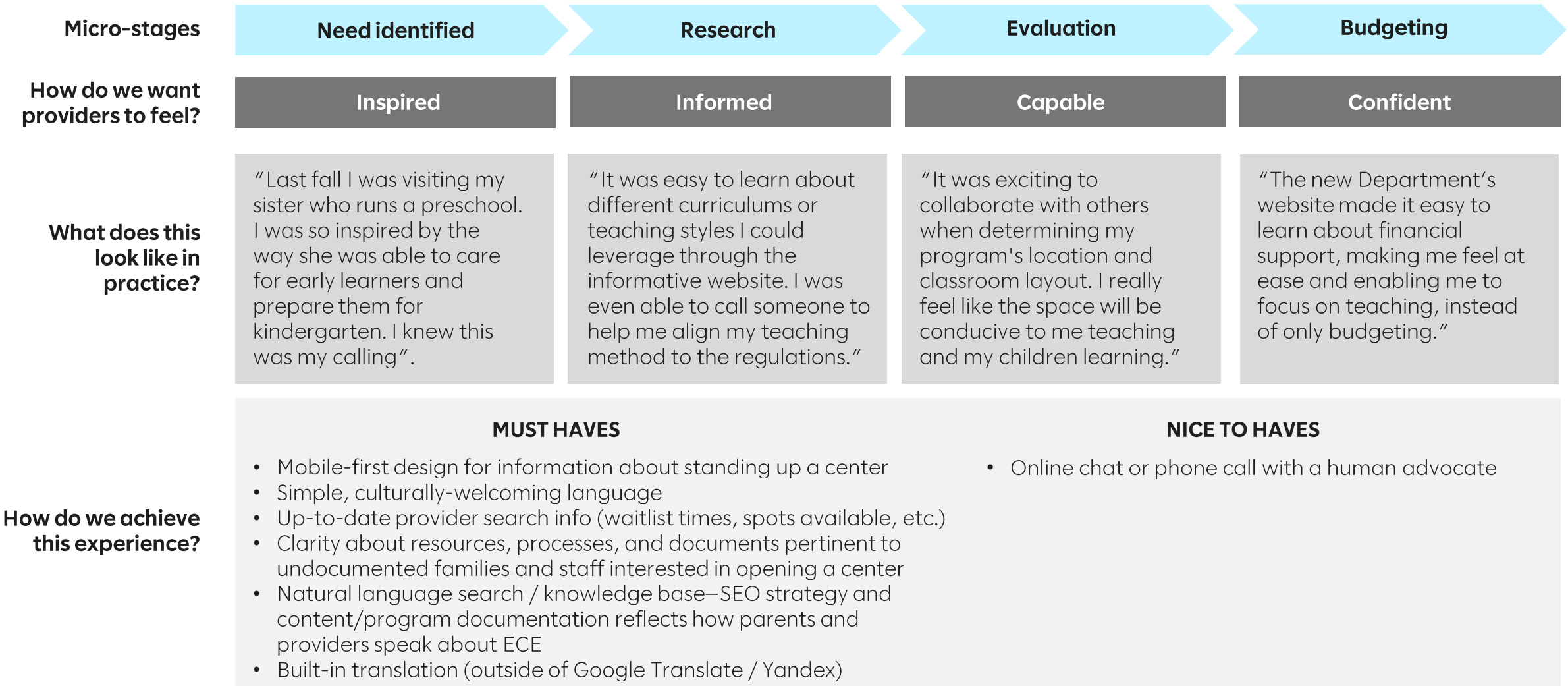
A lack of trust between stakeholders, especially in reporting and the data management, is a major cause of the duplicate processes

03

Funding process = shame

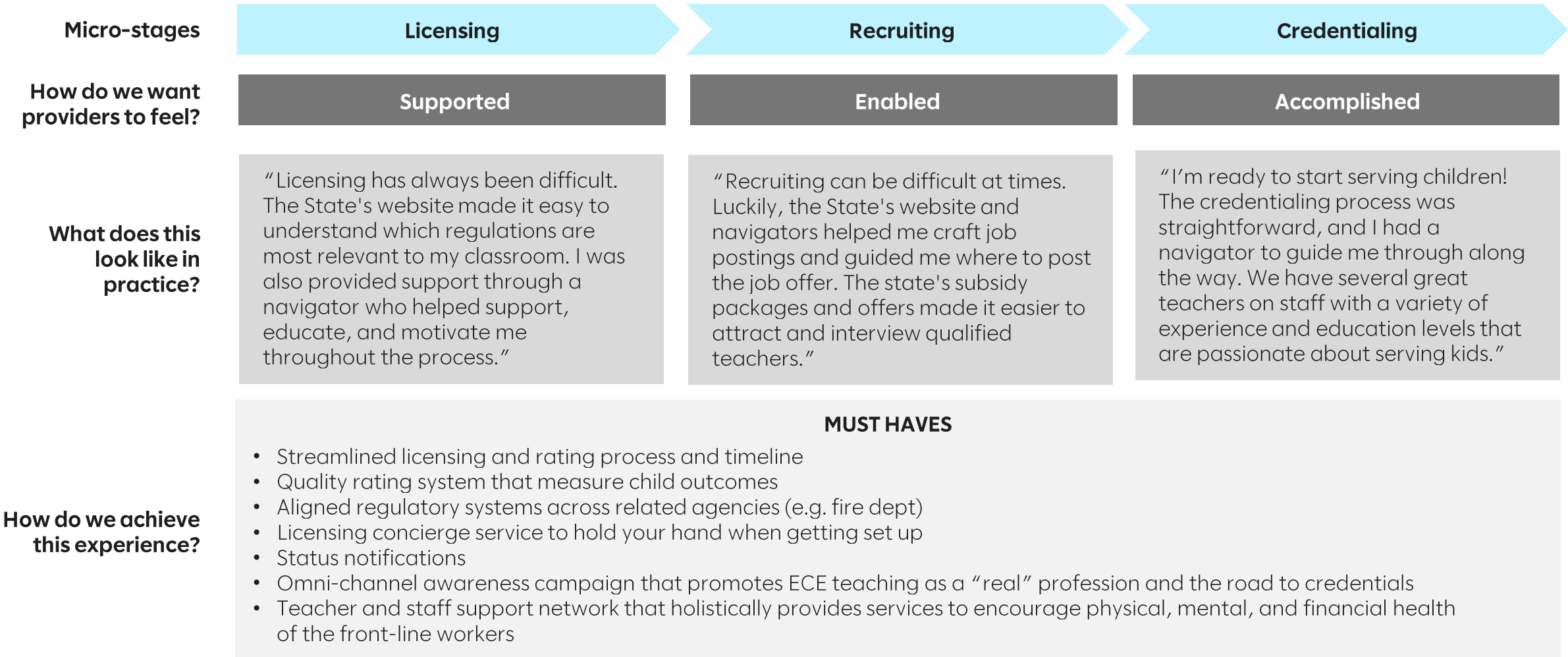
The request for, and determination of funding, is an inauthentic process that can create barriers to access and prevent true family choice

Stage 1: Awareness (Pre-License)

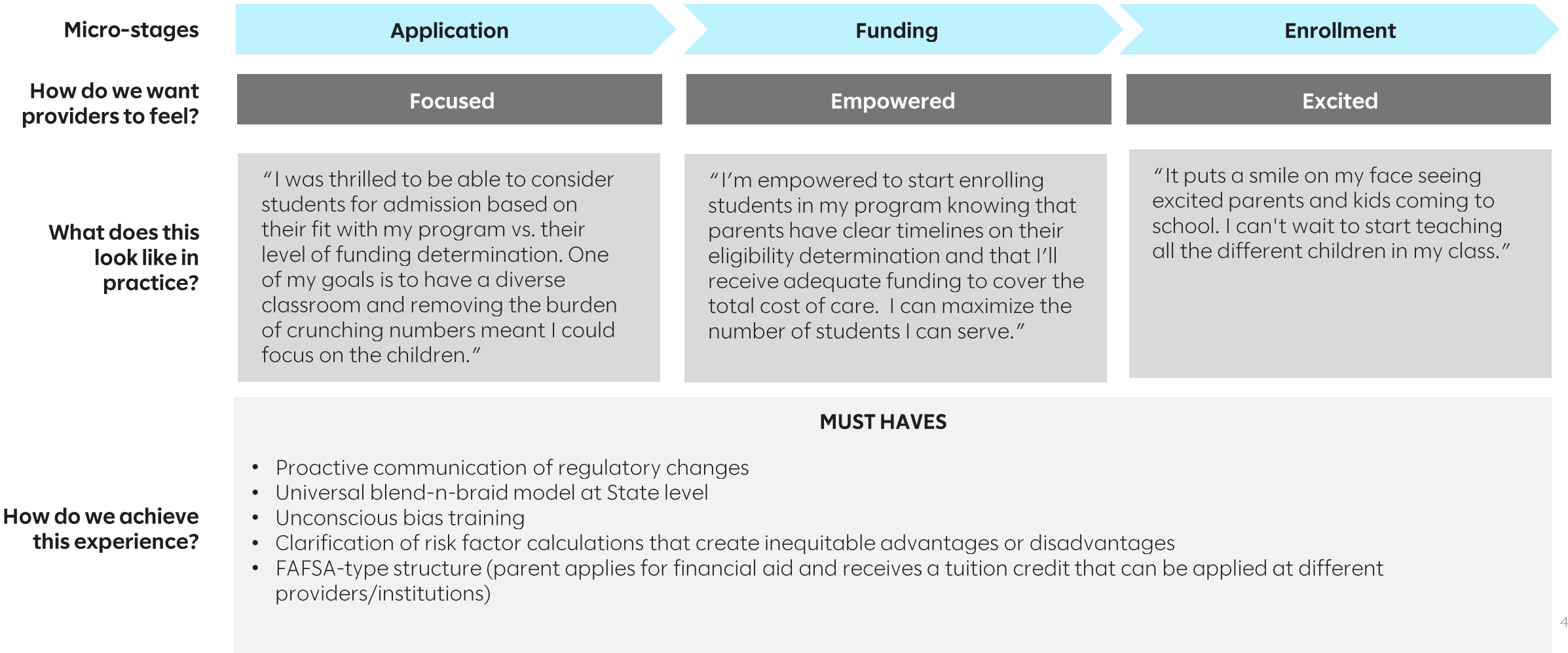


Stage 2: Establish

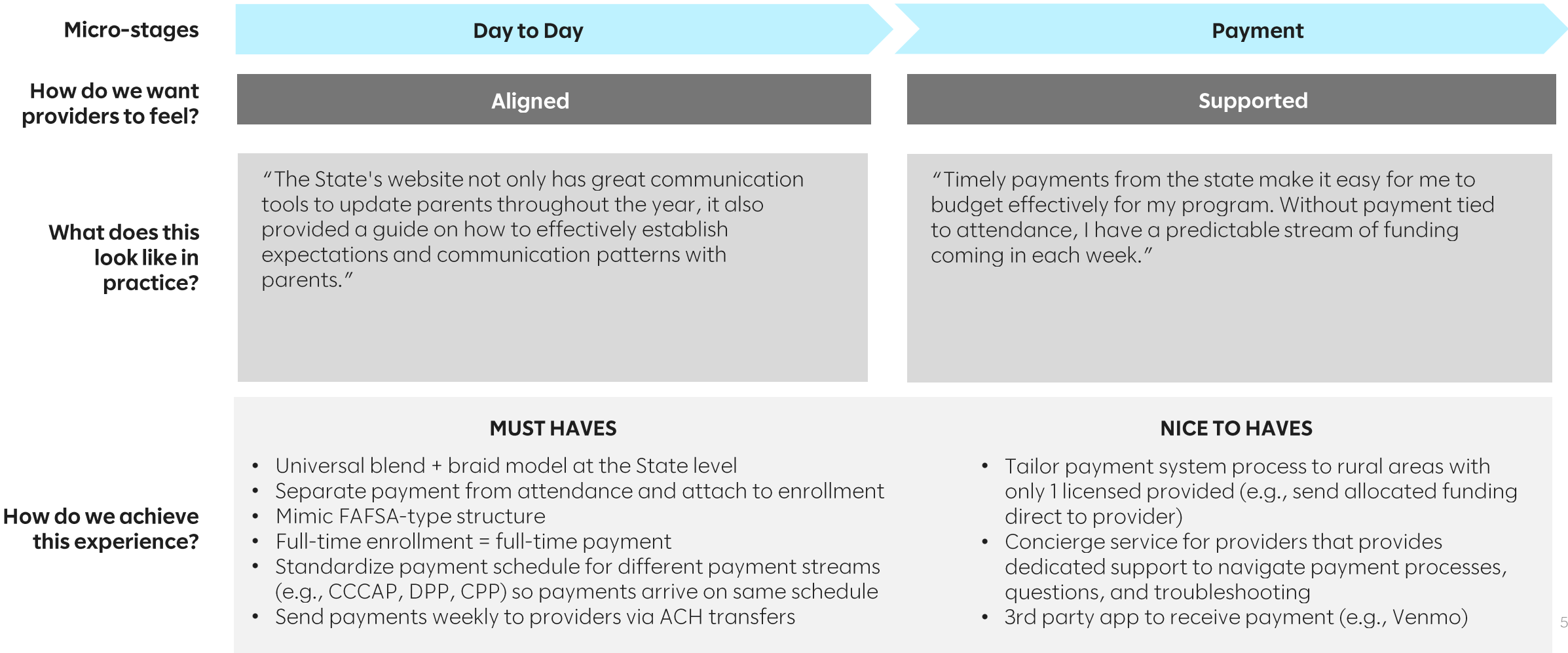
- Omni-channel awareness campaign that promotes ECE teaching as a “real” profession and the road to credentials
- Teacher and staff support network that holistically provides services to encourage physical, mental, and financial health of the front-line workers



Stage 3: Engage



Stage 4: Activate



Stage 5: Reassess / Reapply

Micro-stages



How do we want providers to feel?



What does this look like in practice?

“Thankfully, tax season comes but once a year and so does redetermination. I work with my families' case workers to ensure there's an accurate depiction of their situation.”

How do we achieve this experience?

- MUST HAVES**
- Streamline the process for reapplying for the following school year
 - Consider communicating opportunity to align CPP and CCCAP eligibility determination to tax season timeline when parents have income and employment documentation readily available and prepared
 - SMS / email notifications 2 months prior to key redetermination dates and tasks to get parents adequate time to prepare
 - Provide parents with easy-to-follow documents and explanations that illustrate implications of additional income and job changes on eligibility