



Action Council All Member Meeting

Date: November 15, 2023 1:00 pm

Attendees

In person: Stephanie K, Ashley. Zoom: Amanda, Jenine, Pam, Amiee, Sarah, Linn.

Agenda

1. Introductions
2. Purpose of Meeting- We will continue digging deep into each recommendation to find the best Region 8 action plan.
3. Group agreements
4. SMART Goals revisited
5. Making the Recommendations work in our region. Using the SMART Goals format, we will examine the 22 recommendations and come to a consensus on a plan for each one.

Goal #5 – Attract new Early Childhood Education and Care (ECEC) workers.

Discussion included various ways to increase awareness of ECEC as a career to high school students and older people looking for a job change or to get back into the workforce.

Create a marketing campaign on the benefits of a career in ECEC:

Discussion on ways to get the word out to build that awareness of ECEC as a career choice. Suggestions included public service announcements on local radio, creating a PDF that can be shared with our partners, social media platforms, and a link to Highland Community College's Child Care degree program.

Develop an Early Child Care scholarship program as well as eliminate the fees for the CareerTec child care program:

Suggestions included reaching out to service clubs among others to see if they can "sponsor" a student if they enroll in CareerTec. Also, Council members discussed establishing a scholarship fund and have an agency act as "the bank" to collect and disburse the money raised. To get this going for Fall enrollment, the campaign needs to start as soon as possible.

- Next meeting date:

Wednesday, November 29 at 1 p.m. at the Stewart Centre 7th Floor or
via ZOOM (with cameras on, please)