



Acknowledging our early learning workforce as
Shining Stars in our community of
Early Care and Education

Focus areas:

- ★ Enriched professional development opportunities
- ★ Elevated stature of early childhood education as a field of practice
- ★ Recognition of early childhood programs as legitimate businesses



City of Rochester, NY
Lovely A. Warren, Mayor

Partners:

Generations Child Care Inc. • Stepping Stones Learning Center • Regional Early Childhood Direction Center • Children's Institute • Greater Rochester After School Alliance • Early Childhood Quality Council • Rochester Educational Opportunity Center



Supporting Rochester's ECE Workforce

- ★ Partnering with early childhood entities that promote practices that lead to positive outcomes for young children
- ★ Publicizing events that focus on the early childhood education workforce
- ★ Endorsing efforts to stabilize early childhood programs



Challenges

- ★ Little public knowledge of the science of child development and early learning
- ★ Inadequate funding support over time
- ★ High poverty rate
- ★ Perception of early childhood educators as “babysitters”
- ★ Competition within a shallow pool of candidates for work in early childhood

