

A woman with dark braids is shown in profile, kissing a young child on the cheek. The child is smiling and wearing a light-colored headband with a pattern and a tan jacket with dark polka dots. The background is a blurred outdoor setting with trees.

2022 LEADERSHIP INSTITUTE

PARTNERING FOR

CHILD CARE CHANGE



November 3 - 5

Tacoma, WA | Tacoma Convention Center

#CCAOALEADERSHIP22



WELCOME TO CCAoA's 2022 Leadership Institute

Welcome to Tacoma, Washington, and the 2022 Child Care Aware® of America Leadership Institute! Together, you and your colleagues come from more than 25 states, and represent leaders from state networks, local Child Care Resource and Referral agencies, and key partners from your communities.

This year's theme, "Partnering for Child Care Change," is especially apt, as we come together to work toward a more equitable child care system for all – CCR&Rs, early childhood educators and, of course, families and children. Partnership has always been a North Star to me as we grapple with challenges and work to find better solutions, and I hope you share my vision of "everything in partnership." We can make **BIG**ger change with **BOLD**er partnerships.

For the next three days, we will explore together how through bold partnership we can all work toward rebuilding, elevating and transforming child care. We'll investigate the possibilities and acquire tools to re-imagine your organization, leadership and partnerships to move child care forward in a post-pandemic world. And we'll engage in meaningful reflection and action planning to build anti-racist and equitable organizations and communities.

On behalf of all the attendees, I want to extend a special thank you to Child Care Aware® of Washington for all their support and hard work that helped make this event possible.

For me, this year's Leadership Institute will be somewhat bittersweet. As you may know, I am stepping down from my position as CEO of CCAoA effective in early 2023. Last month marked 10 years for me as CEO. Making the decision to leave was of course difficult. That said, I am so very confident that CCAoA is extremely well positioned for outstanding opportunities to make a great impact on child care as it enters into a new strategic plan in the coming months. CCAoA is exceptionally strong and healthy, and we have a powerful team in place, which makes it an ideal time to attract a highly competitive pool of candidates for CEO.

I love this organization and I am filled with gratitude for the support and trust you have given to me over the years. In partnership with all of you, I know CCAoA will continue effecting real and positive change, and I am certain will aspire to dream and achieve so much in the months and years ahead!

I can't think of a better way to spend some of my last days with CCAoA than in partnership with all of you here at the 2022 Leadership Institute. Thank you for your unique contributions to our field. I am grateful that all of you are working so hard to meet this moment in child care. Thank you!

Lynette M. Fraga, Ph.D.

Chief Executive Officer

Child Care Aware® of America















CONNECT TO WIFI

NETWORK: GTCTC – PUBLIC

PASSWORD: NO PASSWORD REQUIRED

Schedule At a Glance*

*Subject to change.

WEDNESDAY, NOVEMBER 2		
2PM - 5PM Exhibitor Move-In	5PM - 7PM Registration Open	
THURSDAY, NOVEMBER 3	FRIDAY, NOVEMBER 4	SATURDAY, NOVEMBER 5
7AM - 6PM Registration Open	7AM - 5PM Registration Open	7AM - 10:45AM Registration Open
8AM - 9AM Breakfast 	8AM - 9AM Breakfast 	8AM - 9AM Breakfast 
8AM - 6PM Exhibits Open	8AM - 6:30PM Exhibits Open	8AM - 10:45AM Exhibits Open
9AM - 9:30AM Welcome Address 	9AM - 10:15AM Working Together to Move the Profession Forward	9AM - 10:15AM Concurrent Sessions
9:30AM - 10:30AM Opening Plenary 	10:15AM - 10:45AM Break with Exhibitors	10:15AM - 10:45AM Break with Exhibitors
10:30AM - 11AM Break with Exhibitors	10:45AM - Noon Partnering with Philanthropy to Catalyze Change	10:45AM - Noon Closing Plenary 
11AM - Noon Opening Plenary (cont.) 	Noon - 1:15PM Networking Lunch 	11AM - Noon Exhibitor Move-Out
Noon - 1PM Networking Lunch 	1:15PM - 1:45PM Break with Exhibitors	Noon Event Concludes
1PM - 1:30PM Break with Exhibitors	1:45PM - 3PM Concurrent Sessions	
1PM - 3PM Joint Council Meeting <i>(Invitation Only)</i>	3PM - 3:30PM Break with Exhibitors	
1:30PM - 3PM Hot Topic Conversations	3:30PM - 4:45PM Charting a Course Forward: States Lead on Child Care	
3PM - 3:30PM Break with Exhibitors	5:30PM - 6:30PM Reception -  Honoring Lynette M. Fraga's Tenure	
3:30PM - 4:45PM How to Frame the Value of Child Care Resource and Referral Agencies		
5PM - 6PM Exhibits & Snacks 		
6PM Dinner on your own 		
6PM Walking Excursions <i>(Pre-registration required)</i>		

WEDNESDAY

November 2

5PM - 7PM

Registration Open

📍 Third Floor Information Area

THURSDAY

November 3

7AM - 6PM

Registration Open

📍 Third Floor Information Area

8AM - 9AM

🍴 Breakfast

📍 Third Floor Pre-Function Space East

8AM - 6PM

🍴 Exhibits Open

📍 Third Floor Pre-Function Space East

9AM - 9:30AM

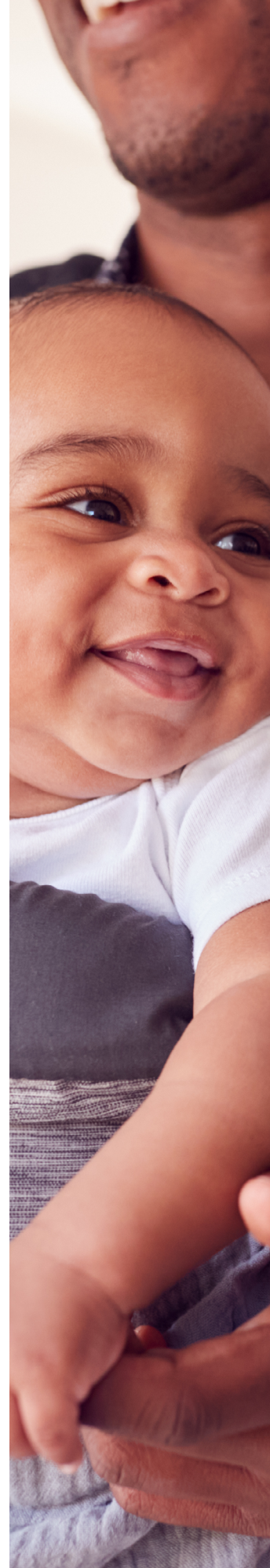
★ Welcome Address

📍 Ballroom A, B & C

Presenter(s):



Lynette M. Fraga, Ph.D.
Chief Executive Officer,
Child Care Aware® of America



OPENING PLENARY

9:30AM - 10:30AM

★ **Introduction to Liberatory Design**

📍 Ballroom A, B & C

We are all living in challenging times that our past experience and training have not sufficiently prepared us for. Too often, well-intentioned equity efforts do not succeed—and even produce unintended consequences. This can lead to frustration, hopelessness and cynicism. This workshop offers an introduction to our Liberatory Design approach.

Liberatory Design is an approach to addressing equity challenges and change efforts in complex systems. It is a process and practice to:

- Create designs that help interrupt inequity and increase opportunity for those most impacted by oppression
- Transform power by shifting the relationships between those who hold power to design and those impacted by these designs
- Generate critical learning and increased agency for those involved in the design work

At the core of Liberatory Design is a set of beliefs: racism and inequity have been designed into systems and thus can be designed out of systems; designing for equity requires the meaningful participation of those impacted by inequity; and equity-driven designs require equity and complexity informed processes.

Presenter(s):



Lisa Lasky
Managing Director,
National Equity Project



Mark Salinas
Director, Center for Equity Leadership,
National Equity Project

10:30AM - 11AM

🍴 **Break with Exhibitors**

📍 Third Floor Pre-Function Space East

Enjoy a snack while you visit the exhibitors and learn all about the products and services they have to offer.

11AM - NOON


★ **Introduction to Liberatory Design (continued)**

📍 Ballroom A, B & C

THURSDAY, NOVEMBER 3

NOON - 1PM

Networking Lunch

 Ballroom A, B & C

1PM - 1:30PM

Break with Exhibitors

 Third Floor Pre-Function Space East


Take time to visit with the exhibitors.

1PM - 3PM

Joint Council Meeting (Invitation Only)

1:30PM - 3PM


Hot Topic Conversations

 Ballroom A, B, & C

Attendees will have the opportunity to engage in thought-provoking conversation around topics that are impacting the work of CCR&Rs and the child care system.

3PM - 3:30PM

Break with Exhibitors

 Third Floor Pre-Function Space East

Take advantage of this time to visit with the exhibitors.

3:30PM - 4:45PM

How to Frame the Value of Child Care Resource and Referral Agencies

 Ballroom A, B, & C

This session will focus on empirically tested framing strategies and highlight key findings related to effectively communicating the value of Child Care Resource and Referral Agencies to providers parents and members of the public. Participants will learn about what frames to use, which to avoid, and why, and will be inspired to consider how to use the research in their own communications.

Presenter(s):

Marisa Gerstein Pineau, *Director of Research Application, Frameworks Institute*

Lynette M. Fraga, *Ph.D., Chief Executive Officer, Child Care Aware® of America*

5PM - 6PM

🍴 Exhibits and Snacks

📍 Third Floor Pre-Function Space East

Join the exhibitors for food and fun to close out the day.

6PM

🍴 Dinner on your own

6PM

Walking Excursions led by Child Care Aware® of Washington
(Pre-registration required)

📍 Meet in Third Floor Information Area



FRIDAY

November 4

7AM - 5PM

Registration Open

📍 Third Floor Information Area

8AM - 9AM

🍴 **Breakfast**

📍 Third Floor Pre-Function Space East

8AM - 6:30PM

🍴 **Exhibits Open**

📍 Third Floor Pre-Function Space East

9AM - 10:15AM

Working Together to Move the Profession Forward

📍 Ballroom A, B & C

We are excited to work with our CCR&Rs as we partner for Child Care Change. Join CEO Dr. Lynette Fraga, DEO Michelle McCready, and members of the 2022 – 23 CCAoA Board of Directors as we share our vision for the future of early care and education. During the conversation, we will be highlighting the work that CCAoA will be conducting in 2023 – 2025 to serve its members and advance the ECE profession.

Panelists:

Stephanie Berglund, MSW, Chief Executive Officer, Thread

Renée Boynton-Jarrett, M.D., Sc.D. Pediatrician, Social Epidemiologist and Associate Professor, Boston University School of Medicine

Encarni Gallardo, MBA, Executive Director, Children's Service Society

Dan Harris, Executive Director, Illinois Network of Child Care Resource and Referral Agencies

10:15AM - 10:45AM

🍴 **Break with Exhibitors**

📍 Third Floor Pre-Function Space East

Enjoy a snack while you visit the exhibitors and learn all about the products and services they have to offer.

10:45AM - NOON

Partnering with Philanthropy to Catalyze Change

📍 Ballroom A, B & C

CCAOA brings together a panel of experts with diverse perspectives to discuss how partnerships between CCR&Rs/system leaders and the philanthropic community can accelerate change and transformation for programs and the child care field. Attendees will:

- Gain insight into how philanthropic leaders develop strategic priorities to accomplish their mission and create change.
- Learn how they approach investments and partnerships to meet their goals.
- Find out how to effectively grow and strengthen mutually beneficial relationships with the philanthropic community by cultivating them as partners, advocates, champions and investors.

Presenter(s):

Moderator:

Deeann Burtch Puffert, Chief Executive Officer, Child Care Aware® of Washington

Panelists:

Alice Shobe, Global Director, Amazon in Community**Lis Stevens**, Senior Program Officer, Bezos Family Foundation**Katie Renschler**, Education Consultant, Bainum Family Foundation

NOON - 1:15PM

🍴 Networking Lunch

📍 Ballroom A, B & C

1:15PM - 1:45PM

Break with Exhibitors

📍 Third Floor Pre-Function Space East

Take time to visit with the exhibitors.



1:45PM - 3PM

CONCURRENT
SESSIONS

How Leadership Can Support a Staffed Family Child Care Network

📍 Room D

Staffed Family Child Care Networks (SFCCN) can successfully support strengths-based relationships and equitable child care for families and providers alike. This session will share updates from the CCAoA SFCCN Peer Learning Community and discuss strategies for supporting high-quality family child care. The panelists will address how leaders can support a staff FCC network, illustrate how changes in their engagement have impacted community growth for FCC programs and outline next steps for how CCR&Rs can continue to support effective networks.

Presenters:

Tracy Vergason, Director of Child Care Systems Building, Child Care Aware® of America

Shannon Cameron Quinn, Early Care and Education Specialist, Child Care Aware® of America

Members:

Kim Perrelli, Executive Director, Child Care Resources

Robin Phillips, Chief Executive Officer, Child Care Aware® of Missouri

Courtney Graves, Statewide Director, Family Child Care Network

Lisa Eisenberg, Program Coordinator, Family Child Care Network

Leveraging Workforce Registry Investments to Support Recruitment & Retention of Early Childhood and School-Age Professionals

📍 Ballroom A,B, & C

Ohio Child Care Resource and Referral Association executives will provide an overview of Workforce and Provider Analysis Platform (WPAP). Connected to the Ohio Professional Registry's early childhood and school-age programs and professionals, the platform was initially created to identify workforce turnover characteristics for "stayers" and "leavers." The state's investment in WPAP is the springboard for current initiatives around workforce shortage value chain and breakeven analysis, WPAP financial layer, policy event correlation, child care desert analysis/worksheds, and child population estimates and disaggregation. You'll learn how clean and viable workforce data is critical to maintaining and increasing state investments.

Presenter(s):

Todd Barnhouse, Chief Executive Officer, Ohio Child Care Resource and Referral Association

Judith Santmire, Chief Operations Officer, Ohio Child Care Resource and Referral Association

Kelly Smith, Chief Technology Officer, Ohio Child Care Resource and Referral Association

1:45PM - 3PM

CONCURRENT
SESSIONS
(CONT.)

Equity in Motion

📍 Room 316

This session is designed to share tips and build the capacity for CCR&Rs and other intermediaries to support developing leaders in equity and inclusion. When programs recognize that staff and administrators need to reflect the families they support and serve, they can take steps to be inclusive and equitable in hiring and engaging community partnerships. The panel will help attendees create suggestions and policy recommendations to include equity in all practices that promote new leaders and community engagement.

Presenter(s):

Judith Sikora, Advisor, Early Childhood Systems

Claudia Quinonez, Chief Strategy and Impact Officer, Children's Council San Francisco

Child Care, Preschool and Pre-K: Challenges and Opportunities in Existing Models

📍 Room 315

As states move forward with investments in early learning, many are building out early learning opportunities for children on the cusp of entering school. These programs, like Pre-K and Transitional Kindergarten (TK), have been executed with differing levels of input from and support for the child care system. This session will include perspectives from states with programs, examples from existing models, and opportunities for discussion as we collectively chart a course forward for B-5 early learning.

Presenter(s):

Diane Girouard, State Policy Analyst, Child Care Aware® of America

Taffy Henderson, Child Care Resource and Referral Director, Oklahoma Partnership for School Readiness

Ryan Pricco, Director of Policy & Advocacy, Child Care Aware® of Washington

Donna Sneeringer, Chief Strategy Officer, Child Care Resource Center, Inc.

3PM - 3:30PM

Break with Exhibitors

📍 Third Floor Pre-Function Space East

Take time to visit with the exhibitors.

FRIDAY, NOVEMBER 4

3:30PM - 4:45PM

Charting a Course Forward: States Lead on Child Care

📍 Ballroom A, B & C

States continue to blaze a trail, improving access to child care and early learning even in the most challenging times. With the availability of federal relief funding, many states have been able to make temporary policy changes, and others have moved forward with permanent investments. In conversation with each other, state leaders will share their aspirations for the future of child care consider the opportunities on the road ahead.

Presenter(s):

Patina Park (*Mnicoujou Lakota-Cheyenne River*), Executive Director, Tribal State Relations, Office of Minnesota Governor Tim Walz and Lieutenant Governor Peggy Flanagan

Allison Krutsinger, Director of Public Affairs, Washington State Department of Children, Youth and Families

5:30PM - 6:30PM

★ Reception – Honoring Lynette M. Fraga’s Tenure with CCAoA

📍 Third Floor Registration Area

Join us for drinks and hors d’oeuvres as we celebrate and honor CCAoA CEO Dr. Lynette M. Fraga.



SATURDAY

November 5

7AM - 10:45AM

Registration Open

📍 Third Floor Information Area

8AM - 9AM

🍴 **Breakfast**

📍 Third Floor Pre-Function Space East

8AM - 10:45AM

Exhibits Open

📍 Third Floor Pre-Function Space East

9AM - 10:15AM

Perspectives from the Field: How are CCR&Rs Supporting Child Care Providers?

CONCURRENT
SESSIONS

📍 Room 316

Child Care Resource and Referral agencies (CCR&Rs) play an important role in supporting child care providers. In this session, we will review qualitative and quantitative survey results from CCAoA's Ignite survey conducted in fall 2021. We will examine the ways iCCR&R survey respondents indicated they support both center-based and family child care (FCC) providers and innovative approaches to supporting providers. We will also examine the needs of FCC providers both prior to the pandemic and in the fall of 2021 from the perspective of the surveyed CCR&Rs. This session will provide attendees with an understanding of the landscape of services provided by CCR&Rs to support providers, as well as the needs of FCCs. Attendees will be presented with survey findings and then guided through a robust discussion about the needs of their stakeholders and providers, the challenges and opportunities in serving different stakeholder groups, and the innovative ways in which they support child care providers. Session attendees will be pushed to consider ways in which they are not currently serving providers, how they could expand their services to do so, and potential barriers to expanding services along with ways to mitigate those barriers.

Presenter(s):

Clare Waterman, Senior Director of Research, Child Care Aware® of America

Kristina Haynie, Senior Data Analyst, Child Care Aware® of America

9AM- 10:15AM

CONCURRENT
SESSIONS
(CONT.)

What's Next? Reflections on the Fight for Build Back Better and Strategies for the Future

📍 Room D

The past two years saw a prioritization of child care and early learning in federal policy like never before. From the White House's launch of the American Families Plan to the House of Representative's Passage of the Build Back Better Act, advocates fought and were close to winning historic investments for child care. Ultimately, the Inflation Reduction Act, which will address climate change and health care costs, did not include a single dollar for child care.

This session will create space for attendees to reflect on the challenges and opportunities present in our advocacy work, while we strategize about how to maintain, and grow, our push for the support the child care system desperately needs.

Presenter(s):

Elise Cranston, Advocacy Director, Child Care Aware® of America

Christina Koch, Federal Policy Analyst, Child Care Aware® of America

Jess Klos Shapiro, Director of Public Policy and Community Engagement,
Early Care & Learning Council



10:15AM - 10:45AM

Break with Exhibitors

📍 Third Floor Pre-Function Space East

Don't miss the CCAoA Exhibitor Passport Grand Prize Drawing announcement!

10:45AM - Noon

CLOSING PLENARY

★ **Breakthroughs and Breakdowns: Channeling Lessons Learned from Partnerships and Collaborations into Action**

📍 Ballroom A, B, & C

Hyeok Kim and Kristin Wiggins are reformed political staffers from Washington State who each have more than 20 years of experience working on early learning, education, behavioral health, housing and human services issues at the state, local, federal and international levels. Both are also immigrant women who had to figure out how to navigate spaces throughout their professional careers where they were often the only—or one of a handful of—visible minorities in the room. Kristin and Hyeok will share stories about achieving shared goals larger than any one player. They will talk about examples of effective partnerships and collaborations and share lessons learned from when collaborations broke down. Hyeok and Kristin will also offer thoughts on how advocates and providers can scale everyday partnerships into larger collective action.

Presenter(s):



Hyeok Kim

*Former Deputy Mayor
of Seattle, Washington*



Kristin Wiggins

*Public Policy and
Advocacy Consultant*

Noon

Event Concludes

Special thank you to the staff of **Child Care Aware® of Washington** for all of their help and support in planning our 2022 Leadership Institute.



Exhibits Schedule

Exhibits Schedule

📍 Third Floor Pre-Function Space East

November 3: 8AM – 6PM

November 4: 8AM – 6:30PM

November 5: 8AM – 10:45AM

Breaks with Exhibitors:

November 3: 10:30AM– 11AM,
1PM – 1:30PM,
3PM – 3:30PM

November 4: 10:15AM – 10:45AM,
1:15PM – 1:45PM,
3PM – 3:30PM

November 5: 10:15AM – 10:45AM



Exhibits & Snacks:

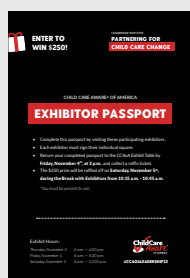
Join the Exhibitors for snacks and fun to close out the first day of the event on November 3 from 5PM – 6PM

Exhibitors Set Up/Move-In:

November 2: 2PM – 5PM

Exhibitors Move-Out:

November 5: 11AM - Noon



Complete your CCAoA Exhibitor Passport

by 3PM on Friday, November 4

To be entered in the Grand Prize Drawing of \$250!

Participating exhibitors will sign attendee “passports” to indicate they visited their exhibit table. The \$250 prize will be raffled off on Saturday, November 5 during the Break with Exhibitors from 10:15AM to 10:45AM.

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Executive Director, *Tribal State Relations*
Office of Minnesota Governor Tim Walz and
Lieutenant Governor Peggy Flanagan

Dannette Smith, MSW, *Chief Executive Officer*,
Department of Health and Human Services, State of
Nebraska

Roxanne Tashjian,
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Barbara A. Thompson, *Former Director*,
Office of Family Readiness Policy within the Office
of the Deputy Assistant Secretary of Defense for
Military Community and Family Policy

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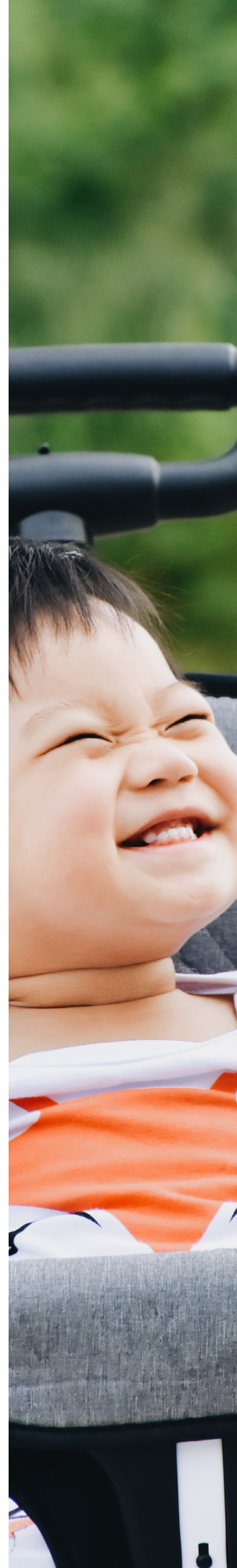
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Melissa Colagrosso
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About CCAoA

Child Care Aware® of America is a national membership organization that works with state and local Child Care Resource and Referral agencies and other community partners to ensure that all families have access to quality, affordable child care. CCAoA leads innovative projects that increase the quality and availability of child care, and advance the early childhood education profession. CCAoA also conducts research, and advocates for child care policies that foster equity and improve the lives of children and families.

TO LEARN MORE, VISIT [CHILDCAREAWARE.ORG](https://childcareaware.org).

Follow CCAoA on Twitter @ChildCareAware, Facebook, LinkedIn, and Instagram.

