

**EARLY CHILDHOOD
WORKFORCE
CONNECTOR**

Marketing and Recruitment Strategies for Early Childhood Registered Apprenticeship Programs

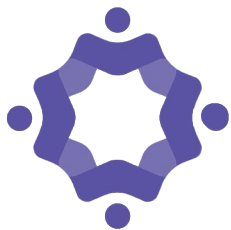
May 1, 2025

Welcome

A stylized graphic on a dark blue background showing four white human figures holding hands in a circle. The figures are simplified, with circular heads and rectangular bodies. The background of the slide features a large, light blue circle on the left side.

Housekeeping:

- Closed Captions
- Participants Mute/Unmute
- Chat Feature
- Slides and Recording Available



Meet the ECWC Presenters



Marian Grant-Whitlock
Early Childhood
Education Liaison



Kimberly Farris
Registered
Apprenticeship &
State Liaison

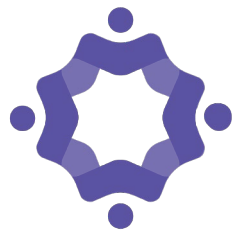


Andrea Outhuse
Communications
Specialist

Agenda



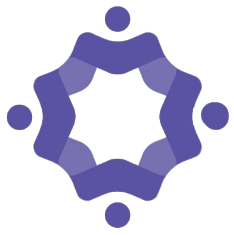
- Early Childhood Registered Apprenticeship
- Marketing & Recruitment 101
- Examples from ECWC Partners
 - Maryland Early EdCorp
 - YWCA St. Louis
- Best Practices and Resources
- Q&A



Early Childhood Workforce Connector

Promotes developing, launching, and expanding Registered Apprenticeship (RA) programs to support and sustain a well-qualified and well-compensated early childhood education (ECE) workforce



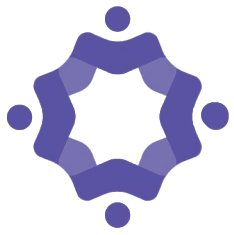


Audience Poll

How would you rate your knowledge of Registered Apprenticeship marketing and recruitment strategies?

- Expert – I understand and use advanced strategies
- Proficient – I understand the basics
- Exploring – Eager to learn more





Audience Poll

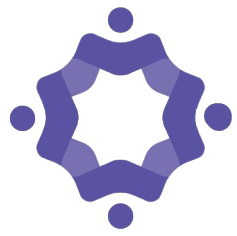
Currently, how much of a role does marketing play in your program recruitment strategy?

- A major role – it's essential for growth
- A moderate role – we do some
- Not at all – *yet*



Early Childhood Registered Apprenticeship





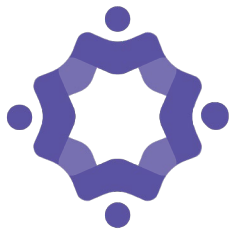
Early Childhood Registered Apprenticeship

- ECE RA Programs are a US-DOL approved **workforce development model**
 - On-the-job training
 - Classroom instruction
 - Progressive wage increases
 - Nationally recognized credential
- Marketing and recruitment efforts **raise awareness of the program**



Marketing and Recruitment 101

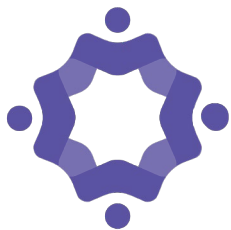




What is Marketing?

- Marketing activities focus on promoting awareness and encouraging participation or partnership with the program.
 - Outreach with tailored messaging
 - Branding
 - Success stories
- Intentional marketing with a focus on an equal opportunity for all that promotes the program participants reflect the communities they serve.





The Importance of Marketing and Recruitment

Education

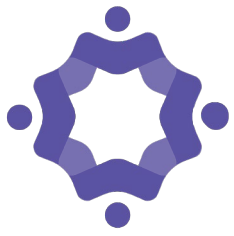
Recruitment

Recognition and Credibility

Community Engagement

Increase Program Participation

Sustainability



Types of Marketing



Traditional Marketing

- Flyers
- Ads in publications



Digital Marketing

- Ads
- Emails
- Social media



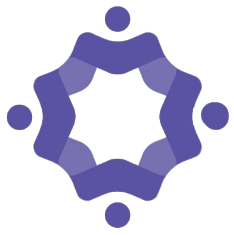
Events

- Conferences
- Career fairs
- Webinars



Word-of-Mouth





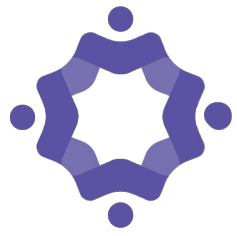
Key Components of Marketing



- Understanding your target audience
- Creating marketing goals
- Communicating key messages
- Developing engaging content
- Including a clear call to action



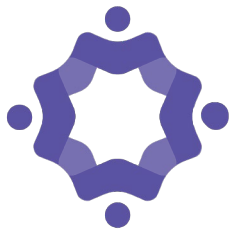
Marketing isn't just about finding the best
candidates, it's about
**ensuring that EVERY qualified individual
has the opportunity**
to become a part of your program.



Key Components of Marketing: Messaging

- Welcoming language
- Reflect the community and families you serve
- Storytelling
- Return on investment



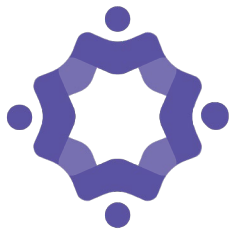


Partnerships: Expand Your Reach



Leverage partnerships with community organizations, education providers, workforce agencies, ECE/RA entities, and other RA programs to connect with a broader audience.

- Sharing flyers and materials at your center, events, etc.
- Utilize each other's networks, events, newsletters, and social media posts

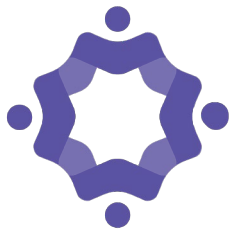


The Importance of Word-of-Mouth

Encourage people you know to share apprenticeship opportunities within their circles

- Staff
- Families
- Community groups





Audience Poll

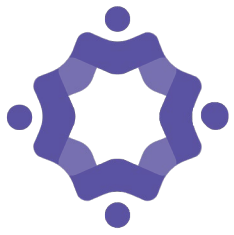
What type of information is the most impactful to include on ECE RA marketing and recruitment materials?

- Benefit to early childhood professionals
- Benefit to employers and child care centers
- Community impact of ECE RA programs
- How to get involved in a program
- Success stories from the program
- Other – type it in the chat



Example from ECWC's Partners





Panelists



Amanda Schwartz

Maryland Early EdCorp
Registered Apprenticeship,
Associate Project Director



Heather Carnaghan

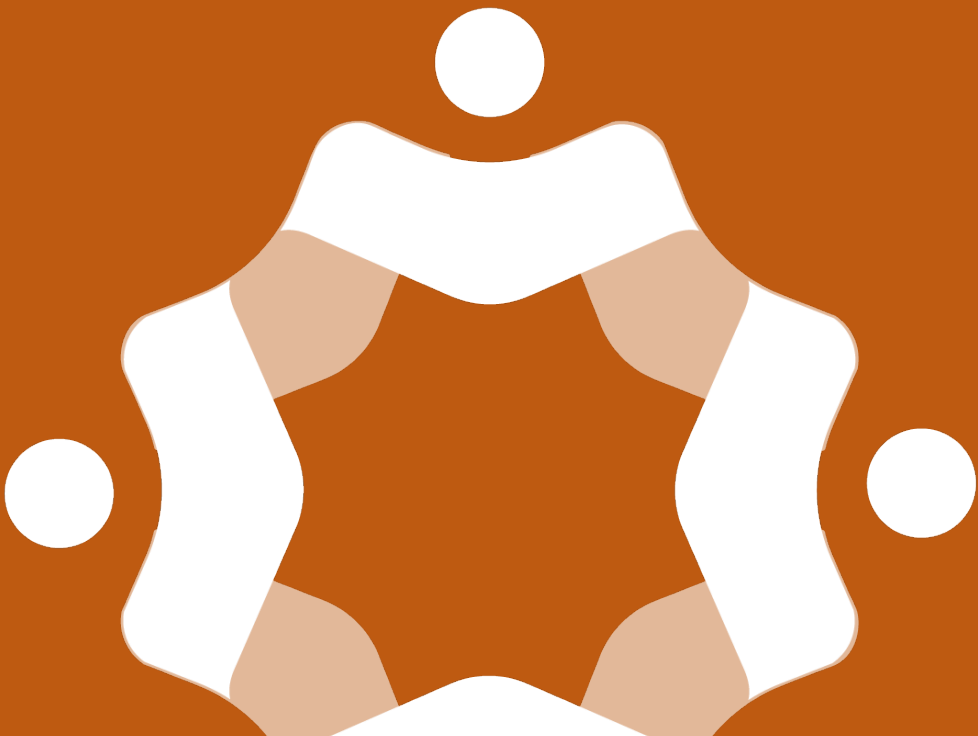
Maryland Early EdCorp
Registered Apprenticeship,
Apprenticeship Coordinator



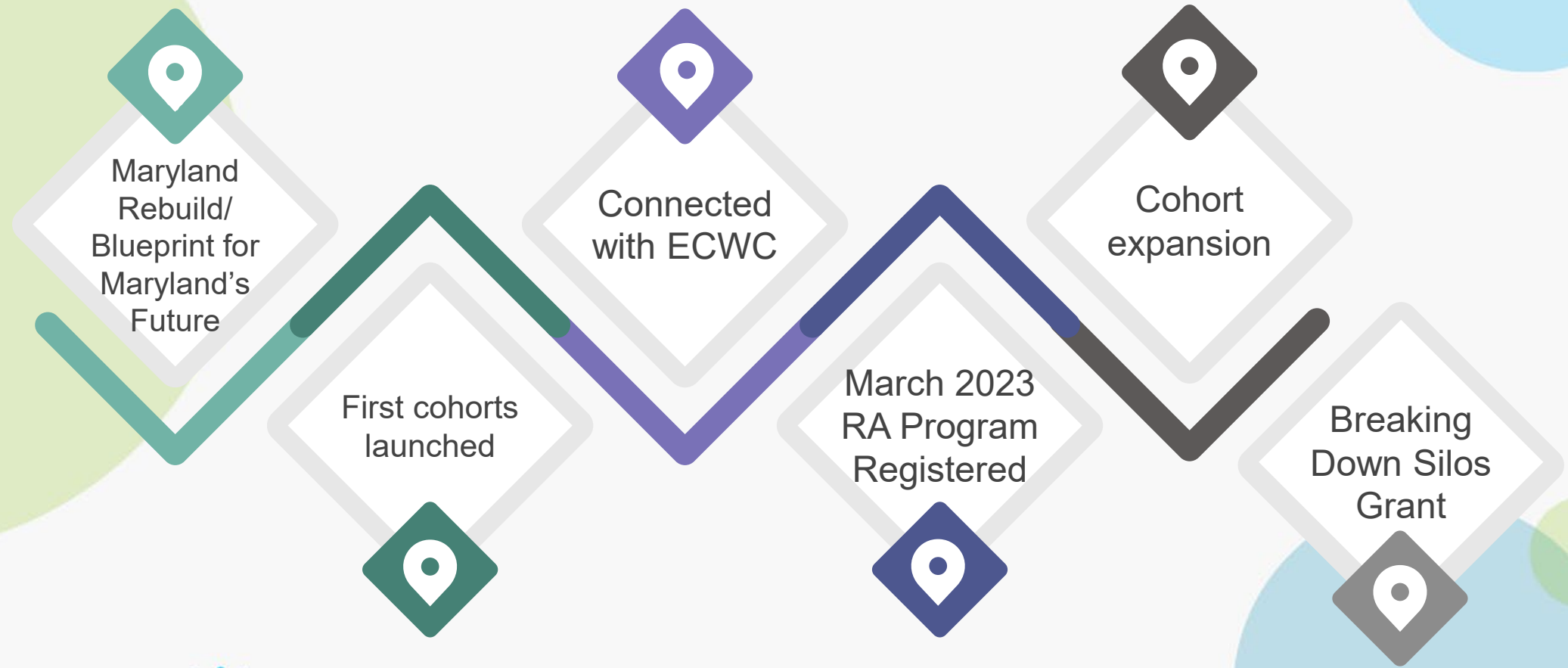
Stacy E. Johnson

YWCA St. Louis
Chief Program Officer/Head Start
Director

Maryland Early EdCorp



Maryland Early EdCorp: RA Program Journey

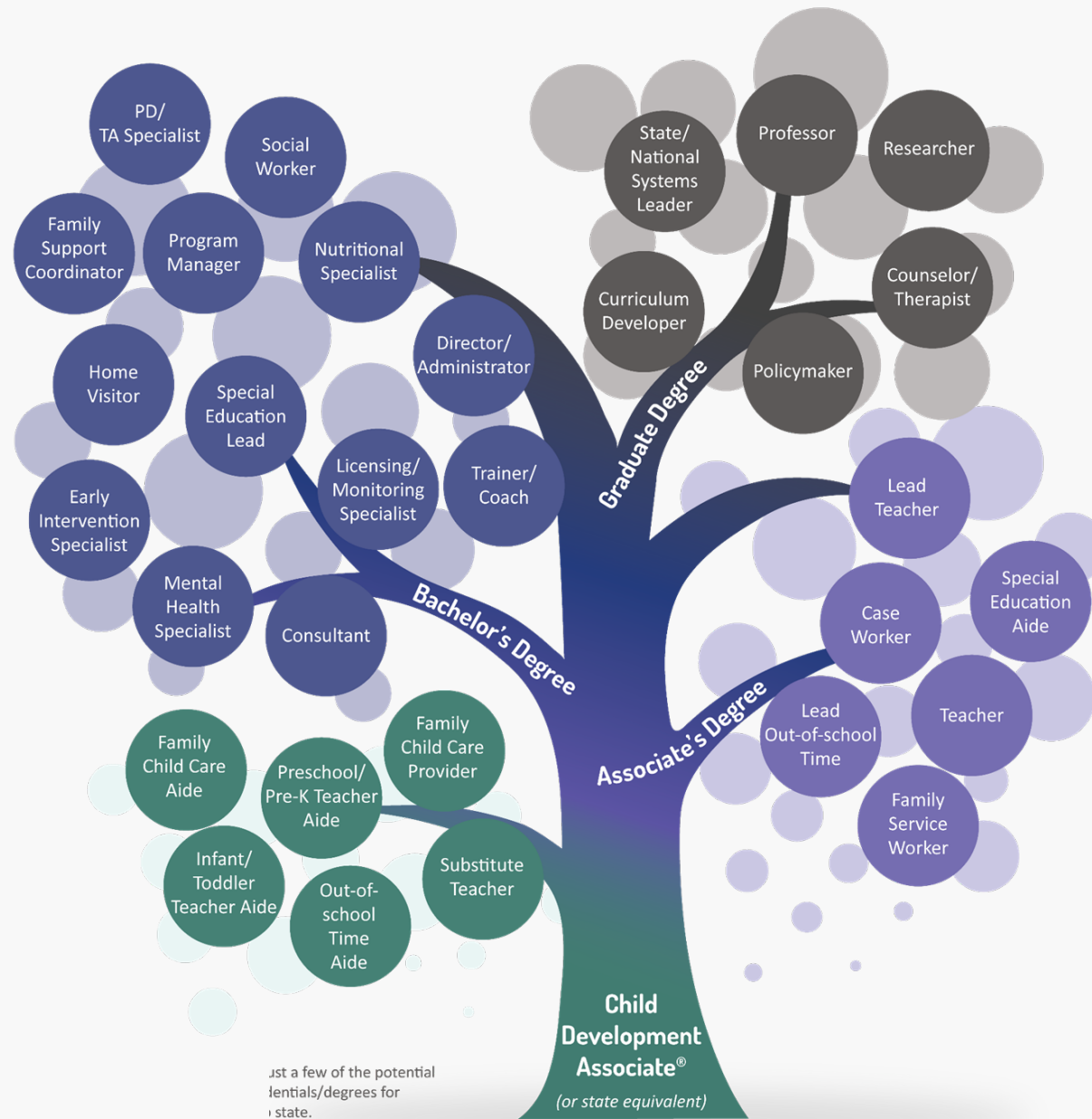


COLLEGE OF
EDUCATION
CENTER FOR EARLY CHILDHOOD
EDUCATION AND INTERVENTION



ECWC

Maryland Early EdCorp's Potential Career Pathways



The CDA as an entry-level credential

Just a few of the potential
credentials/degrees for
the state.



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EDUCATION AND INTERVENTION



Lessons Learned:

- Approach recruitment holistically
 - Administrators
 - Registered Apprenticeship candidates
- Involve ALL stakeholders
- Build continuous momentum



COLLEGE OF
EDUCATION

CENTER FOR EARLY CHILDHOOD
EDUCATION AND INTERVENTION



ECWC

THE UNIVERSITY OF MARYLAND'S Early EdCorp "Breaking Down Silos" Apprenticeship Program



WHAT?

We want to help YOU earn a **Child Development Associate (CDA) credential!** ALL children deserve an inclusive and enriching preschool experience. That begins with helping people like you, who care deeply about young children, to grow in the Early Childhood Workforce.

HOW?

We do this by offering a **PAID** apprenticeship for **current and new Paraprofessionals**. While you are paid to work with your employer, our team will provide:

- The full application fee & CDA books;
- 160 hours of high-quality coursework to prepare for successful completion of the CDA portfolio & exam;
- A Chromebook and hotspot to ensure access to all of our program materials;
- A Mentor-Coach from the EdCorp team to support your growth during 2,000 hours of on-the-job learning; and
- A \$1000 stipend!

HOW TO APPLY

To apply, complete an **application** and **email us a resume and letters of reference**. Spots are expected to fill quickly, so please submit applications soon for the best chance at joining a cohort.



Earn a
FREE CDA

Start your path toward a CDA today! We are currently enrolling 10 community-based and 10 public preschool apprentices to join each of our Anne Arundel and Montgomery County cohorts.



Information Session
Recording Link:
<https://go.umd.edu/1rfs>

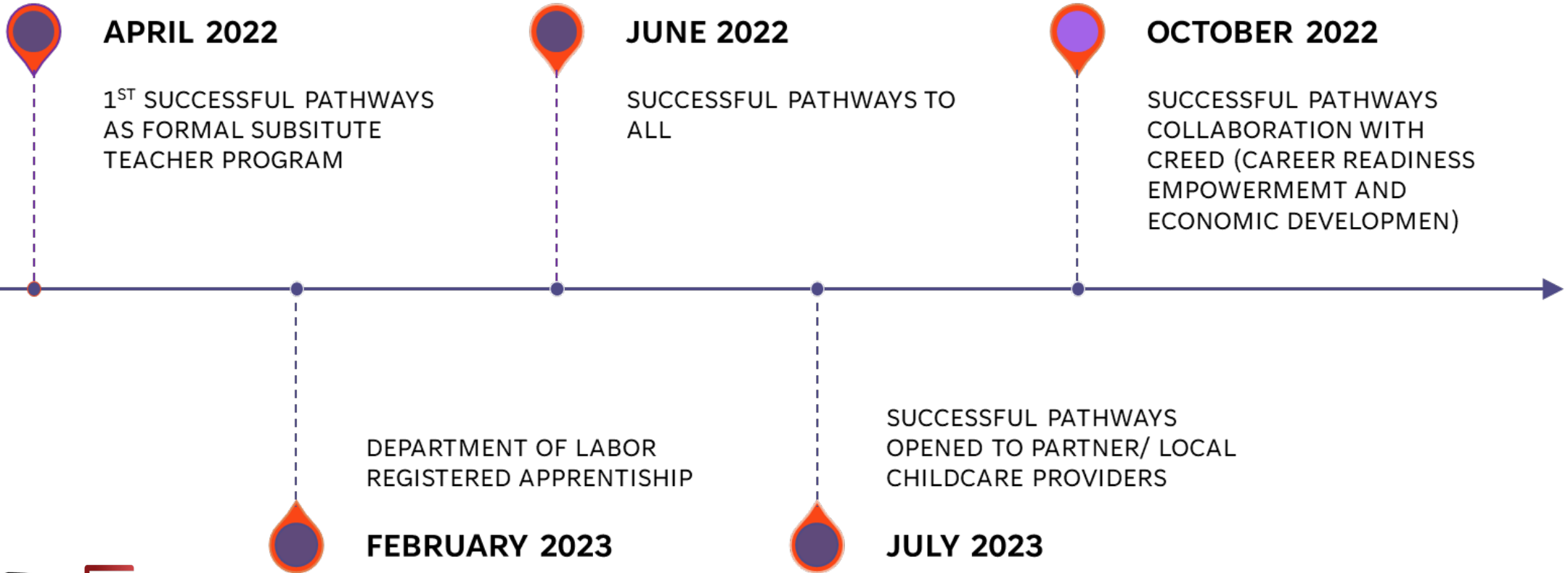
**APPLY
NOW!**

Questions? Email us at earlyedcorp@umd.edu Application Link: <https://go.umd.edu/1rcn>

YWCA St. Louis



YWCA Metro St. Louis: Timeline



Recruitment of Apprentices

Flyer



YWCA Metro St. Louis

SUCCESSFUL PATHWAYS

A Registered CDA® Credentialing & Apprenticeship Program

This Department of Labor registered apprenticeship is designed to support the development of future early education professionals.





AN INTERNAL AND PARTNER OPPORTUNITY FOR THE ST. LOUIS REGION:

Successful Pathways is an accelerated opportunity to obtain a CDA® credential from the Council of Professional Recognition offered to newly hired and current employees (a.k.a. Participant) of the YWCA Early Education Program, along with newly hired and current employees of local childcare partners. There is no cost to participate.

HOW IS THE PRE-CREDENTIALING PROGRAM DESIGNED?

Successful Pathways is designed for the following center-based settings:

- Infant-Toddler – children ages birth through 36 months
- Preschool – children ages 3 to 5 years old

WHO CAN PARTICIPATE?

A Successful Pathways Participant is an individual who is interested in becoming an early educator who works with children ages birth to five (5) years old and their families.

Participants must have:

- High school diploma/GED
- Make application with employer
- Pass background/fingerprint check
- Fulfill all other pre-hire requirements

**eliminating racism
empowering women**

ywca

Metro St. Louis
ywcastl.org

For more information call:
314-427-4940



Presentation

Childcare Innovations:
*Creating Opportunity
from Challenge*



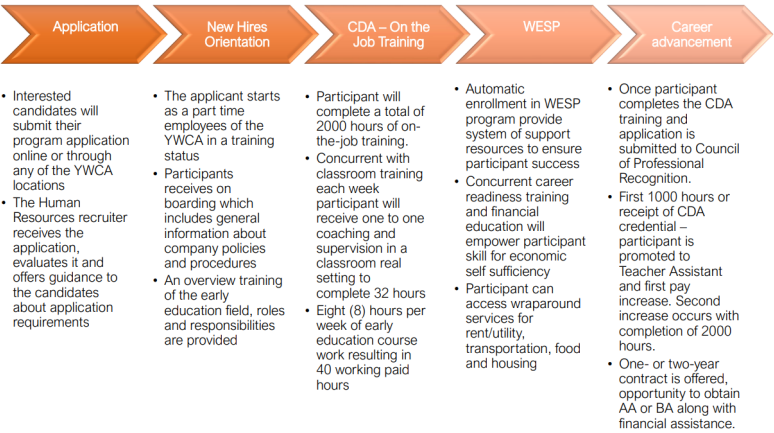
YWCA Metro St. Louis

SUCCESSFUL PATHWAYS

A Registered CDA® Credentialing & Apprenticeship Program

Stacy E. Johnson, M.Ed.
Chief Program Officer/Head Start Director
YWCA Metro St. Louis
Early Education Program
sjohnson@headstart.ywcastlouis.org
www.ywcastl.org





Partnerships



Marketing for Funders

Tri-Fold

118-year-old agency formed to provide safe housing for women

Largest provider of sexual and domestic violence services for women in the region

Only YWCA in the U.S. with a Sexual Assault Response Team

Largest provider of rapid rehousing for victims of sexual and domestic violence in STL City and County

Largest HUD contract in the city of St. Louis

Largest provider of direct Head Start services in Missouri

Only program in the state to receive National Program of Excellence accreditation

Innovator and trailblazer in economic empowerment

Regional thought leader and convener

YWCA METRO ST. LOUIS EARLY EDUCATION PROGRAM

SUCCESSFUL PATHWAYS
CDA PRE-CREDENTIALING TRAINING PROGRAM

Successful Pathways Child Development Associate® (CDA) Pre-Credentialing Training Program a.k.a. Successful Pathways, in collaboration with YWCA's Women's Economic Stability Partnership (WESP) is designed to support the development of future early education professionals.

eliminating racism
empowering women
ywca
Metro St. Louis
ywcastl.org

STABLE FAMILIES

HEALTHY CHILDREN

THRIVING COMMUNITIES

CREDENTIALING OPPORTUNITY

INTERNAL
Successful Pathways is an accelerated opportunity to obtain a CDA credential from the Council of Professional Recognition offered to newly hired and current employees (a.k.a. Participant) of the YWCA Early Education Program.

EXTERNAL
Successful Pathways is an accelerated opportunity for newly hired and current employees (a.k.a. Participant) of local childcare providers to obtain a CDA credential from the Council of Professional Recognition.

WHO CAN PARTICIPATE?
Successful Pathways participant is an individual interested in becoming an early educator working with children ages birth to five (5) years old and their families. Participants must have a high school diploma (GED), make application with provider, pass background/fingerprint check, and fulfill all other pre-hire requirements. **There is no cost for participants.**

HOW IS THE PRE-CREDENTIALING PROGRAM DESIGNED?

Successful Pathways is designed for the following center-based settings:

- Infant-Toddler – children ages birth through 36 months
- Preschool – children ages 3 to 5 years old.

Pre-credentialing participants will gain 480.0 hours of on-the-job training in a Head Start/Early Head Start or childcare classroom. Each week, candidates will complete fifteen (15) clock hours of required early education training and coursework, consisting of no fewer than ten (10) training hours in each of the eight CDA® subject areas. Employees will shadow, observe, and participate in classroom tasks, practice a minimum of three different teaching styles, and engage in daily classroom experiences.

The Individual Professional Development (IPD) Portfolio is a learning management system created to support ongoing professional development for staff in Head Start and childcare settings. It has accessible, self-paced courses based on staff roles and interests. IPD courses offer continuing education units (CEUs) upon completion and meet Child Development Associate (CDA) Credential® professional development requirements.

Upon completion of the pre-credentialing requirements, participants will apply for CDA® and within six months will prepare a portfolio, participate in a CDA Verification Visit conducted by a CDA Professional Development (PD) Specialist, and complete the CDA Exam.

WHAT IS THE CDA?

The Child Development Associate® (CDA) Credential™ is the most widely recognized credential in early childhood education (ECE), and it is a key stepping stone on the path of career advancement in ECE. The CDA® is based on a core set of competency standards that guide early childhood professionals toward becoming qualified educators of young children. The Council works to ensure that the nationally transferable CDA is a credible and valid credential, recognized by the profession as a vital part of professional development.

WHAT WILL YWCA'S WOMEN'S ECONOMIC STABILITY PARTNERSHIP (WESP) PROVIDE?

Successful Pathways participants are automatically enrolled in WESP to sustain them while they are in the CDA program. Through WESP, participants can access wraparound services for: rent/utility assistance, transportation, food, and housing. Additional opportunities available through WESP include career readiness training and financial education that encourages banking, savings, and asset development.

ABOUT YWCA METRO ST. LOUIS

Our non-profit agency has supported women and children for nearly 120 years in the St. Louis Region, in areas such as housing, childcare, job training, women's rights, racial justice, violence prevention and crisis support. Our services consist of three (3) primary services i.e., Women's Crisis Services, Early Childhood Education, and Economic Stability (working together holistically to support and improve the lives of women and their families. Our mission to empower women and eliminate racism will lead to stable families, healthy children, and thriving communities. We are proud of our history – and our record of being ahead of our time.

One-Pager

Building Skills, Building Lives

Exploring the Successful Pathways® CDA® Apprenticeship Program

IMPLEMENTATION TIMELINE:



WE ARE: YWCA Metro St. Louis

YWCA (YW) has been a Head Start provider for more than 30 years, and is one of the largest providers of direct services in the state. YWCA serves more than 1200 children and their families in St. Louis City and County. All ten (10) early education centers and twelve (12) childcare partners are licensed and accredited.

THE PROBLEM:

Time for innovative thinking! Like the rest of the nation, YWCA's Early Education Program was directly impacted by the shortage of qualified teachers. This shortage of roughly 22% directly impacts the program's ability to meet the demand for childcare.

THE SOLUTION:

Grow Your Own! Successful Pathways® was developed as an accelerated opportunity to obtain a Child Development Associate (CDA®) from the Council for Professional Recognition. The program is open to individuals interested in serving young children and their families in the St. Louis region.

OUTCOMES:

We are achieving results!! Successful Pathways (pre & post RAP) enrolled **105** participants; **35** CDA credentialers were earned, **15** of which completed apprenticeships; **39** apprentices are currently in the pre-credentialing process; **31** individuals withdrew.

THE BENEFITS:

Designed to attract and retain!

- Full-time employment w/benefits
- Progressively increasing schedule of wages starting at \$15/hr
- On-the-job training
- Training, Development, Mentoring, Coaching
- Choice of Infant & toddler or Preschool Setting
- Individual Professional Development (IPD) Portfolio
- CDA Application Submission @ 1,000 work hrs
- CDA Verification Visit
- CDA Exam
- Career Development & Wraparound support services
- Apprenticeship Certificate from DOL @ 2000 work hrs
- CDA valued at 9 college credits with St. Louis Community College
- Career Path Resources to AA or BA in ECE

WHAT'S NEXT

Expand Successful Pathways in the St. Louis Region by increasing the number of childcare provider employers under the YWCA sponsorship.

Create (6) month CDA Lab Classrooms to serve newly hired apprentices who will be outsourced upon receipt of CDA to the community childcare providers that need them.



Resources & Partners to Build Success

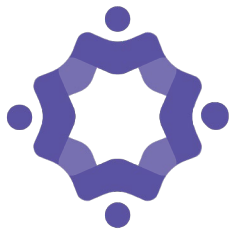
It's all about:

Relationships:

- Advisory Board
- Funders
- Participant Referral Sources
- Location Operation Partner
- Financial Supports
- Training Supports

Diversification & Leveraging:

- Private Foundation
- State Sources
- Federal Sources
- United Way
- Industry & Business Partnerships



Audience Question

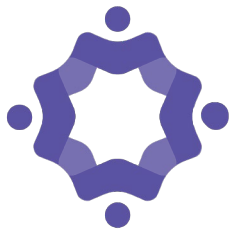
What marketing and recruitment strategy are you most excited to try next?

Place your answer in the chat



Best Practices and Resources





Websites

Pros

- Provides space to showcase your program
- Ability to link to documents and more info
- Increase visibility and credibility
- Instant updates

Cons

- Cost
- Knowledge and capacity to maintain

About Apprenticeship



About Pre-Apprenticeship



Apply to APRENDE



Santa Fe Community College

Family Child Care Educator Apprenticeship Program

Application Now Open!

Join the Family Child Care Educator Apprenticeship Program.

[Learn More](#)

Addressing California's Childcare Crisis

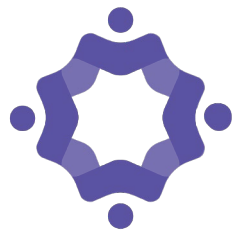
1K+
licensed child care facilities and
19,000 licensed spaces, lost in
California.

Licensed spaces are available
for just **one in four (24.7%)**
children aged 0 to 12 with
working class parents.

2%
of licensed child care centers
offer evening, weekend, or
overnight care

35%
of licensed family child care
providers offer evening,
weekend, or overnight care

UDW Resource Center

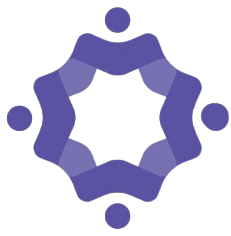


Social Media

- Choose a platform based on audience, needs, and capacity
- Post regularly
- Develop a content creation process
- Tag partners to help cross-post

Having an online presence is important!





Design Tips

- Use sub-headers to organize content
- Create a font hierarchy
- Leave white space
- Use photos that reflect your audience and graphics within your branding colors
- Have clear next steps and contact information

The Early Childhood Workforce Connector (ECWC)

promotes developing, launching, and expanding Registered Apprenticeship (RA) programs to support and sustain a well-qualified and well-compensated early childhood education (ECE) workforce.

ECE RA programs assist child care centers and other early childhood education employers in creating high-quality care and work environments that help lift the entire community and the local workforce. A strong early childhood ecosystem contributes to the health and well-being of young children and their families, as well as the broader economy. As a U.S. Department of Labor (U.S. DOL)-funded Early Childhood Education Intermediary, ECWC provides customized technical assistance, including help with curriculum development, outreach and recruitment, mentor training, accessing available funding, and much more.

Why Registered Apprenticeship in ECE?

Registered Apprenticeships are an important investment in the early childhood workforce, providing high-quality professional learning.

- Apprentices advance their knowledge through on-the-job professional learning and ECE-related classroom or virtual professional development that aligns with their career goals and interests.
- Apprenticeship is an earn-while-you-learn model; it is a paid job. As apprentices gain more knowledge and skills, they receive wage increases.
- Apprentices receive mentorship and coaching from experienced ECE professionals to support success.
- Apprentices earn nationally recognized credentials to further their career advancement.



**EARLY CHILDHOOD
WORKFORCE
CONNECTOR**

ECWC Support and Assistance:

- Connect early childhood employers, sponsors, and education institutions to promising practices.
- Provide state agencies, program sponsors, ECE providers and other employers technical assistance for Registered Apprenticeship.
- Foster connections between local workforce development boards and ECE partners.
- Offer support to access financial incentives and other funding resources to develop or expand ECE Registered Apprenticeship programs.
- Develop customized outreach, marketing, recruitment, and retention strategies for ECE Registered Apprenticeship programs.
- Provide access to extensive Registered Apprenticeship resources and MUCH MORE!

The ECWC provides these services to early childhood program employers, state and local agencies, community organizations, higher education institutions, sponsors, current early childhood educators, and career seekers – all at no cost!



Connect with us

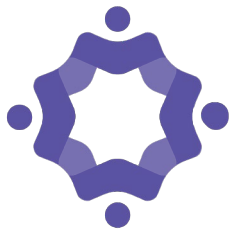
ECWConnector.org

info@ECWConnector.org

[LinkedIn.com/company/ECWConnector](https://www.linkedin.com/company/ECWConnector)



ECWC

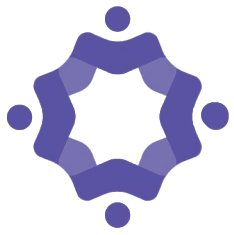


Audience Question

What tools do you use to design, plan, and manage your marketing materials?

Place your answer in the chat





Design and Development Tools



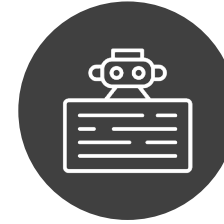
Content Development

- Creative brief
- Content calendar



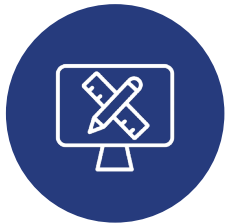
Social Media Management

- Social Pilot
- Sprout Social



Messaging

- ChatGPT
- Claude



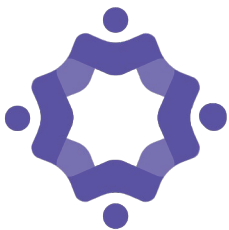
Design

- Canva
- Adobe Express
- PowerPoint



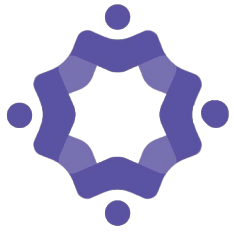
Email Marketing

- MailChimp
- Constant Contact



Q&A





Connect with Us!



ECWConnector.org



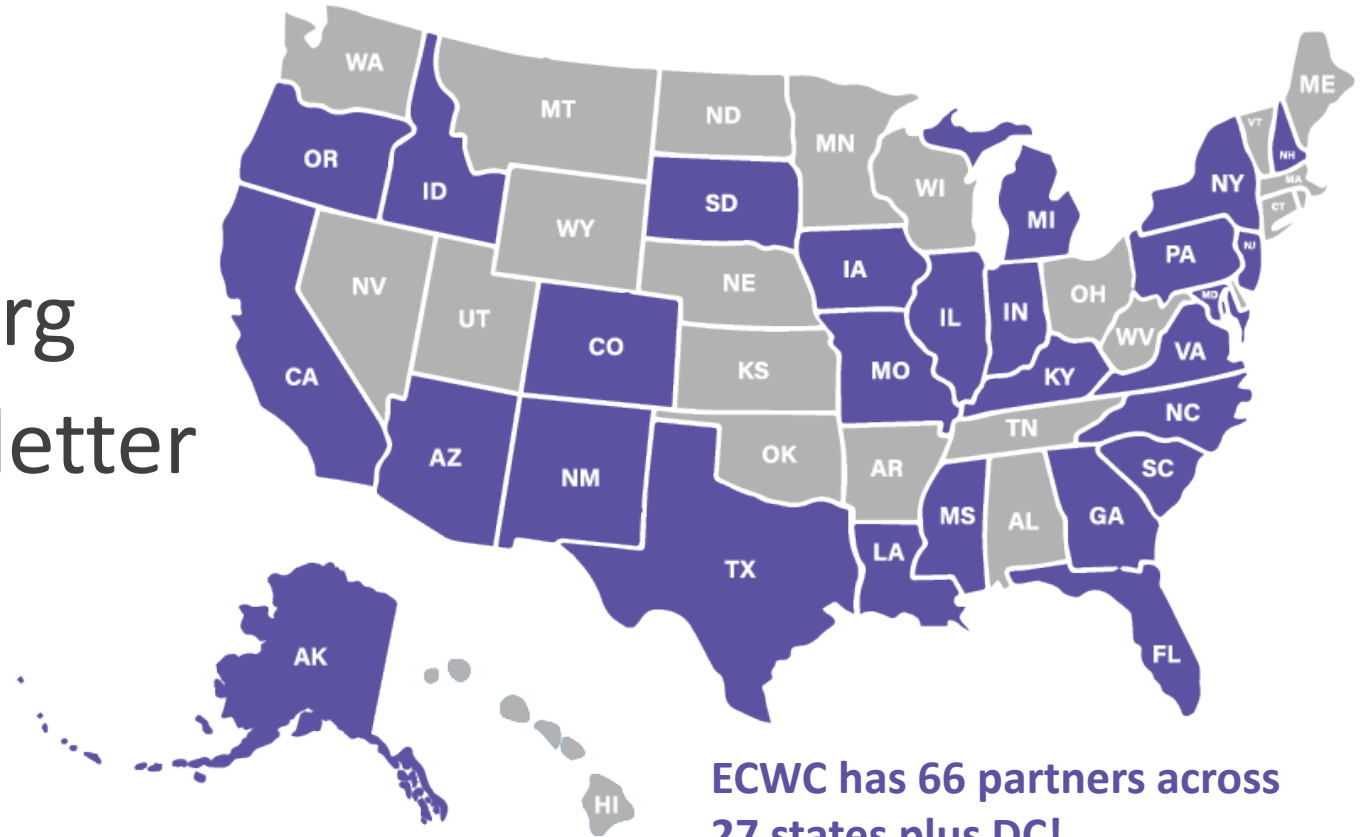
info@ECWConnector.org



Sign up for our e-newsletter



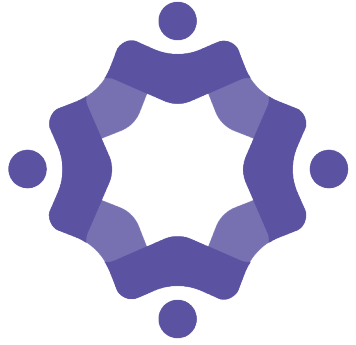
ECWConnector



ECWC has 66 partners across
27 states plus DC!

Thank you!





EARLY CHILDHOOD
**WORKFORCE
CONNECTOR**

Thank you!
