

VCCA February Newsletter



Members of VCCA attend the National Shift Conference in Miami

VCCA General Assembly News:

This has been a very busy General Assembly session for VCCA Lobbyist Matt Benedetti and Josh Myers. For child care and early education directly the most important legislation this session is [House Bill 1012 \(HB 1012\)](#) & the Senate version which is [Senate Bill 578 \(SB 578\)](#). This bill will transfer all of early education from the authority of the Department of Social Services to the Department of Education. This bill *IS* expected to pass. Matt and Josh are closely monitoring the governor's budget to include as much money for public-private "Mixed Delivery" partnerships as possible.

SUMMARY AS INTRODUCED:

Early childhood care and education; licensing. Requires the Board of Education to establish a statewide unified public-private system for early childhood care and education in the Commonwealth to be administered by the Board of Education, the Superintendent of Public Instruction, and the Department of Education. The bill transfers the authority to license and regulate child day programs and other early child care agencies from the Board of Social Services and Department of Social Services to the Board of Education and Department of Education. The bill maintains current licensure, background check, and other requirements of such programs. Such provisions of the bill have a delayed effective date of July 1, 2021. The bill requires the Superintendent of Public Instruction to establish a plan for implementing the statewide unified early childhood care and education system and requires the Department of Social Services and the Department of Education to enter into a cooperative agreement to coordinate the transition. The bill also requires the Board of Education to establish, no later than July 1, 2021, a uniform quality rating and improvement system designed to provide parents and families with information about the quality

and availability of certain publicly funded early childhood care and education providers and to publish the initial quality ratings under such system in the fall of 2022.

The other bills that may impact our industry (most are not early care & education related) are listed below. Among these include an increase in the minimum wage and paid family medical leave. Matt and Josh have been working with other like associations to speak on behalf of businesses that will be impacted as a result of these potential changes.

[CLICK HERE FOR THE LIST OF BILLS MATT & JOSH ARE MONITORING](#)

Although not finalized, at this point minimum wage is expected to increase to \$9.00-\$10.00 on July 1, 2020 and increase up by one dollar each year until 2025. The bill on Family Medical Leave act is expected to impact businesses with 5 or more employees and will accrue based on the time the employee builds up at work. Again, while none of this is finalized and all being worked out among many stakeholders in the state. Matt & Josh want our members to know that they are working on behalf of early childcare business to advocate for as small a fiscal impact as possible. Each change will have an impact on what families will have to pay to cover these expenses. We want to keep childcare and early education affordable and accessible to families of the commonwealth.

VCCA Minimum Wage Poll

- ◆ The recent VCCA poll on minimum wage revealed that members favored a max minimum wage of between \$9.00 and \$10.00 per hour.
- ◆ Most responded that they do not start employees off at the current minimum wage.
- ◆ The average starting minimum wage among responding members was \$8.75. Members expressed that they were very concerned that a minimum wage of \$15.00 could put them out of business
- ◆ Tuition would definitely have to increase to help cover the wage hike.
- ◆ We'll keep you posted as we know more.

VCCA WEBINAR SERIES:

Thank you to everyone who participated attended the webinar earlier in the month! If you missed it, we will **re-run this webinar** on **Wed. March 4, 2020** at 1:00pm for continued education credit. Many thanks to our sponsor Acme Paper & Supply & Jim Arbogast and Adam Mills for making this webinar possible for us. Below are the details for the second run of the Feb. Webinar.



James Arbogast

Vice President Hygiene Sciences
Public Health Advancements

- Ph.D. in Organic Chemistry from UCLA
- Dr. Arbogast has formulated hundreds of consumer products and made many contributions to advancing hand hygiene science, especially for PURELL
- He is inventor on ≥ 70 patents and co-authored ≥ 35 peer-reviewed publications

Professional Development: “Creating a Hand Hygiene Program”

Topic: Health & Wellness Webinar

Date: March 4, 2020

Time: 1:00pm – 2:00pm

Link: [Click here for webinar link](#)

Audience: Owners, Directors, Teachers

Sponsored by: [Acme Paper & Product Supply](#)



March Webinar:

Professional Development: Marketing for Growth & More Growth

Topic: Lunch & Learn Webinar

Date: March 11, 2020

Time: 1:00pm – 2:00pm

Audience: Owners, Directors, Teachers

Sponsored by: GHT Insurance Agency

[Registration Link Here](#)

Educating yourself and staying on top of the fast pace of marketing is critical to your program’s future growth potential. Join VCCA for a professional development webinar on how to distinguish your program through marketing practices that will pop your enrollment. Join us to learn how Kathe Petchel share **marketing tips and trends just released at the Hinge conference in Miami.**

Kathy will present 6 essential and easy marketing elements that you can delegate to your team! Your job is to devote time and energy to your sweet spot (growing your company) and allow your team to grow and develop their strengths. She will also do a little recap of *Essentialism (the key note from the SHIFT conference)* as well as a Q and A to cover the 6 ideas.

Tune in live to this informative educational webinar and VCCA will email registered participants a 1hr. training certificate. All VCCA owners, directors, or teachers are welcome to join. Please share with them. You must be on live (listening or watching on a computer) in order to receive credit.

If you miss the webinar join us again on Wed. 3/25 at 1:00pm as a last call to receive a training certificate. We’ll replay the webinar live and there will be opportunity for Q&A during this session via the chat box. All webinars are archived and accessible in the member section of our website.

List of 2020 VCCA Professional Development Opportunities:

Mark your calendars for the second Wednesday of each month 1:00 – 2:00pm for the VCCA “Lunch & Learn” webinar series being piloted through 2020.

Below a list of the 2020 monthly webinar agenda. Be sure to share the webinar information with your directors. Thank you to our wonderful sponsors without this series would not be possible. Please support them when you can!

2020	Webinar Schedule
January	VCCA Lobby Day on the Hill, VCCA Lobbyist, Matt Benedetti
February	Wellness: Creating a Healthy Hand Hygiene Program
March	Marketing: Marketing for Growth & More Growth
April	Dept. of Education: The New Landscape of Early Ed. In Va. – Chief School Readiness Officer - Jenna Conway
May	STEM & STEM Accreditation – Cognia (formerly AdvancED)
June	Mindfulness – Teaching Children to Self-Regulate – Troy Byer
July	Vernon Mason – Subject Matter Expert
August	VECF: Va. Early Childhood Foundation – Public dollars being used in private sector programs to educate more children
September	Using the CLASS System for Driving Learning & Development

October	Kathy Ligon – A National Perspective of Childcare & Early Education
November	Staff Coaching & Development – Caroline Jens
December	Setting Goals & Intentions for 2021 – Speaker TBA

SHIFT: A CHILDCARE LEADERS CONFERENCE RECAP

SHIFT initially launched as an event to help early education providers connect with other business owners and stakeholders in the industry. Now in its third year, the event has become a haven of meaningful resources for childcare providers—helping them manage the operational and financial sides of their businesses as well as introducing them to the newest and most innovative solutions for their schools.

Above is a picture of this year’s shift conference including a group shot of some, but not all attendees from Virginia. We are so fortunate to have Kathe and Molly Petchel, Hinge Consultants who will do a live webinar session on marketing that they presented at the conference.

A few additional highlights from the conference:



Mindology Fitness Kids – Dr. Troy Byer www.mindologyfitnesskids.com

A new program that helps children with self-regulation and ways to calm their body and their minds.

- ✓ “Our peace of mind is in our hands at all times.”
- ✓ “Everything that happens to me, happens for me.”



Essentialism – “*The Disciplined Pursuit of Less*” by author, Greg McKeown
Greg was a keynote speaker and had a book signing of Essentialism at the conference.

Take aways from Greg’s presentation:

- ✓ “We need to know how to be successful at success”
- ✓ “The goal isn’t a work-life balance, the goal is to have a life!”
- ✓ “You must risk vulnerability to share your why”
- ✓ Be slow to say yes and quick to say no
- ✓ Explore, Eliminate & Execute



Panel Discussion including Chad Dunckley, Dave Goldberg, and Primrose’s own Jo Kirchner

The takeaways from this group:

- ✓ Be proactive in building relationships. Get involved before you get mad!
 - ✓ Join local and state associations
- ✓ Know your legislators personally. Stop by and introduce yourselves.

Preferred Partner Spotlight - Lightbridge Franchise Co.



Lightbridge Franchise Company

Lightbridge Franchise Company

- ◆ **Know someone interested in getting started in early education as a business?**
- ◆ Franchise opportunities available with Lightbridge Academy
- ◆ To get started contact

Mark Mele

732-980-1900 ext. 199

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www.viriniachild.org

Referrals to VCCA Membership Appreciated: VCCA is a member-based organization. Each and every member helps us grow, deliver meaningful content, to keep our members informed and up to date on current industry changes and trends and most importantly to have a voice and a lobbyist that represents early care and education, private sector interests. If you know a child care center who's not yet a member please send them our way. **We are stronger together than we are apart.** There's strength in numbers. Let's grow together and be a strong part of the Virginia child care & early education system! Questions concerns or suggestions? Contact Executive Director, Kim Hulcher viriniachildcareassociation@gmail.com