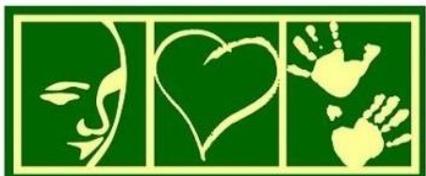


Nova Scotia Child Care Association
Annual Report to the Membership

2015 – 2016

Nova Scotia
Child Care
Association

Association
des services
de garde à
l'enfance de la
Nouvelle-Écosse



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Who we are

Our Vision

The Nova Scotia Child Care Association (NSCCA) is a non profit organization that recognizes that child care practitioners are the main ingredient in high quality child care and provide a valuable service to society.

The NSCCA is committed to improving standards and guidelines for our profession, thereby increasing the quality of child care.

The NSCCA is dedicated to increasing the recognition of the important role of child care practitioners in providing quality child care to our children.

Our Mission

- To educate and facilitate the ethical practice of its members (Ethics)
- To work towards licensure of its members (Professional Recognition)
- To educate and facilitate the use of standards of practice in its members (Standards)
- To advocate and support its members in their provision of quality child care (Advocacy)

Our Values

- Accountability
- Open communication
- Collaboration
- Intellectual stimulation
- Mutual respect

Report from the Board of Directors

May 1st, 2015 to April 30th, 2016

The 2015–2016 year has been eventful for the Nova Scotia Child Care Association, with many initiatives that have an impact on our members.

The NSCCA Board is elected by our membership so that you as a member have a voice at the Board level, where decisions on the direction of the association are made. As a Board of Directors, we act on your behalf to understand and support the best interests of our members. The NSCCA Board takes this responsibility seriously and works to stay informed about sector and political issues and trends, assess their impact on our members, and formulate action to address them within our mandate and our resources.

We have represented you in meetings with the Department of Education and Early Childhood Development (DEECD) and at briefings such as the one on the Nova Scotia Review of Regulated Child Care. Board members also serve on the Provincial Early Years Partnership (PEYP) task group within the DEECD.

This is the second year the NSCCA has had staff and offices, and we have done a great deal of work on our role in governing the Association and supporting our staff in carrying out the Board's direction. We developed policies for the role of the Personnel Committee, advertising, partnership and sponsorship, and translation. We also created procedures for evaluating the Executive Director, election of officers, and bylaws review. One significant change in the bylaws is that all members are now entitled to vote.



The Board of Directors is dedicated to the goals of the NSCCA and early childhood practitioners. All members value professionalism and are dedicated to providing a voice for child care practitioners to enable the field of Early Learning and Child Care to move forward as a sector and a profession.

Front from left: Valerie Rafuse, Elaine Ferguson (Chair), Jodi LeBlanc, Catherine Cross, Heather Hansen-Dunbar (Recorder), Elizabeth Hessian. Back from left: Annette Comeau, Suzanne Saulnier, Alexa Nicolaou, Carrie Smith (Treasurer), Penny Whynot, Kathleen Couture, Bernadette Fegan, Mary Ellen Shatford and Margot Nickerson

We got the Professional Recognition Project (PRP) underway by hiring consultant Christine Forsythe to research what professional recognition means, what roles and responsibilities it would involve, and what it could look like in practice. Christine conducted extensive research, key informant interviews, and focus groups with stakeholders and other professions both in Nova Scotia and in other provinces that had gone through the process. The result is the *Pathways to Professional Recognition* report. Three dialogue papers based on this report will be used by the membership in the next steps in the PRP in 2016–2017.

In terms of staff and board development, the Board evaluated the performance of the Executive Director and instituted the new position of Membership Coordinator. New officers were appointed by the Board to the positions of chair (Elaine Ferguson) and secretary (Heather Hansen Dunbar) who joined Treasurer Carrie Smith. We have also begun a dialogue on the role of and need for the Advocacy Committee, now that the NSCCA has paid staff. Nine meetings of the Board of Directors were held, as well as a Board training and retreat weekend.

At the Board retreat weekend in November 2015, Board members received training in board decision making, ethical decision making, and productive meetings. In addition to networking and team development, there was dialogue on developing policies for sponsorship and membership voting entitlements that informed the Board task groups in developing policy, bylaws review, and NSCCA's Canadian Child Care Federation (CCCF) affiliate status.

The Board began a dialogue with the CCCF around NSCCA's affiliate status. The dialogue with NSCCA members was put on the agenda for the 2015–2016 AGM, in October 2016.

NSCCA's Board of Directors will continue to work for you, our members, as we move forward on the Professional Recognition Project, comparative worth study, conferences, and representing you on committees and task groups.

We want to thank our staff for their commitment to NSCCA and their excellence in supporting our members. They are the voice that listens to your concerns, responds to your questions and provides you with member services.

Report from Staff

2015–2016 has been a year of successes as the Nova Scotia Child Care Association (NSCCA) continues to provide a wide range of programs, services, and resources to our members and the early childhood education community.

As an association, we have accomplished many things over the past year that help us better serve our members. Staff and board have continued to work at developing new and strengthening existing partnerships. We have provided professional development activities, increased membership and secured new membership benefits, advocated for our members, and organized awareness events. Staff was also involved in all aspects of the Professional Recognition Project.

Our staff and office

The NSCCA continued to grow and mature over the past year, and we now have two operational staff members: Kelly Goulden, Executive Director and Kassandra Allard-Morin (May 2015-Dec 2015) Membership Services Coordinator and Angelica Frankland (January 2016-April 2016) Membership Services Coordinator. The Coordinator joined us in January and works 20 hours a week on membership activities and events.

This year, staff members have been actively involved in assisting the Board of Directors with a variety of projects and tasks associated with governance and operations, as well as the new Professional Recognition Project that will progress over the next three to five years. Staff has taken over bookkeeping, working closely with the NSCCA's treasurer, Carrie Smith, and 2015–2017 Chair Elaine Ferguson. We completed our first official audit in the fall of 2015.

Board, committee, and other meetings are held in the boardroom in our office. In July, we moved to a larger office to accommodate our growing need for space and storage. The new office includes a workspace for part-time staff, as well as for practicum students from the Mount Saint Vincent University Child Study program and a term summer student we hired in May 2015 after receiving a federal summer student grant. With the increasing responsibilities of staff, the Board decided to replace the position of administrative assistant with the position of Membership Services Coordinator. As of April 2016, staff includes 1.5 staff members: a full-time Executive Director and a part-time Membership Services Coordinator.

Our online presence

The NSCCA staff maintains our website, keeping it up to date, user friendly, and easily accessible to members and visitors. We continue to build awareness through our social media campaigns on Facebook, Twitter, LinkedIn, Pinterest, and Instagram.

Website statistics

- 22,501 views and 8,611 visitors to our website
- monthly average of 1663 views and 588 visitors
- 3483 internet users searched NSCCA through search engines, and 768 through Facebook

Social media reach

- Our main social media platform is Facebook.
- The average reach per Facebook post throughout 2015–16 was 1,989.
- Peak times for sharing and viewing our posts were for significant events such as Worthy Wage Day (May 1st) and June and October conferences, and for posts related to the provincial government media releases through the Department of Education and Early Childhood Development.
- Currently, our Facebook page has more than 1,150 followers, up from 867 in 2014 – 15. 93% are female and 7% are male.
- Our Twitter feed has 205 followers.

Communication

Communication with members has been very effective this year, and we have received positive feedback from both our members and the larger ECE community. We will be considering the many suggestions we have heard from current members, past members, and ECEs across Nova Scotia as we move forward.

Staff members have sent and received more than 8,000 emails in the past 12 months, communicating with parents, community members, early childhood education centres, and NSCCA members. We received approximately 80 visits to our office.

The staff also helps the Board reach out to all areas of the province. Representatives attend conferences and events in rural areas and staff members visit college classes throughout the province to talk about the NSCCA and our mandate. This year, we attended classes at NSCC in Kentville, IHSE in Truro, and at the NSCECE in Halifax.

Professional Development

Staff members have planned and executed:

- two provincial conferences,
- one nutrition workshop in the Halifax area, and
- the Mentoring Skills Series for Early Childhood Educators.

Spring Conference and Trade Show:

Pedagogy, Play and Professionalism – June 5 to 6, 2015

Pedagogy, Play and Professionalism provided informative and motivational workshops intended to inspire educators while helping them to understand the value of pedagogy in the profession. Ninety-two individuals registered for the administrators' professional development day.

- 3% were from Cape Breton, 68% were from the Halifax Regional Municipality, 5% were from Northern Nova Scotia, 9% were from Southern Nova Scotia, 13% were from Western Nova Scotia, and 2% attended from out of province including New Brunswick, Prince Edward Island, and Ontario.
- 40% were centre administrators, 39% were ECE staff, 7% were ECE trainers, 9% were from training institutions, 9% were from government, and 3% were from family home daycare agencies.

On Saturday, June 6th, 345 registrants attended.

- 74% attended from HRM, 5% from Western Nova Scotia, 5% from Northern Nova Scotia, 3% from Cape Breton, 9% from Southern Nova Scotia, and 4% of participants were from out of province including New Brunswick, Prince Edward Island, and Ontario.
- Participants from a wide range of professions attended. 81% were early childhood educators, 8% were administrators, 6% were from family home day care agencies, 2% were from training Institutions, 1% were from government, and 2% did not identify any affiliation.

Trade Show June 2015

The trade show is always a great opportunity for ECEs and directors to take a look at new trends in supplies and materials that will be showcased at the conference. Since not everyone can attend the conference, an invitation was sent to all centres, members, and subscribers encouraging them to drop in during trade show public viewing hours.

This year, the show included 26 exhibitors from training institutions, suppliers, service providers, and support organizations. Registration for the trade show was up slightly from our previous year. This year we encouraged more involvement in the show by incorporating a Trade Show Passport that encouraged registrants to visit each exhibitor, marketing the show publicly, and providing information for participants on each vendor on our website, launched early March. Trade show vendors could advertise on the conference website leading up to the event.

The Awards and Recognition Gala

An evening of celebration and recognition of excellence in program and practice amongst colleagues, the annual Awards and Recognition Gala was held Friday, June 5th, 2015. A number of awards were given and inspiring stories were shared. Seven annual awards, 33 Caring at Work Awards, and 29 ECE Commitment to Care Service Awards were presented. Major sponsors for these awards were the Dairy Farmers of Canada, CUPE Local 4745, the Institute of Human Services Education, Edward Jost Mission, and the Nova Scotia College of ECE.

- 162 registrants attended the Awards and Recognition Gala.
- 69% were from Halifax Regional Municipality, 11% were from Southern Nova Scotia, 6% were from Northern Nova Scotia, 4% were from Cape Breton, and 4% were from Western Nova Scotia.
- 63% were ECE staff, 13% were centre administrators, 4% were ECE trainers, 4% were from government, 3% were from family home daycare agencies, 4% were ECE students, and 11% were guests attending with award recipients.

Fall Conference:

Mental Health in the Early Years – Social Emotional Wellness from the Start – October 16th to 18th, 2015

The *Mental Health in the Early Years: Social Emotional Wellness from the Start* conference was held at Mount Saint Vincent University. The conference had over 350 participants from a wide range of professions, including but not limited to early childhood educators, medical and health professionals, early interventionists, and government. The conference is intended to strengthen ties and expand collaborations among practitioners who work with children in the early years, particularly children who require additional support. This was the second *Mental Health in the Early Years* conference in partnership with the IWK Foundation, Margaret and Wallace McCain Family Foundation, Department of Education and Early Childhood Development, and Mount Saint Vincent University.

- On Friday, October 16th, 107 individuals attended a keynote presentation from the Honourable Margaret McCain. 38% were ECEs, 15% were from government, 13% were from school boards, 8% were health professionals, 7% were early interventionists, 4% were from family resource centres; and 15% were students, public guests, volunteers, or from other institutions (*estimates based on registration*).
- On Saturday, October 17th, 347 individuals attended a keynote by Dr. Chaya Kulkarni.
- 357 individuals attended the keynote session and afternoon sessions on Saturday, October 17th. 65% of those attending the conference were ECEs, 8% worked in government, 7% were school board members, 5% were early interventionists, 4% were family resource practitioners, 3% were health professionals, and 8% were students, guests, and volunteers or from other institutions (*estimates based on registration*).

- On Sunday, October 18th, 260 people attended the keynote with Mary Rella, and her afternoon sessions on Sunday, October 18th. 64% were ECEs; 8% worked in government, 8% were school board members, 6% were early intervention practitioners, 5% were family resource practitioners, 2% were medical professionals, and 7% were students, guests, and volunteers.

Art of Cooking with Kids Workshops

The *Art of Cooking with Kids* workshop was offered in April 2016 to 30 participants in the Halifax Regional Municipality. We estimate that more than 450 ECEs have now received this training, offered in conjunction with the Dairy Farmers of Canada.

Membership Services

The Membership Services Coordinator is responsible for maintaining the member information database, managing member benefits, and communicating with the membership. This year, we continued our successful partnerships with Scholar's Choice, Fiddleheads, and Brain Candy Toys, offering ongoing discounts on products as a member benefit for the 2016–17 year. We have also added Magenta Insurance Providers as a partner in offering home and auto insurance to our members. In March 2016 we began researching health, dental and life insurance benefits, plus RRSPs, as a membership benefit. We held meetings with three prospective providers and will make a decision in the 2016–17 year.

The NSCCA offered a two-tier membership structure: Tier 1 membership is \$40; Tier 2 membership costs \$75 and includes a Canadian Child Care Federation affiliate membership.

- In 2015–2016, the NSCCA had 422 members, an increase of 25 – or 6% – over 2014–2015.
- 157 were new members and 265 were renewals.
- 281 were voting members (with an ECE credential) and 141 were non-voting members (36 were students or did not provide their credential).
- 34 were affiliate members of the Canadian Child Care Federation. This is down by 64 Tier 2 members or 35%.
- 68% were from Central Region (Halifax County), 5% were from Cape Breton, 11% were from the Southern region, 11% were from the Northern Region, and 2% were from the Western region.
- Approximately 14% were francophone.

Mentoring Skills Development for ECEs

The mentoring training project is delivered by NSCCA in fulfillment of our commitment to:

- educate and facilitate the ethical practice of our members (Ethics)
- educate and facilitate the use of standards of practice in our members (Standards)

Elaine Ferguson, master Partners In Practice Mentoring Model trainer, developed and piloted a facilitator training to six NSCCA members in the late spring of 2014. The training focused on the application of ethics and in mentoring skills. In the fall of 2015 the training was delivered to the membership, with three of these six members co-facilitating the modules with Elaine. The first series in Ethics and Mentoring had 11 registered participants, four of whom completed the entire series and received their Partners In Practice pin. Six more completed most of the modules, and one dropped out at the beginning of the program.

Advocacy and Promotion of the Value of Early Childhood Educators: ECE Awareness/Child Care Awareness Days

In June 2015, Nova Scotia Premier Stephen McNeil proclaimed June as Early Childhood Education Awareness Month. The NSCCA organized a flag raising ceremony on June 9th at Province House and approximately 105 ECEs and children attended. Our Nova Scotia Early Childhood Education/Éducation à la petite enfance de la Nouvelle-Écosse flag flew at Province House for the day. In addition, the NSCCA held a children's parade in Sackville, where approximately 50 children and ECEs were entertained by Sandy Greenburg of Razzmatazz and enjoyed healthy snacks.

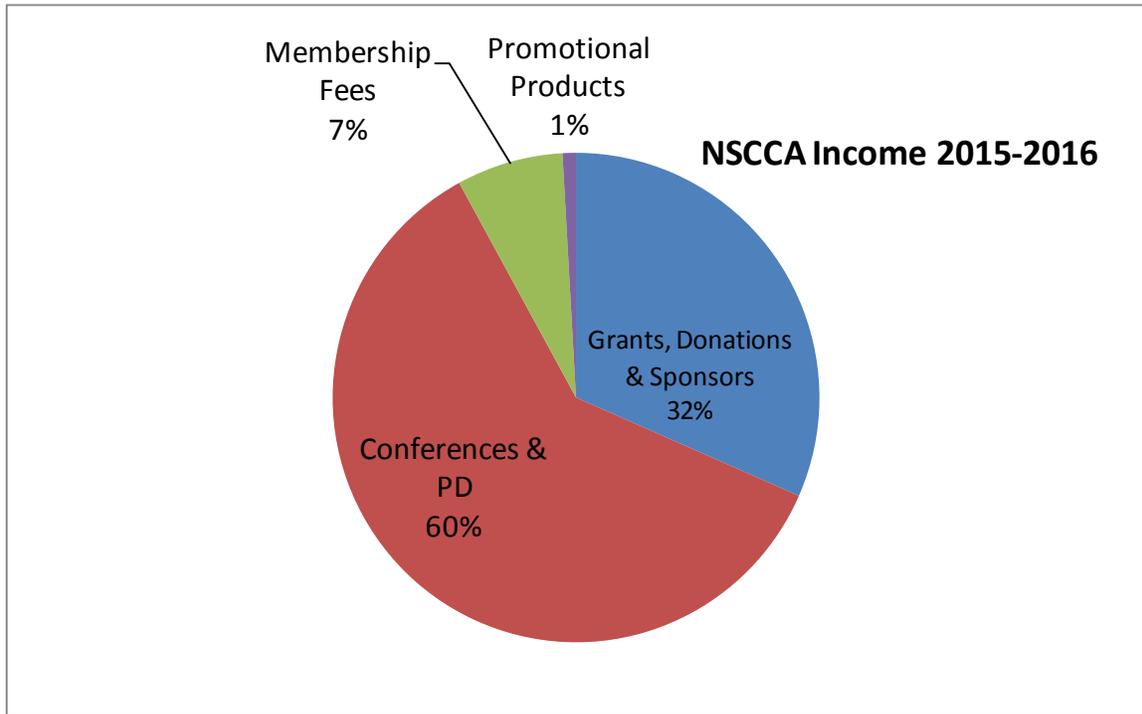
ECE Matters merchandise has been designed to promote NSCCA and the ECE Matters campaign. We completed two orders over the past year and have shipped merchandise across Nova Scotia and Canada. Over 250 pieces of merchandise were sold, including t-shirts, baseball hats, hoodies, sweaters, water bottles, tote bags, tank tops, lanyards, and buttons.

The National Child Day Ribbon Campaign is an initiative to raise awareness of children's rights and the UN Convention on the Rights of the Child. This year, we mailed our ribbons and letters to federal Members of Parliament and provincial Members of the Legislative Assembly in Nova Scotia. The goal is to engage politicians in discussion about children's rights. NSCCA received eight thank you letters and acknowledgement from various MPs who pledged to wear their ribbons on National Child Day, November 20th.

Worthy Wage Day 2015 took place on May 1st, 2015 and focused on Professional Pay for Professional work. ECEs from child care centres and training programs across the province submitted videos that were compiled into a video social media campaign. To date, the video has been viewed more than 453 times. Many centres and individuals also took the initiative to release small clips and slideshows supporting the campaign. Work for this campaign was completed in the 2014-15 year.

Financial Report

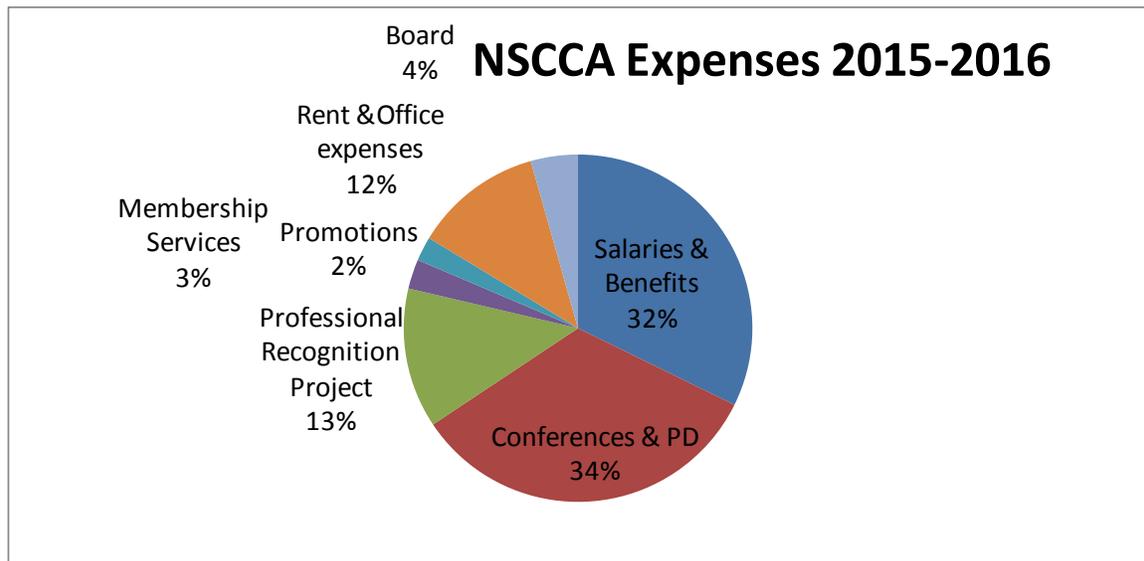
NSCCA Income



In 2015–2016, NSCCA generated \$206,488.00 in income. Of that amount:

- grants, donations, and sponsorships accounted for 32%,
- conferences and professional development accounted for 60%,
- membership fees accounted for 7%, and
- promotional product sales accounted for 1%.

NSCCA Expenses



Of the \$190,340.00 in expenses incurred in 2015–2016:

- 34% was for conferences and professional development,
- 32% was for salaries and benefits,
- 13% was for the Professional Recognition Project,
- 12% was for rent and office expenses,
- 3% was for membership services,
- 4% was for Board expenses, and
- 2% was for promotions.