



# Substitute Pools: Supporting Today's Workforce and a Staffing Pipeline for the Future

Presented by

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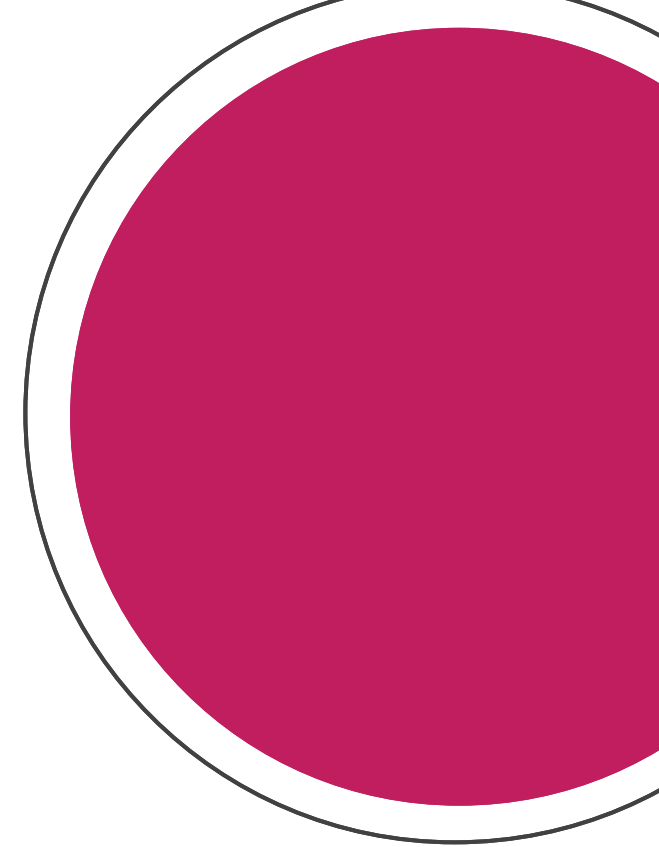
*Phoenix, Arizona | October 2-4, 2023*

# What's new at WESSN

October 2023



**weca** Wisconsin Early  
Childhood Association

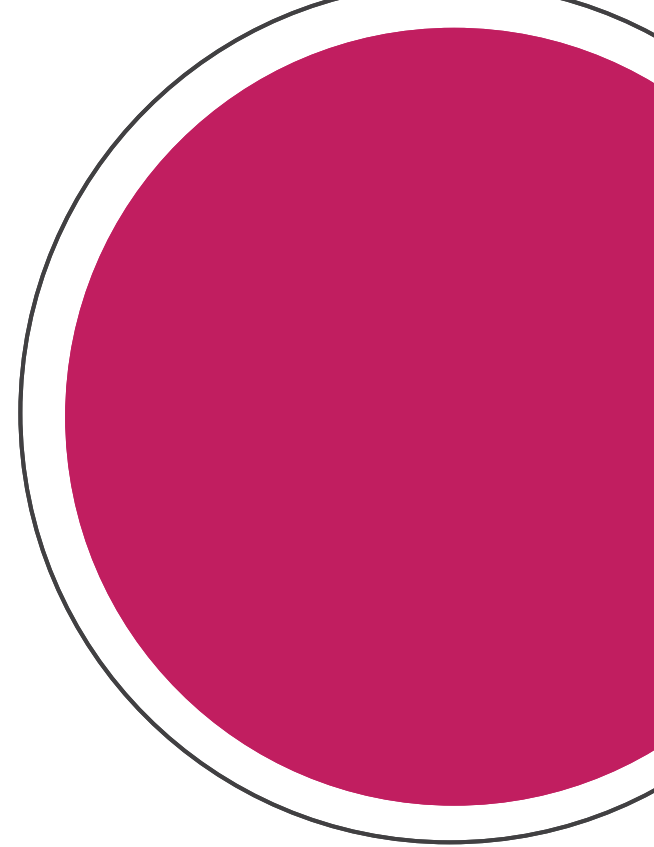


**weca**

# WECA: Our Impact and Reach



Wisconsin Early Childhood Association



WEESN is built upon relationships and trust.

Our promise to providers: We won't ask you to do anything that we aren't willing to help you do.



## Mission

By improving quality business practices, lowering costs, and saving time, we make a difference in the lives of child care providers, children, and families every day.

## Vision

When all early educators make wages worthy of their expertise and education, children receive quality care and education, no matter their location or family income, which contributes to a thriving community.

## Values

Equity, Provider Voice, Innovation, Leveraging Community Strengths, Systems Change, Sustainability

# WEESSN's Story

2018

1 WISER License – shared resources

Jan. 2019

2 Launch in rural Wisconsin

Sept. 2019

3 Launch in Dane Co. (Madison)

Jan. 2020

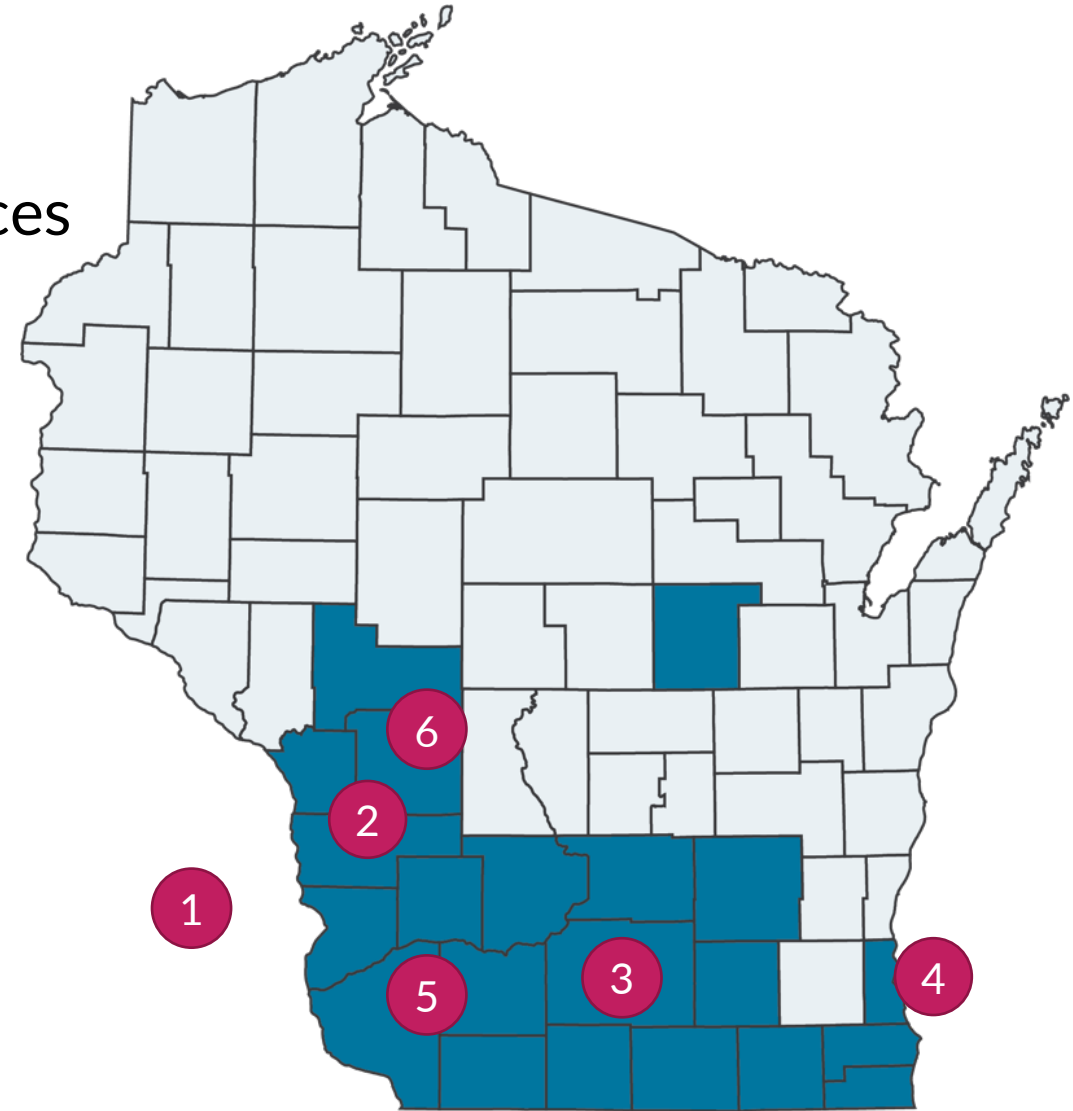
4 Launch in city of Milwaukee

Aug. 2020

5 Expand in rural Wisconsin

Oct. 2020

6 Food Box Delivery



# WEESSN's Story

Mar. 2021



Build It Strong: Child Care Business Foundations Training

Oct. 2021



Launch of statewide tiered services

Jan. 2022



Expand to Dodge, Jefferson, Sauk, Columbia Counties

May 2022

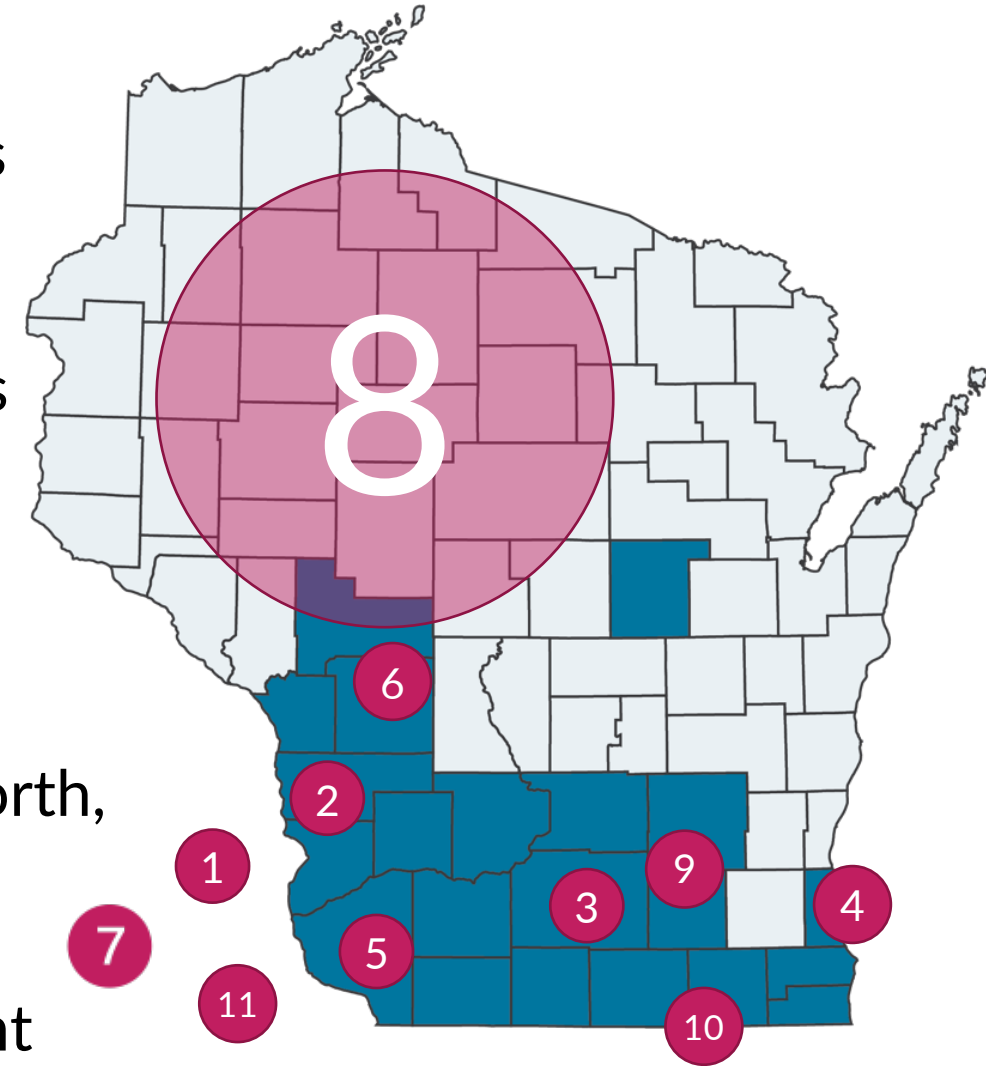


Expand to Racine, Kenosha, Walworth, Rock Counties

June 2022



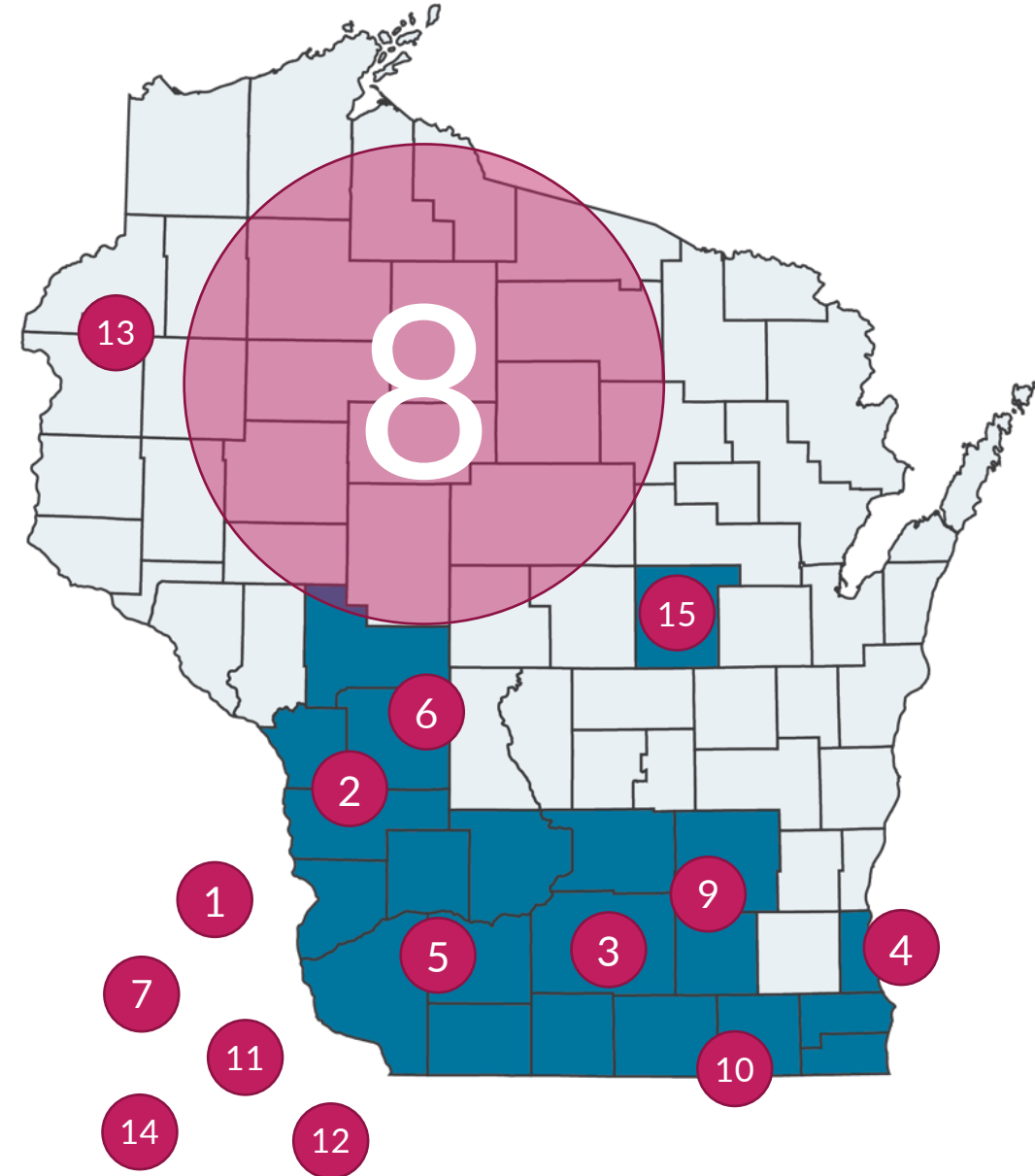
Add LegUp enrollment management



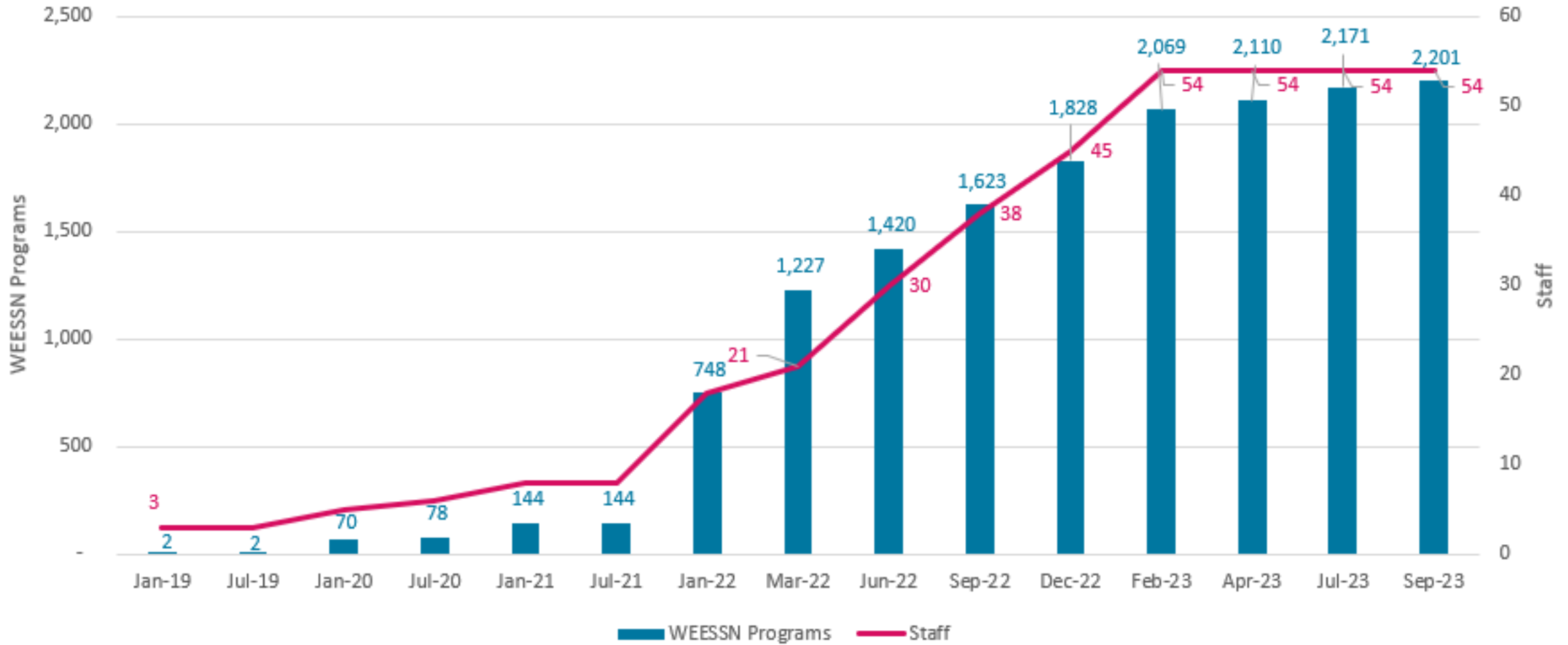


# WEESSN's Story

- Nov. 2022** 12 Offer expanded financial and tax resources
- Nov. 2022** 13 Provider Assistance for Licensing Program (PAL)
- Jan. 2023** 14 Launch Educator Assistance Program (EAP)
- Feb. 2023** 15 Expand to Waupaca County



## WEESSN's Growth in Membership and Staffing Since 2019



42 Children Served → -----→ 92,155 Children Served



**WEESSN**

**Tier 1**

**COMMUNICATION**

Bilingual Virtual Resource Access  
FCC and GCC

**Tier 2**

**COOPERATION**

Bilingual Virtual  
Coaching FCC and GCC

**Tier 3**

**COLLABORATION**

Bilingual Regional  
Coaching FCC and GCC



Less time spent on administrative functions  
=  
More time dedicated to quality programing



# Bringing economies of scale to ECE

- Shared services networks are utilized by more than 80% of Fortune 500 companies to capitalize on greater efficiencies.
- WEESN leverages shared expertise and technology to bring these efficiencies to the ECE sector.
- By negotiating lower costs and securing opportunities on behalf of the whole, all network members benefit from being a part of something larger.
- In response to challenges facing ECE providers, WEESN uses innovation to solve problems and change systems.

**Why does this matter? Because children do better when caregivers can focus on them.**



TIER 1: Communication	TIER 2: Cooperation	TIER 3: Collaboration
BILINGUAL VIRTUAL ACCESS	BILINGUAL VIRTUAL COACHING	BILINGUAL REGIONAL COACHING
<p>FREE shared resources, and templates (WISER)</p> <p>Digital hiring platform</p> <p>Discounted purchasing</p> <p>Professional dev.- 20/yr.</p> <p>Business and Tax Support</p> <p>LegUp waitlist concierge</p> <p>Educator Assistance Program (EAP)</p> <p>WEESN newsletters</p>	<p>Tier 1 benefits, plus:</p> <p>Virtual WEESN Tiered Membership Specialist</p> <p>Child care management software using ELV's Alliance Core system (6-mo. subscription)</p> <p>24/7 telemedicine access</p>	<p>Tier 1 &amp; 2 benefits, plus:</p> <p>Dedicated WEESN Coach</p> <p>Shared back-office staff</p> <p>ELV's Alliance Core system – extended subscription fully paid</p> <p>Food system supports</p> <p>Shared substitute pool (\$10 an hour)</p>

# Tier 1 - Communication

## Resources

- Access to ECE Shared Resources Platform (WISER) – 2,600+ tools and practical solutions, including customizable templates
- Wisconsin ECE Jobs – free job postings
- Savings4Members™ – discounted purchasing

## Professional Development

Monthly in-depth trainings on a variety of topics with continuing education credit

## LegUp

Waitlist concierge to help manage enrollment

## Educator Assistance Program (EAP)

Confidential professional services for all staff and their household/family members

## Tax and Financial Resources

Save time and money with helpful videos and guides

## Monthly Newsletters:

WEESN Wrap-Up & Farm to ECE



# Tier 2 - Cooperation

## Virtual Tiered Specialist

Interactive support to help find resources and solutions

## Docs by Phone

Access 24/7 to telehealth professionals for physical and mental health support

## Annual WECA Conference

One free registration per program

## Early Learning Ventures Alliance CORE Software

- All onboarding and fees for six months are included for FREE with TIER 2 membership.





# Tier 3 - Collaboration

## Dedicated WEESN Coach

Coaches work to develop and support individual program goals: staff recruitment, enrollment, best practices, financial planning, etc.

## Shared Back Office

WEESN Financial Specialists work with members to utilize software systems, automate billing/receiving, create financial reports, budget, etc.

## Food System Supports

WEESN Food System Coordinators work with local food producers and within established systems to ensure members have access to affordable, nutrient-dense food.

## Relief Squad

Access to high-quality, low-cost pool of lead-qualified WEESN substitute teachers



# Secrets to Success



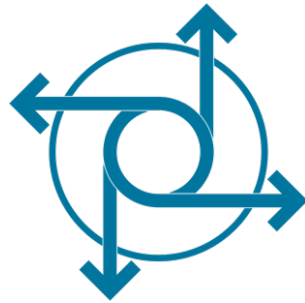
Experience



Innovation



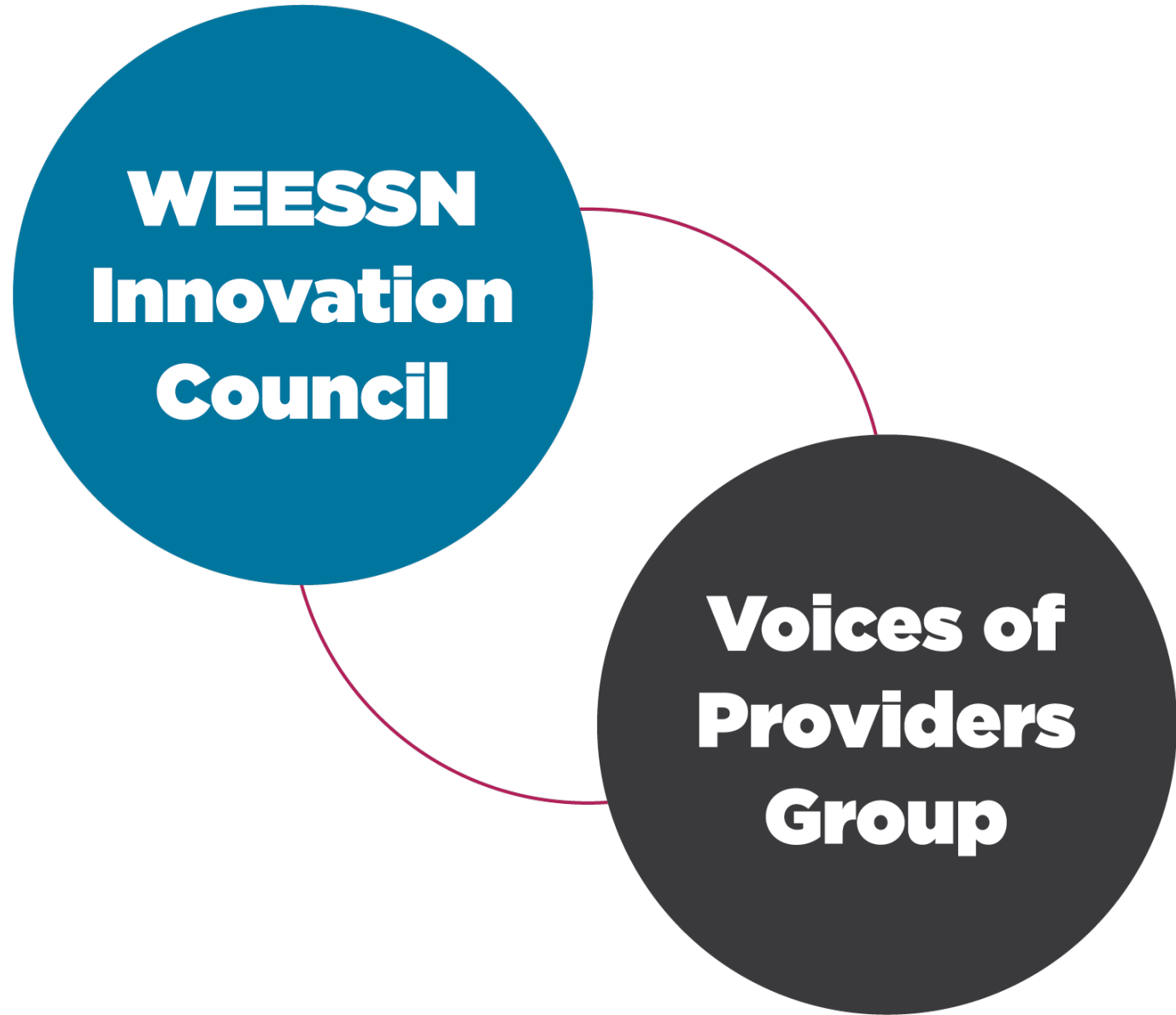
Relationships



Flexibility



# Collaboration with Partners



# Focus on Equity

- Rural / Urban
- FCC / GCC
- Language and culturally responsive content
- Outreach to tribal and BIPOC-centered ECE programs



**Circle of Life**  
Terri O'Connor,  
Stockbridge Munsee Nation  
Used with permission of the artist

# Additional Projects

Evaluation of  
Services  
Co-Create  
UW-Madison/  
Luminary

Release Tax  
Guides  
nationally with  
Civitas  
Strategies

Exploring  
microlending

Provide  
Educator  
Assistance  
Program in  
2023

**What's coming  
next for providers  
in WEESN?**

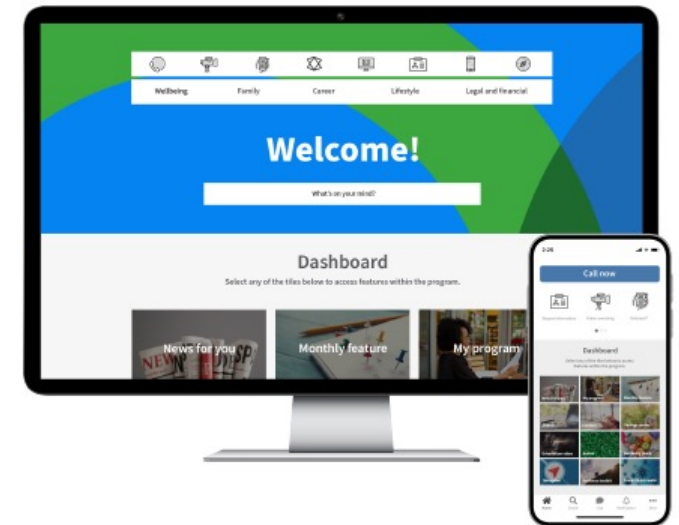


# Educator Assistance Program (EAP)

Employee benefit that assists employees in resolving personal challenges. EAPs cover a broad range of issues such as relationship challenges, financial or legal problems, wellness, and traumatic events.

Available to every individual employed in a WEESSN network child care program (FCC and GCC) free of charge – and the household/family members.

Services are delivered via phone, video-based counseling, online chatting, e-mail interactions, or face-to-face.



# Educator Assistance Program (EAP)

- Mental health counseling
- Unlimited health and wellness coaching
- Legal and financial consultations
- Daily living/convenience referrals
- Confidential coaching about handling difficult situations

## For ALL WEESN-enrolled programs:

- Family child care providers
- Group center staff
- Cooks, bus drivers, bookkeepers, and all other staff
- All family and household members of the above





# WEESN's Impact: High-Quality Care

High-quality care is rooted in daily interactions between children and their care givers.

By supporting the health and well-being of ECE professionals – helping them work on mental health or wellness goals, cope with grief, address legal or financial challenges, and more – WEESN helps providers provide the best quality care.



# Provider Assistance for Licensing (PAL)

## GOALS

- Increase the number of licensed child care providers by 100
- Support prospective or newly licensed providers start-up and sustainability
- Increase public awareness about the benefits of licensed child care

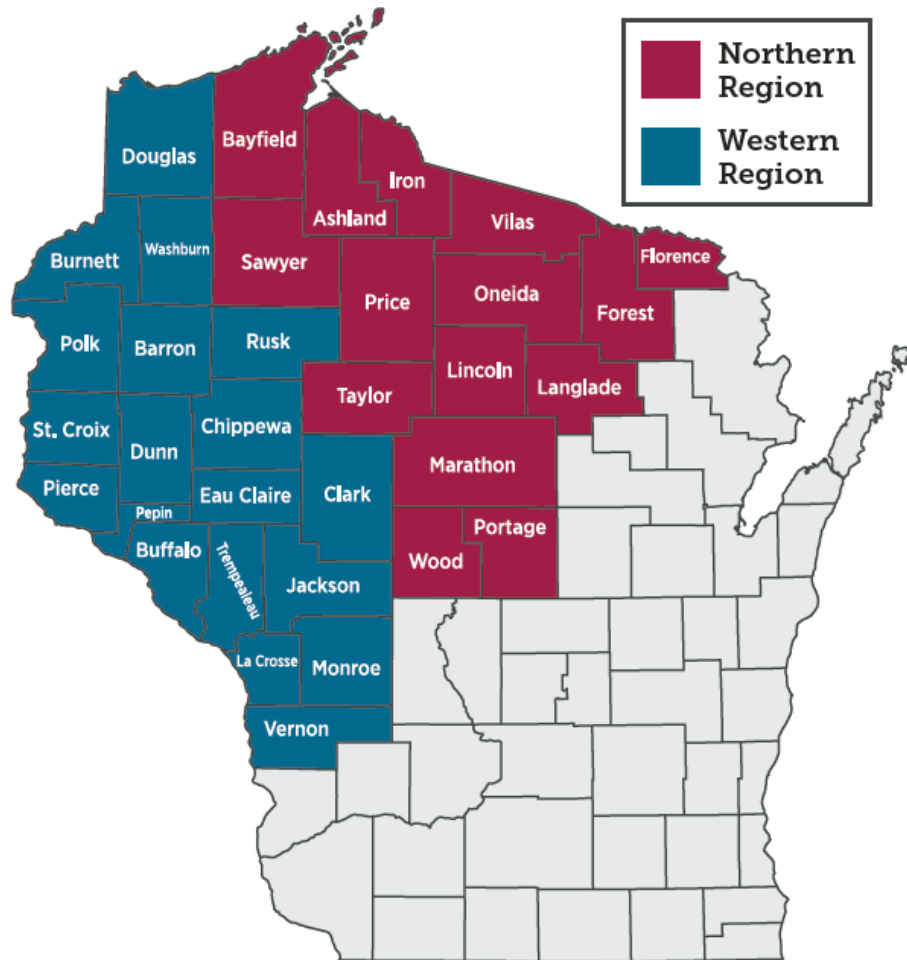


# Provider Assistance for Licensing (PAL)

- 18-hour Build it Strong business training course
- 1-to-1 coaching support
- Start-up toolkits including items that support licensure
- Three grant opportunities per child care business
  - \$40,000 per group center
  - \$20,000 per day camp
  - \$10,000 per family child care program
- Professional development navigation
- Connections to existing resources for the ECE field



# PAL Program Service Area



## Northern Region

- **Counties:** Ashland, Bayfield, Florence, Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Sawyer, Taylor, Vilas, Wood
- **Tribes:** Bad River, Forest County Potawatomi, Lac Courte Oreilles, Lac du Flambeau, Red Cliff, Sokaogon

## Western Region

- **Counties:** Barron, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Rusk, St. Croix, Trempealeau, Vernon, Washburn
- **Tribes:** Ho-Chunk Nation, St. Croix

# Start-Up Program

The Start-Up Program offers business development support for individuals who are starting their own child care businesses in the Southern, Southeastern, and Northeastern licensing regions.

- Work with a professional coach who, providing personalized insight, advice, and resources to will support you every step of the way to help you build a sustainable business
- Receive six months of coaching after your business opens to ensure you have a successful start
- Gain access to the “Build It Strong” Child Care Business Foundations Training Series (18 hours of Wisconsin Registry credit) that explains everything Family Child Care and Group Child Care business owners need to succeed



# Business and Tax Support Resources

- Easy to read and understand resources on business planning, tax prep, and other financial topics with accompanying videos in English and Spanish
- Assistance in understanding and applying for the Employee Retention Tax Credit (ERTC) - nearly \$500,000 already recouped and growing
- Automated tax worksheets for family child care providers who are self-filing their taxes
- Automated tax worksheets for family child care providers who are working with a tax preparer to ensure proper filing

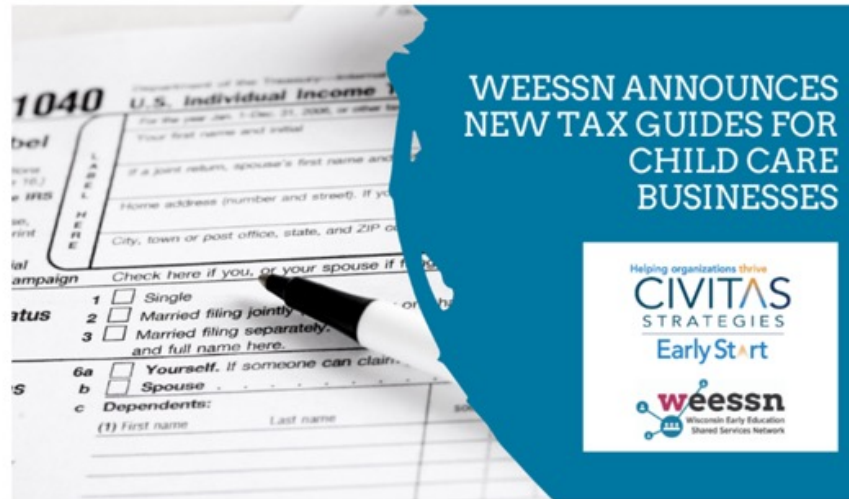


# WEESSN's Impact: Tax Information & Savings

## Employee Retention Tax Credit (ERTC) & Families First Coronavirus Response Act (FFCRA)

By providing free coaching with national expert Civitas Strategies, WEESSN is helping Wisconsin child care business owners recoup federal tax credits – totaling nearly \$600,000 and growing.

**Funds Recouped**  
**ERTC = \$553,873**  
**FFCRA = \$32,704**



**Tax resources made in Wisconsin, available nationwide!**

New tax guides enable providers to use efficient, cost-effective online tax preparation tools tailored to child care business scenarios. Available for free across the U.S.

# WEESN's Impact: Extra Funds Enrich Programs

“Our program has been positively impacted by the Employee Retention Credit! We received almost \$12,000 and we were able to do great things to improve our childcare and the environment for our children, staff, and families.

With programs like this we are moving in a great direction by being able to increase teacher's pay, improving the classrooms, and being an asset to our community. Quality childcare is so important and necessary for our community. We are so thankful that this program was available as it has helped so much!”

Kristin Miller, Director  
*St. Stephen's Child Care, Inc.*





Focused on what's possible for the future of early care and education when we all work together, WEESN is working to sustain and grow an ECE infrastructure that meets the needs of children, families, and the Wisconsin workforce.



**Join WEESN  
today and find out  
what our network  
can do for you!**



# Thank you. Questions?

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NOW!**



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