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A BULLETIN OF THE CHILD CARE
HUMAN RESOURCES SECTOR COUNCIL

OUR CHILD CARE WORKFORCE



Inside

Page 2 : Wondering about sector councils?

Page 3 : Making the Labour Market Update more accessible • Other projects

Page 4 : Yukon : More money for wages
• Regional activities • Resources on recruitment and retention • Award winner

Page 5 : Québec : It's going to be \$7-a-day child care • Child care workers continue their struggle

Page 6-7 : Who's on the Sector Council?

Page 8 : How to reach us

Canada

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We are the Child Care Human Resources Sector Council

It was a great day for child care—and a real recognition of the value of the more than 300,000 people who provide early childhood care and education in Canada. We celebrated the inaugural meeting of the Child Care Human Resources Sector Council in late November in Ottawa—an event that marked a turning point in the child care sector's history. The child care workforce now has an organization dedicated solely to moving forward on the key human resource issues in the sector.

“Our aim is to support the child care workforce to be the best it can be,” said Child Care Human Resources Sector Council Chair Joanne Morris. “We will promote the improvement of wages, benefits and working conditions so that child care becomes a financially

The Sector Council grew out of the Child Care Human Resources Round Table, an organization established to deal with the human resource recommendations in the 1998 child care sector study, *Our Child Care Workforce: From Recognition to Remuneration*.



FIRST STEPS (from left): Sector Council members Jamie Kass, Raymonde Leblanc, Maryann Bird and Sandra Griffin sign the incorporation documents.

viable long-term career. We will promote increased respect and recognition for child caregivers. And we will support the development of a well-trained, educated workforce that is also able to meet the changing needs of families.”

DIVERSITY IS OUR STRENGTH

The council brings together pan-Canadian child care organizations and unions representing child care workers. These are the Canadian Child Care

Continued on page 2



We are the Child Care Human Resources Sector Council

From page 1

Federation, the Child Care Advocacy Association of Canada, the Canadian Union of Public Employees, the Confédération des syndicats nationaux and the National Union of Public and General Employees. The council also includes representatives from other parts of the sector, including child care constituencies such as centre-based care, school age care, and regulated and unregulated family child care; and workers, employers, educational institutions and government. The members of the council reflect Canada's diverse regional voices. Some come from different ethnic, cultural and racial backgrounds. Many also have experience working with children in multicultural programs, or with children with disabilities or other specific needs.

"Our diversity has been one of our greatest assets," said Morris. "It began during the sector study process and continued building with the organizations and constituent voices that were on the Child Care Human Resources Round Table. As we go forward as a

sector council, our representative structure will ensure that our work is grounded and relevant, and that we are accountable to the child care workforce."

The Sector Council's work will include conducting research on human resource issues in child care, developing a pan-Canadian labour market strategy for the sector, contributing to skills development, coordinating partnerships and engaging in joint human resource advocacy initiatives with national partners.

"We want to become the first stop for anyone who is looking for information or resources, or working on an issue related to the child care workforce," said Morris.

"We have a big job ahead of us, but our council members bring to the organization a wealth of experience and expertise, and we are committed to working cooperatively and collaboratively."

OUR MISSION

The Child Care Human Resources Sector Council provides a sectoral structure for moving forward on human resource issues, through cooperative and collaborative actions that enhance the efforts of the national partners and the child care workforce.

OUR VISION

We are a united and influential force for developing a confident, skilled child care workforce that enjoys respect and recognition for its contribution to society.

VISIT OUR WEB SITE

Stop by and visit us electronically at www.ccscc-cssge.ca. Check out our resources on child care workforce issues.

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Wondering about sector councils?

As the "new kid" on the sector council block, the CCHRSC has also attained a first. We are the first "social" sector council to join the more than 30 industry- and business-based councils.

That's great news. But what exactly, you might ask, is a sector council?

Sector councils are organizations led by a partnership of representatives from a specific area of economic activity (a sector). These councils identify and address workforce, skills and learning challenges in various areas of the Canadian labour market.

They bring together representatives of workers, employers, educators, governments and other sector stakeholders to put in place long-term planning and development strategies for the workforce in their respective sector. Sector councils focus on what works for their sector—there's no expectation that they'll all adopt the same approach.

The first sector councils were formed in the 1980s through separate initiatives with Human Resources Development Canada. In 1992, the Sectoral Partnership Initiative was launched. Other sectoral initiatives were introduced throughout the 1990s, and in 2001, the Government of Canada announced additional funding to expand the network of sector councils.

Along with other sector councils, the CCHRSC is a member of The Alliance of Sector Councils (TASC), which provides a forum for cooperation and learning, and a link to key government departments.

Making the Labour Market Update more accessible

Is it possible to make a study about demographic and child care policy changes relevant to a wider audience? The Sector Council thinks that it's both possible and necessary. That's why the Labour Market Update (LMU) research team is developing a series of case studies and profiles of staff, directors and caregivers as part of this project. The aim is to help members of the child care workforce identify with the issues in a way that strict policy analysis might not afford.

The researchers will be doing case studies of two municipalities (Vancouver and Toronto) that have developed innovative strategies for child care planning, delivery and support. The case studies will include an analysis of the impact of human resource issues on the workforce. In addition, the team will do two case studies of individual members of the workforce employed in exemplary programs in these municipalities, and 18 profiles of individuals working in a range of child care settings and contexts across Canada.

"We're hoping this approach will help to engage members of the child care workforce with the work of the Sec-

tor Council and increase their understanding of the similarities and differences in human resource issues across the country," said LMU principal researcher, Jane Beach. The case studies and profiles are also intended to provide information on career opportunities in the field and successful child care delivery strategies.

The LMU team has also been hard at work in other areas of the project. Data collection is almost complete from the special Statistics Canada runs on Census data, the National Longitudinal Study of Children and Youth and the National Graduate Survey. All focus groups have been completed with frontline staff and caregivers; kindergarten

and preschool teachers; unions representing childcare workers; and government officials, trainers, researchers and other experts in the field. Almost all key informant interviews have been finished. And the analysis of all the data from student questionnaires from 10 colleges has been done.

The 18-month LMU project, funded by Human Resources Development Canada, is an update of the data from the 1998 sector study, *Our Child Care Workforce: From Recognition to Remuneration*. The study will analyze the impact of demographic and child care policy initiatives on human resource issues in the regulated part of the sector.

Other projects

The Sector Council has received approval for a project that examines data collected (but not analyzed) in the *You Bet I Care!* project on wages, working conditions and practices in child care centres. The Sector Council project will use the data to increase the understanding of factors that contribute to retention and recruitment problems. The project will complement the LMU study by providing frontline information about these issues from individual staff and individual centres. This will help to develop Canada-wide strategies to address the issue of attracting and keeping qualified child care staff.

The Sector Council has also submit-

ted a proposal to Human Resources Development Canada for a project on Supporting Administration and Management in Child Care. The project stems from the identified need for improved leadership capacity and human resource management in child care. The project would begin with an occupational analysis of positions requiring management, administrative and supervisory skills. It would also develop a curriculum and a range of training and professional tools to help experienced members of the child care workforce meet their leadership, administrative and management responsibilities. The project aim is to help develop a more consistent, Canada-wide approach

to occupational standards and job categories for child care management, administrative and supervisory positions, and provide increased training opportunities and support for experienced workers to meet the standards.

Here are some other Sector Council project proposals in the works:

- **CCHRSC web site development, featuring human resources information.**
- **A data base of colleges, universities and training institutions offering training and education in child care in Canada.**
- **Building connections with the aboriginal child care sector, beginning with gathering information on the sector.**

Regional activities

The Sector Council had a strong presence at the Saskatchewan Early Childhood Association's October conference in Saskatoon. The conference theme was "Building the Future Together".

Council member and Child Care Advocacy Association of Canada Executive Director, **Maryann Bird**, was one of the keynote speakers. She later joined **Jamie Kass**, one of the Canadian Union of Public Employee's representatives on the council, and Labour Market Update principal researcher **Jane Beach**, who facilitated a workshop on *Getting Respect*. The workshop looked at who makes up the child care workforce, described the highlights of the Labour Market Update study and talked about the how the Sector Council can advance issues such as respect, recognition, training, wages and working conditions for

the child care workforce. Kass also did a workshop on *Debunking the Myths About Unionization*.

Sector Council Vice-Chair **Gyda Chud** was the keynote speaker at the Ottawa event of Ontario's Child Care Worker and Early Childhood Educator Appreciation Day on November 5. Parents, children and advocates across Ontario joined together to recognize the valuable contribution child care workers make to the lives of children, their families and society. The day was sponsored by the Ontario Coalition for Better Child Care and labour partners who represent child care workers.

Yukon

More money for wages

The Yukon government has announced it will provide an additional \$230,000 in direct operating grant funding to child care centres and family day homes.

The money will support wages for workers and set-up spaces until the end of the fiscal year. (Set-up spaces are spaces a program is staffed for, regardless of whether or not the space is occupied.) It is in addition to \$230,000 of funding announced last April.

The additional funding is intended to improve wages in the sector and access to quality, affordable child care services, says the government.

The Yukon Child Care Association says the money will create short-term stability in the field while a four-year plan is being developed to address the territory's critical child care issues. A government-created working group on child care, representing various stakeholders from the sector, is developing the plan.

Award winner

Jamie Kass was this year's recipient of the Canadian Union of Public Employees' Grace Hartman award. Kass won the award for her 25 years of activism and organizing around child care. The award marks the exceptional contribution of women activists in CUPE and pays tribute to the pioneering spirit of CUPE's first woman president, Grace Hartman.

Resources on recruitment and retention

What factors contribute to the challenge of attracting and keeping qualified early childhood care and education providers? What can be done to address them? A number of backgrounders and papers dealing with these issues are now available online:

- *Workplace and Workforce Causes in the Recruitment and Retention of Qualified Child Care Staff*
- *To Be or Not to Be: Professionalism in Early Childhood Care and Education: The Role of Professional Status in Recruitment and Retention*
- *Babysitters or Professionals? The Role of Social Attitudes in the Recruitment and Retention of Child Care Workers*
- *Recruitment and Retention of Early Childhood Educators and Care Givers: The Policy Factor*
- *Education and Training as Factors that Affect Recruitment and Retention of Staff in Early Childhood Care Programs*
- *The Union Advantage in Child Care: How Unionization Can Help Recruitment and Retention*

The papers were originally commissioned by Child Care Connections in Nova Scotia as part of a recruitment and retention project. The Sector Council has summarized the main points of the papers into accessible two-page backgrounders.

To view the backgrounders, visit the Sector Council web site at www.ccsccssge.ca

The full papers can be accessed at <http://pages.istar.ca/~cccns/ns.html>.

Québec

It's going to be \$7-a-day child care

The Québec government has announced that the current \$5-a-day child care fee will be raised to \$7 per day, beginning January 1, 2004. The new fee represents a 40% increase.

"This constitutes a broken electoral promise and could represent a real threat to the continuing universality of the system," said Raymonde Leblanc, a representative of the Confédération des syndicats nationaux (CSN) on the Sector Council. The CSN represents a majority of unionized centre-based child care workers in Québec.

Leblanc's union has called on the government to ensure that any additional child care revenue will be used to maintain the province's child care centres—the Centres de la petite enfance (CPE)—and to develop new spaces and programs for families. "If we are going to have an increase, the money must not be used to cut taxes," she said.

The fee hike means hardship for poorer and middle income families, who will have to pay an additional \$520 a year per child. It also might not be the last fee increase that parents see—the government has also announced it plans to index parental contributions to keep pace with increases in the cost of the child care network.

SHOCK WAVES

The government's intention to revamp the child care system has been known since the Spring. In late August, hearings were held into the future of the system. At that time, the Round Table issued a news release saying the elimination of \$5-a-day child care would send shock waves across the sector in Canada, and could adversely affect quality of service and working conditions of child care providers in the province.

Over the past five years, increased wages and the introduction of benefits such as a pension plan for child care workers in Québec have made child care a much more attractive career choice, and in turn improved the quality of services.

While the government says the fee change is necessary because child care expenditures are too high, CSN figures show that over the last 10 years government spending on family policy (including child care) has increased by less than 1% per year in constant dollars. The CSN also points out that the Québec government is receiving \$210 million in federal funding for child care over five years, as part of the \$935 million allocation to child care announced in the last federal budget.

"The fee increase is a big step back for children, parents and child care workers," said Leblanc. "Our coalition of unions, parents, women's groups and child care associations has already started mobilizing. [Ed. Note: As the bulletin was going to press, 25,000 people had demonstrated on December 11, 2003 against government policies, and future actions are being planned.] We won't stand by while the government weakens a universal child care system that provides higher quality for children and better conditions for child care providers."

Child care workers continue their struggle

...for pay equity

Thousands of child-care workers walked off the job across Québec in late September to pressure the provincial government to honour the pay equity commitment in their collective agreement. The contract, signed in March, calls for a two per cent pay increase, a provincewide negotiating table for monetary issues, and setting a deadline for the implementation of pay equity. The contract stipulated that the parties should agree to a deadline before June 15, 2003. The government has increased the wages by two per cent but has not followed through on the pay equity clause, says the Confédération des syndicats nationaux, which represents the striking workers. The strike was the first of four day-long strikes being planned to push the government to move ahead on higher wages for child care workers, who are mostly women.

...for union rights

In the June 2003 issue of this bulletin, we reported that a historic decision by the Québec Labour Tribunal had given family child care providers the right to unionize. Now, the provincial government has passed legislation that sidesteps this decision. The legislation retroactively declares all providers to be self-employed, notwithstanding any provision to the contrary in any other law. The new law also allows the government to reach an agreement with providers' associations on the provision and financing of family child care, as well as setting up and maintaining programs and services for providers. This agreement will bind all Centres de la petite enfance (child care centres) and all providers across Québec. Public consultations on the bill were held in September. The CSN now plans to mount a court challenge to the law and take the case to the International Labour Organization (ILO).

Who's on the Sector Council?

We'll be profiling Sector Council members in this and subsequent newsletters. Below you can read about the pan-Canadian child care organizations and unions representing child care workers, and their Sector Council representatives.

○ *The Canadian Child Care Federation (CCCF) is a national non-profit organization whose mission is to improve the quality of early learning and child care services for children and families. CCCF includes 19 affiliated provincial/territorial organizations as well as individual members.* www.cccf-fcsge.ca

CCCF SECTOR COUNCIL REPRESENTATIVES

Karen Chandler is a professor at the Centre for Early Childhood Development at George Brown College in Toronto. She is a CCCF national representative and was one of the founding members and past president of the federation. She was also a member of the steering committee for the *Caring for a Living* study (1991), an advisor for preliminary work on the *You Bet I Care!* studies (1998), and has worked on development of provincial standards for early childhood education for the College Standards and Accreditation Council.

Mary Goss-Prowse is the registrar of Child Care Services Certification with the Association of Early Childhood Educators Newfoundland & Labrador (AECENL) in St. John's. She is the past chair of the Member Council of the Canadian Child Care Federation, having served on the CCCF in various capacities since 1998. She has been involved in the child care sector for more than 20 years.

Sandra Griffin is the executive director of the CCCF. She is founding president of the CCCF and past president of the Early Childhood Educators of British Columbia. She has been a practitioner in family care, preschool/nursery school and centre-based child care facilities. She has worked in practice, policy and research in her 30 years in the field. She is also active in the field of education on the UN Convention on the Rights of the Child. She was the CCCF representative on the Round Table.



Support makes all the difference

The Sector Council's work is ably supported by two dedicated and hard-working individuals. Diana Carter (shown in photo) is the Sector Council's executive director. She joined the Round Table as its first executive director in February 2003 and was previously executive director of the Big Sisters of Ottawa-Carleton for 16 years. Judy Woodard is the Sector Council's coordinator. She started working for the Round Table in December 2001.

○ *The Child Care Advocacy Association of Canada (CCAAC) promotes publicly funded, universally accessible child care through public education, political action and advocacy projects. CCAAC is a non-profit, membership-based and regionally representative organization.*

www.childcareadvocacy.ca

CCAAC SECTOR COUNCIL REPRESENTATIVES

Maryann Bird is the executive director of the CCAAC. She was executive director of the Westcoast Child Care Resource Centre in Vancouver for almost 10 years, and more recently a consultant in the non-profit community, focusing on child care, community development and cross-cultural projects. She formerly worked with immigrant women in a range of diversity initiatives. She was the CCAAC representative on the Round Table.

Sheila Davidson is the executive director of the Simon Fraser University Child Care Society, a non-profit child care agency in Burnaby, B.C. She is a member of the Coalition of Child Care Advocates of B.C. and of the Child Care Advocacy Association of Canada. She has 17 years experience in middle and senior management in child care. She was the employer/parent representative on the Round Table and chairs the Labour Market Update study steering committee.

Marta Juorio is the director of the YWCA Child Development Centre in Saskatoon. She is a member of the Advisory Committee for the Early Childhood Education Diploma Course offered by the Saskatchewan Institute of Applied Science and Technology, and of the Saskatchewan Early Childhood Education Board, her professional association. She became involved with the CCAAC in 1992 and has served as the association's Secretary (1994-1998) and Co-Chair (1998-2000).

○ *The Canadian Union of Public Employees (CUPE) is Canada's largest union and the union with the largest child care worker membership outside of Québec. With more than half a million members across Canada, CUPE represents workers in child care, health care, education, municipalities, libraries, universities, social services, public utilities, transportation, emergency services and airlines.*
www.cupe.ca

CUPE SECTOR COUNCIL
REPRESENTATIVES

Jamie Kass is co-president of CUPE Local 1979 and works as national child care coordinator developing child care programs for the Canadian Union of Postal Workers. She has been active in organizing and bargaining for child care workers for 25 years. She is a member of the National Child Care Working Groups of CUPE and of the CLC. She was the Canadian Labour Congress representative on the Sector Study, the transition committee and the Round Table.

Marcia Lopez is president of CUPE Local 2563, representing workers at Family Day Care Services in Toronto, Peel and York regions; the Macaulay Child Development Centre; and Faywood Child Care Centre. She works as the day care services' home child care coordinator. Marcia is a member of the CUPE National Child Care Working Group. She also sits on several national and provincial CUPE committees, including the National Rainbow Committee and the Ontario Social Services Workers' Coordinating Committee.

○ *Confédération des syndicats nationaux (CSN) is comprised of nine federations representing specific sectors of workers, 2,700 local unions and 13 central (regional) councils. Its total membership is 275,000. The CSN represents workers in the public and private sectors. It is the union in Québec with the largest child care worker membership.*
www.csn.qc.ca

CSN SECTOR COUNCIL
REPRESENTATIVES

Raymonde Leblanc is a research officer with the CSN. She is a member of the confederation's Child Care Working Group and National

Women's Committee. She is also responsible for the union's private sector pay equity file. Raymonde was previously the CSN's representative on the Round Table.

Josée Roy is executive assistant to the CSN's Executive Committee and is responsible for a number of the confederation's files, including child care, family policy, health, education, women's rights, gay and lesbian rights, and disability rights. She was vice-president of the CSN's Fédération des professionnelles, and previously worked with children and adults with disabilities or other specific needs as an ergotherapist.

○ *The National Union of Public and General Employees (NUPGE) is comprised of 15 component unions and is the second largest union in Canada. Most of its 325,000 members work to deliver public services to the citizens of their home provinces. NUPGE also has a large number of members who work for private businesses.*
www.nupge.ca

NUPGE SECTOR COUNCIL
REPRESENTATIVES

Gay Pagan works for the Manitoba Government and General Employees' Union organizing child care workers in the province. She was previously the executive direc-

tor at College Childcare in Winnipeg and has worked in the child care sector since 1979. She was also a board member on the Manitoba Child Care Association (MCCA) and for many years served on its advocacy committee.

Trista Thompson works in group child care at Selkirk College in Castlegar, B.C. She holds the local chair position for Community Social Services for the British Columbia Government and Service Employees' Union (BCGEU), covering the West Kootenays. She is also a shop steward and a member of the BCGEU's Provincial Child Care Committee.

The next issue of the newsletter will profile directors at large.

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