



Mission Statement:

To support each other as Child Care Administrators in providing quality programming for Wisconsin's families

Thank you for supporting Wisconsin Child Care Administrators Association, WCCAA. We are a non-profit organization of Administrators/Directors working to improve the quality of Child Care across the state. The challenges we have met the past 2 years as a result of COVID, have made dramatic changes in the way we run our programs. Our main focus is retaining and recruiting Teachers.

Through the following informational sessions, we keep our members current on changes in our industry.

- Wednesday Morning Sessions, 6 per year. Our average attendance is 50 members
- WCCAA Board Meetings with Regional Representation, 6 per year.
- Regional Meetings that offer training and current information pertinent to Child Care.
- Bi-Monthly Newsletters.
- Annual Conference and additional gatherings when costs allow.

Advocacy is a main focus of our organization, what happens on a National and State level effect our programs.

- April held an Advocacy Day with DCF Sec. Emily Amundson opening, followed by Legislators.
- WCCAA partnered with DCF and WECA to support Child Care Strong
- Advocating with Legislators asking for support for our workforce.
- Sold 860 advocacy Tee Shirt, "No Child Care = No Workforce, No Workforce = No Economy" and created 3 Promotional Videos highlighting the importance of the Child Care as foundational to our ongoing economic recovery and growth.

Historically, WCCAA holds an annual conference with between 200-250 participants. Our 2019 and 2020 Conferences were cancelled due to COVID. We are holding a Mini-Conference on November 5th, followed by a full Conference January 20 and 21. Both of these events will be face to face.

Member Support:

- Mentoring new programs.
- Networking with members
- Sharing information with members
- Building Partnerships with Stakeholders, Legislators and State Officials.
- Educating Parents, Community and Businesses