

PDAC Workforce Development and Pathways Committee
April 28, 2025
Meeting Minutes

Christi Chadwick	Julie Lindstrom	Marsha Hawley
Cindy Berrey	Kimberlee Hendricks	Mercedes Mondragon
Gabriel Holmes	Lauri Morrison Frichtl	Pam Womack
Gail Nelson	Leslie Layman	Sandy De Leon
Jacqueline Melendez	Marie Donovan	

Workforce Development and Pathways Committee Members were welcomed by Lauri Morrison Frichtl and Christi Chadwick.

Approval of Minutes

- January 27, 2025
 - Pam Womack moved to accept the minutes.
 - Leslie Layman seconded the motion.
 - Minutes approved.

WDP Goals and Objectives: PDAC Strategic Plan Phase X Goal 4

- A crosswalk was completed several years ago between the ECE Level 2 competencies and the preschool Child Development Associate (CDA). The CDA meets 6 of the ECE Level 2 competencies.
- Those with a CDA are recognized as a lead teacher in licensing, while the ECE Level 2 is not recognized as a lead teacher.
- How to create reciprocity so there is equivalency when someone is wanting to attain Gateways credentials?
 - What, if any, barriers are in place between Gateways Credentials and the CDA?
- A crosswalk between the competencies and the North American Montessori Center (NAMC) was completed several years ago. NAMC meets 7 of the ECE Level 2 competencies.
 - The committee recommends a crosswalk between Gateways and the American Montessori Society (AMS). Jamilah Jor'dan is currently working with AMS, she might be someone to connect with for further discussions.
 - Montessori also includes an apprenticeship piece. How can we think about all the initiatives and strategies around apprenticeships and coaching in order to meet the needs of the workforce and create a pathway into the credential system?
 - Should this work with the CDA and Montessori be joint work between WDP and the QC and/or Higher Education Committees?

- Action steps for Montessori could include:
 - Determine the key groups of Montessori systems we would need to align.
 - Prepare a crosswalk of the competencies.
 - Identify the working group who would do the crosswalk.
 - Identify areas where there is a lack of alignment.
 - Then build these into the pathway.
- Actions steps for the CDA could include:
 - Locate the crosswalk that was conducted several years ago for the CDA and Gateways.
 - Confirm if the crosswalk was only for preschool.
 - Determine if there is a priority of those remaining types of CDA (i.e. infant toddler to the ITC and/or home visiting to the FSC etc.) and determine who has the expertise to do this type of work and the cost associated with a review, if one was not already completed.
 - A recommendation could be made to have funding provided to hire a consultant to create a crosswalk, or to have a work group established.
 - Once a crosswalk has been completed, review the alignment and determine where there are gaps and how to address them on either side.
 - Formally document recommendations and define conditions that would trigger any additional reviews beyond the traditional 5-year review.
- The WDP Committee additionally feels that the ECE Level 3 and its role in the Gateways system should be reviewed, specifically at the requirement for math.

WDP Goals and Objectives: PDAC Strategic Plan Phase X Goal 2

- In response to our January meeting, wanting to know more about the IDHS marketing campaign to raise awareness of the ECE workforce/careers (child care, home visiting and early intervention), the INCCRRA marketing team provided the following information:
 - The marketing campaign was mainly for those outside the field.
 - Used ads (Google, TikTok and LinkedIn) and video, did not create any info graphics for the campaign.
 - Overall, they felt the campaign was successful, with the number of page views and engagement from viewers.
- In 2015 and 2020 Gateways created a series of info graphs that were focused on career opportunities in ECE, compensation, and the importance of education. The info graphs were used on the website, sent to state representatives, and PDAC members to share with the community.
 - Should the info graphs be updated to reflect new data?
 - Invite a representative from the marketing team to join us at an upcoming meeting to talk about trends in marketing and how to best reach the ECE field.
 - Where do they see gaps in communication and outreach to the field?
 - Might need two different focuses: one to recruit and one to continue outreach to those already in the field to grow in their profession.
 - How can we map career pathways to approach people in and into the ECE field?
 - We need to expand our outreach in order to attract those that might not be a traditional focus.