



Champions for Early Education

Child Care Hiring Days For PA

MARCH 29-31, 2022

A State-Wide Effort to Connect
Early Childhood Education
Centers and Candidates

PARTICIPATING PARTNER MEDIA TOOLKIT

#ChildCareHiringDaysPA



WHAT ARE THE CHILD CARE HIRING DAYS FOR PA?

In response to the child care staffing shortages that are stalling economic recovery nationwide, hundreds of early learning programs throughout Pennsylvania have come together to sponsor and coordinate a hiring event on **March 29th, 30th, and 31st, 2022**. Over these three days, participating programs will host walk-in hiring events, featuring on-the-spot interviews at their locations while getting support from our partner programs, including guidance, tips and hiring advice, access to potential job applicants, and a promotional toolkit for their use.

The event aims to simplify the job search and hiring process for potential applicants and promote the rewards of working in early childhood education. Many of the participating programs offer great incentives for applicants, including signing bonuses, higher salaries, benefits packages, professional development opportunities, and tuition assistance, increasing their likelihood of applicants.

This communications toolkit contains resources to help you share the news throughout your networks to help us reach potential participating child care programs. Please share this messaging to spread awareness about this hiring event across the state to promote child care programs to participate and reach all those remarkable job seekers looking for an impactful and rewarding career in early childhood education.

For more information, visit ECEhire.com, or for general questions, for all those in the southern counties of PA, please email Communications@FirstUp.org, or if you're located on the western county side, please reach out to Info@TryingTogether.org.

EARLY CHILDHOOD EDUCATION IN PA AT A GLANCE

There are approximately 6,700 early childhood education programs in PA. **If a program is understaffed, they're not alone!** A survey conducted by the Start Strong PA campaign in 2021 revealed a deepening crisis in the child care sector as a result of the COVID-19 pandemic and resulting economic distress. Of the 1,163 PA child care programs across the state that participated in this survey, **92% of respondents reported staffing shortages**. More than 34,000 additional children could be served at respondents' sites if fully staffed. By participating in the Child Care Hiring Days for PA, Programs will help bring awareness to this staffing crisis while finding qualified applicants for their program.

HOW CAN PROGRAMS PARTICIPATE?

If a program would like to participate in this state-wide event, they will need to register at ECEhire.com. There they can post open positions, applicant requirements, and the program's hours for walk-in, on-the-spot interviews on March 29th, 30th, and 31st. ECE Hire is waiving the fee to post for participants in the Hiring Days event. Programs are also encouraged to post job openings for free on [PA Career Link for Employers](#) and [PACCA, which is free to members](#).

Please note that although this is a state-wide event, it is up to each program to determine how to conduct interviews, screen participants, and make decisions. Potential Job Applicants will still seek out

individual programs from ECEhire.com, so programs should promote each job opening accordingly. Advertise benefits, salary, and what makes the program unique!

Here are some suggested best practices for conducting on-the-spot interviews that you can recommend to programs:

- Make sure a staff member is available throughout the day to interview applicants
- Have a quiet, private space to conduct the interview
- Be prepared with interview questions ahead of the hiring event
- Research competitive pay rates in your area for open positions

We also encourage participating programs to post yellow balloons or ribbons outside of their facility during the hiring event, so job seekers know which programs are participating!

HELP SPREAD THE WORD

Here's how you can help spread the word to promote this event and help reach child care programs and future Early Educators!

- ✓ Use our hashtag - #ChildCareHiringDaysPA
- ✓ Include information in your organization's newsletter, social media, on your website
- ✓ Share posts from the First Up and Trying Together social media channels
- ✓ Follow and share from @FirstUpEarlyEd
- ✓ Post and share from this Partnership Toolkit

The following communications have been created as a guide for participating programs to share with their followers to help spread awareness of the event across the state.

ADD AN ANNOUNCEMENT ABOUT *CHILD CARE HIRING DAYS FOR PA* TO YOUR SOCIAL MEDIA, NEWSLETTER, OR WEBSITE:

- **OPTION #1 (Recommended for Instagram, Facebook, LinkedIn):**

Is your early learning child care program looking to hire and expand your staff? If so, we are thrilled to announce the Child Care Hiring Days for PA! Reach out to learn how you can participate in a state-wide effort to connect Early Childhood Programs with potential job seekers. Join the Child Care Hiring Days for PA on March 29th, 30th, and 31st to host your own walk-in-interview event, simplify the job search for potential applicants, and promote the rewards of working in your early childhood education! Visit www.ECEHire.com to learn more and register. #ChildCareHiringDaysPA #ECE

- **OPTION #2 (Recommended for Twitter):**

Are you looking to expand your staff? We're thrilled to announce the Child Care Hiring Days for PA! Connect with job seekers, host your own walk-in-interview event, and simplify the job search for applicants! Reach out to learn how you can participate #ChildCareHiringDaysPA

- **OPTION #3 (Recommended for Website or Newsletter):**

In response to child care staffing shortages that are stalling economic recovery nationwide, hundreds of early learning programs throughout the commonwealth are coming together to participate in Child Care Hiring Days for PA on March 29th, 30th, and 31st, 2022!

Participating child care programs will host walk-in hiring events featuring on-the-spot interviews and easy application processes. Participating programs will also display a Yellow Ribbon or Balloon to indicate their participation in the event, and they will have access to Social Media Outreach Toolkits!

This event aims to simplify the job search and hiring process for potential applicants, help participating programs reach potential applicants, and promote the rewards of working in early childhood education. Interested programs can learn how to participate with the Child Care Hiring Days for PA by visiting ECEhire.com or contacting First Up at Communications@firstup.org or, if you are located in the Western Counties of PA reach out to Trying Together at Info@TryingTogether.org.

- **Graphics**

- Social media messages are often more noticeable if an image accompanies them. Below are options of graphics to include with your posts, more files will be added as created so visit back for more!
- https://firstupearlyed-my.sharepoint.com/:f:/g/personal/anna_goss_firstup_org/Eq2EbN2kKZpDphim7JG4E68BHyMKOQccHuWKdCEh0Mcz1g?e=81vaWj

- **Flyer**

- There is a digital downloadable Child Care Hiring for PA flyer for you to email, print, and share or use at your disposal.
- https://firstupearlyed-my.sharepoint.com/:f:/g/personal/anna_goss_firstup_org/Eq2EbN2kKZpDphim7JG4E68BHyMKOQccHuWKdCEh0Mcz1g?e=81vaWj