



Campaign to Address Child Care Workforce Retention and Recruitment

The problem: Even before COVID-19, the child care workforce in Washington State had a 43 percent turnover rate. Child care providers rank in the third percentile of occupational wages (below pet groomers) with the average child care employee making under \$15 per hour in 2020. Early learning providers fuel economic growth, but frequently it's at the expense of their own family economic security. In fact, 39% of Washington's child care providers rely on one or more sources of public assistance programs.

The solution: The Washington Legislature is poised to take action to stabilize the child care workforce, but first child care stakeholders need to unify and identify policy priorities. To this end, Child Care Aware convened a state team of child care stakeholders as part of the [T.E.A.C.H.® National Center's Moving the Needle on Workforce Compensation](#) project. The WA State Team on Workforce Compensation identified early on that compensation policy should be set by members of the workforce and identified [liberatory design](#) as an effective model for building consensus rooted in racial equity.

Design team: Approximately 20-25 members of the workforce, representing diverse professional roles, programmatic settings, racial and ethnic identities, educational backgrounds, and geographic locations will be selected to participate in a series of design meetings and corresponding advocacy trainings. Individuals and organizations participating in the design team will participate with a willingness to compromise and to advocate for the final product.

Child Care Aware of WA's leadership role: As a neutral party with strong relationships across programs and expertise in liberatory design, Child Care Aware is well positioned to lead this community-wide effort. Child Care Aware will provide liberatory design facilitation, project management, and community leadership and support. Throughout the design process and all the way through the 2023 legislative session, Child Care Aware will also lead communications, mobilization, and advocacy campaigns to build grassroots and grassroots support for the resulting policy proposal.

Project Timeline

