



National Early Care & Education Workforce Center Grow Your Own Social Media Posts for Campaign Videos

The National Early Care and Education (ECE) Workforce Center is launching a campaign on April 10, 2024, to promote Grow Your Own initiatives, which describe the different equity-centered, community-driven approaches designed to help communities support, strengthen, and sustain the #EarlyChildhood educator workforce by nurturing talent from within their communities. These strategies attract and prepare new early childhood educators, support existing educators in achieving advanced qualifications to continue their careers, and remove barriers to entering and staying in the field.

Videos

The National ECE Workforce Center will release three videos throughout the campaign on April 8, April 15, and April 22. The following suggested social media posts (in English and Spanish) can be used to promote the campaign videos, or concepts presented within these videos, after they premiere.

April 8 Premiere: YMCA of the East Bay Video [English](#) & [Spanish](#)

English: Since 2015, the YMCA of the East Bay has trained more than 500 community members through their Registered Apprenticeship program. “With the competition in the market for early childhood educators, it became clear that we had to grow our own from our population here,” says Pamm Shaw, director of Strategic Funding and Partnerships for the Oakland, California-area agency. Many apprentices are going on to get their bachelor’s degrees. “We’ve got all these parents who are underemployed or unemployed... Let’s put together a training program and get them prepared to be teachers,” Shaw says. Learn more about growing an apprenticeship program of your own: <https://www.nationaleceworkforcecenter.org/>. #GrowYourOwnECE

Spanish: Desde el 2015, la YMCA de East Bay ha capacitado a más de 500 miembros de la comunidad a través de su programa de Aprendizaje Registrado. “Con la competencia en el mercado por educadores de la primera infancia, se volvió evidente que teníamos que desarrollar los nuestros desde la propia población de aquí”, dice Pamm Shaw, directora de Financiamiento Estratégico y Asociaciones de la agencia de Oakland, área de California. Muchos aprendices van camino a obtener su título de licenciatura. “Tenemos a todos estos padres que están subempleados o desempleados... Formemos un programa de capacitación y preparémoslos para ser maestros”, dice Shaw. Obtenga más información sobre cómo desarrollar su propio programa de aprendizaje: <https://www.nationaleceworkforcecenter.org> #GrowYourOwnECE

April 15 Premiere: Navajo Technical University Video [English & Spanish](#)

English: Navajo Technical University's early care and education boot camp adds an indigenous studies component to the foundational ECE coursework. "Diné studies is critical," says Provost Colleen Bowman. "It's vital to the way that we educate our teachers who are in training." The ECE bootcamp offers a career opportunity to Head Start employees and others in NTU's New Mexico community, where jobs are needed. Learn more about how to create accessible, culturally adapted pathways to degrees. <https://www.nationaleceworkforcecenter.org/>. #GrowYourOwnECE

Spanish: El curso intensivo de educación y cuidado de la primera infancia de Navajo Technical University, agrega un componente de estudios indígenas a los trabajos de curso de los fundamentos del ECE. "Los estudios de Diné son fundamentales", dice la rectora Colleen Bowman. "Es vital para la forma en que educamos a nuestros maestros que están en formación". El curso intensivo de cuidado y educación en la primera infancia (ECE) ofrece una oportunidad de carrera a empleados de Head Start y otras personas en la comunidad de NTU en Nuevo México, donde se necesitan empleos. Obtenga más información sobre cómo crear rutas de acceso a títulos que sean accesibles y culturalmente adaptadas. <https://www.nationaleceworkforcecenter.org/> #GrowYourOwnECE

April 22 Premiere: North Seattle College Video [English & Spanish](#)

English: To grow the area's early care and education workforce, North Seattle College offers coursework in Spanish, Arabic, Somali, and Mandarin. More than 350 students are currently in the language immersion program, and 25 have graduated with their AAS. "We haven't had to advertise our program," says faculty member Ninderjit Gill, "Zero recruiting because our students feel safe and they feel like they belong, and so they're telling other friends, family members, and teachers." Learn more about expanding the number of qualified, diverse early educators in your community through growing a language immersion program of your own. <https://www.nationaleceworkforcecenter.org/>. #GrowYourOwnECE

Spanish: Para hacer crecer la fuerza laboral de cuidado y educación en la primera infancia del área, North Seattle College ofrece cursos en español, árabe, somalí y mandarín. Más de 350 estudiantes se encuentran actualmente en el programa de inmersión lingüística y 25 se han graduado con su título de asociado (AAS). "No hemos tenido que hacer publicidad a nuestro programa", dice el miembro de la facultad Ninderjit Gill, "Cero reclutamiento porque nuestros estudiantes se sienten seguros y sienten que pertenecen y por lo tanto se lo cuentan a otros amigos, familiares y maestros". Obtenga más información sobre cómo ampliar la cantidad de educadores de la primera infancia diversos y calificados en su comunidad mediante el desarrollo de su propio programa de inmersión lingüística. <https://www.nationaleceworkforcecenter.org/>. #GrowYourOwnECE