

Activities

Example of a Landscape Summary

In some cases child care centres don't need a full PESTLE Analysis. This is an example of one that they've called a "Landscape Summary."

Political Context

Federal/Provincial

A Canada-wide Early Learning and Child Care Plan – the important points:

- The federal government will work with provincial, territorial, and Indigenous partners to build a Canada-wide, community-based system of quality child care.
- Working with provinces and territories to support primarily not-for-profit sector child care providers to grow quality spaces across the country while ensuring that families in all licensed spaces benefit from more affordable child care.
- A growing, qualified workforce—with provincial and territorial partners, the government will work to ensure that early childhood educators are at the heart of the system, by valuing their work and providing them with the training and development opportunities needed to support their growth and the growth of a quality system of child care.
- Supporting Accessible Child Care Spaces - To make immediate progress for children with disabilities, Budget 2021 proposes to provide \$29.2 million over two years, starting in 2021-22, to Employment and Social Development Canada through the Enabling Accessibility Fund to support child care centres as they improve their physical accessibility. This funding, which could benefit over 400 child care centres, would support improvements such as the construction of ramps and accessible doors, washrooms, and play structures.
- Just as public school provides children with quality education in their neighbourhoods, the government's goal is to ensure that all families have access to high-quality, affordable and flexible early learning and child care no matter where they live.



- The government will also ensure that families in Canada are no longer burdened by high child care costs—with the goal of bringing fees for regulated child care down to \$10 per day on average within the next five years.
- By the end of 2022, the government is aiming to achieve a 50 per cent reduction in average fees for regulated early learning and child care to make it more affordable for families.
- The creation of a new National Advisory Council to provide expert advice and a forum for consultation on issues and challenges facing the early learning and child care sector.

Municipal

Our City's strategic directions already link to the Federal plan:

Federal	City
<i>...all families have access ...</i>	Increase and optimize capacity and flexibility, with priority for underserved communities, younger children and part-time care.
<i>.... high-quality, affordable and flexible</i>	Define affordability and establish consistent child care rates to increase affordability for families based on available funding.
<i>...qualified workforce...</i>	Develop and implement a workforce strategy to increase and support professionals in the child care and early years system.



Economic Context

WORKFORCE TREND ANALYSIS

Recruitment and Retention

The Workforce Study for Early Years and Child Care Employees (2017) shared the differing views that managers and non-managers (i.e., staff) had on wages. Managers felt like staff were satisfied with simply being valued and supported, while staff considered better wages to be a much more important factor for them staying. There are some other reasons as to why RECEs are struggling to stay in their field:

- Lack of supported preparation time
- Career opportunities

The main reason for leaving in both 2015 and 2017 was that educators had “accepted a similar job at a school board”.

Melanie Dixon, the Director of Professional Practice from the College of Early Childhood Educators, identified in an interview with the students that the total number of RECEs for the East region is 5,526 for the 2019-2020 fiscal year. Contrary to what was anticipated, there was a significant increase in ECE applications to the College in the 2019-2020 fiscal year; a 48.6% increase over the previous year, and an overall 21.9% increase. This increase accounts for the largest volume of applications received in a fiscal year in over ten years. Melanie clarified that these numbers do not tell the full story, however. A better indicator for how the pandemic will have affected the number of RECEs in our region would be to monitor the number of re-certifications Spring 2021.

Our School Board is the largest employer of RECEs in our city

Educator rates	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Our Centre	\$25.61	\$26.00	\$26.73	\$27.48	\$27.75	\$28.47
School Board	\$21.65	\$23.30	\$24.96	\$26.63	\$28.29	NA
	\$3.96	\$2.70	\$1.77	\$0.85	-\$0.54	\$0.18

Sociological Context

COVID-19

The COVID-19 pandemic has had an array of effects that have compromised not only the Early Learning sector but also the Canadian economy as a whole. As the pandemic is still ongoing, the trends that directly correlate to Early Learning, future WFH patterns and how these will affect accessing care and services is still unknown. We are predicting:

- Greater interest for shorter hours of care
 - What is also unknown is how the reduction of fees will impact the expectations of parents – with child care more affordable parents may be less concerned about reducing hours to reduce costs
- Greater interest in care located in communities versus workplaces
- Greater interest in EarlyON services with parents being able to adapt to flexible hours of work

This recently released report:

https://www.aeceo.ca/survey_report_forgotten_on_the_frontline highlights just how hard hit our sector has been...

Post-COVID, we are paying attention to:

- Impact this pandemic has had on families and children
- Role of AFCS in supporting families, staff, through the impacts of COVID
- Equity and inclusion
- Challenges of current market approach

