

2017 POLICY SUMMIT | ANNUAL MEETING

Child Care Works When We All Work Together

April 23-25, 2017

Washington Court Hotel on Capitol Hill
Washington, DC



ChildCare
Aware[®]
OF AMERICA



**DON'T
DEFUND
OUR FUTURE**

Child Care Works When We All Work Together

Schedule at a Glance*

* Schedule is subject to change

Sunday, April 23, 2017	7:00 a.m. - 6:00 p.m.	Registration
	8:30 a.m. - 10:00 a.m.	Facilitated Discussion Session 1 (open to all registrants)
	10:30 a.m. - 12:00 noon	Facilitated Discussion Session 2 (open to all registrants)
	12:00 noon - 1:00 p.m.	Lunch
	1:30 p.m. - 3:00 p.m.	State Network Council Meeting (Council Members only)
	3:30 p.m. - 5:00 p.m.	Membership Council Meeting (Council Members only)
	4:00 p.m. - 5:00 p.m.	Family Voices Meeting (invitation only)
	5:30 p.m. - 7:00 p.m.	Opening Plenary
	7:00 p.m. - 8:00 p.m.	Reception (<i>Sponsored by Child Care Resource Center</i>)
Monday, April 24, 2017	7:00 a.m. - 6:00 p.m.	Registration
	9:00 a.m. - 5:00 p.m.	News Cafe (see posted office hours)
	9:00 a.m. - 6:00 p.m.	30th Anniversary Video Booth (location: Ashlawn)
	7:00 a.m. - 8:30 a.m.	Breakfast
	7:30 a.m. - 8:30 a.m.	Membership Committee Meeting (Committee Members only)
	8:30 a.m. - 5:00 p.m.	Family Advocacy Summit (invitation only) <i>(Sponsored by Waldinger Creative, Every Child Matters Education Fund, The Family Conservancy, and Julie Morgenstern Enterprises)</i>
	9:00 a.m. - 10:00 a.m.	News Cafe office hours (<i>Sponsored by Quality Assist</i>)
	8:30 a.m. - 10:00 a.m.	Concurrent Breakout Sessions
	10:00 a.m. - 10:15 a.m.	Break
	10:15 a.m. - 11:45 a.m.	News Cafe office hours (<i>Sponsored by Quality Assist</i>)
	10:15 a.m. - 11:45 a.m.	Concurrent Breakout Sessions
	11:45 a.m. - 1:45 p.m.	Luncheon/30th Anniversary Kick-Off/ Annual Meeting/ Policy Panel (<i>Sponsored by Kaplan Early Learning Company</i>)
	1:45 p.m. - 2:00 p.m.	Break
	2:00 p.m. - 3:30 p.m.	News Cafe office hours (<i>Sponsored by Quality Assist</i>)
	2:00 p.m. - 3:30 p.m.	Concurrent Breakout Sessions
	3:45 p.m. - 5:00 p.m.	Keynote Presentation
	5:00 p.m. - 5:30 p.m.	Break
	5:30 p.m. - 7:00 p.m.	Day on the Hill Prep Session
	7:00 p.m.	Dinner on your own
	Tuesday, April 25, 2017	7:00 a.m. - 12:00 noon
7:00 a.m. - 8:00 a.m.		Breakfast
8:00 a.m. - 8:30 a.m.		Walk to Capitol Hill
8:30 a.m. - 10:00 a.m.		Day on the Hill Rally
10:30 a.m. - 3:30 p.m.		Hill Visits
3:30 p.m. - 5:00 p.m.		Return from the Hill Wrap-Up

The Child Care Aware® of America Policy Summit

is an event addressing policy, practice, and the future of the early childhood field. This event will engage professionals in the field and our Child Care Works grassroots advocates and provide information on policy that informs, educates, and assists attendees in building their policy strategies. Sessions will cover action items discussing public policy as well as legislation

and regulations with policymakers across the local, state, and federal levels. Finally, the Policy Summit will include our annual Day on the Hill event, giving child care advocates an opportunity to put the skills they have learned into action, meet with their Congressional representatives, and position child care initiatives at the forefront of the political conversation.

The Child Care Works Family Advocacy Summit

will take place in conjunction with the Policy Summit. Family advocates from across the country are joining Child Care Aware® of America for its annual Family Advocacy Summit on April 23-25, 2017 in Washington, D.C.

This year CCAoA and Child Care Works are sponsoring more than 60 parents to join our Policy Summit via the Family Advocacy Summit. The sponsorship includes travel, room and board, and conference registration.

CCAoA and Child Care Works parent advocates will receive training and guidance on advocating for child care policies with their members of Congress, how to tell their personal child care story, and more. Parent advocates can then put their skills into action on Tuesday when they meet with their Congressional Representatives and advocate for the necessary policy initiatives needed from Congress to bring safe, affordable, high-quality child care to families across the country.

This year's parent advocates include:

- Amber Jones – Marana, AZ - Compliant Campaign Scholarship Recipient
- Julia Ruedas – El Monte, CA
- Gladys Soto – San Francisco, CA
- Kristin Cruz – Studio City, CA
- Lara Magnusdottir – Santa Rosa, CA
- Amber Angel – Valley Glen, CA
- David Marcus – Shelton, CT
- Nichole Arnold – Tampa, FL
- Deborah VanderGaast – Tipton, IA
- Kaylen Ortiz – Eudora, KS
- Tekisha Edwards – Kansas City, KS
- Lisa Oller – Eudora, KS
- Alecia Patrick – Overland Park, KS

- Tina Rodden – Olathe, KS
- Flavia Debrito – Waterville, ME
- Ashley Mattiuzzo – Cadillac, MI
- Katherine Stevens – Brainerd, MN
- Karla Scapanski – Sauk Rapids, MN
- Tara Zahner – Kansas City, MO
- Sosha Chaney – Kansas City, MO
- YaSena Caldwell – Kansas City, MO
- Susan Looper – Lees Summit, MO
- Tammy Czapiewski – Bismarck, ND
- Kathy Grohs – Omaha, NE
- LaToya Little – Trenton, NJ
- Nichol Neal – Ronkonkoma, NY
- Aaliyah Krzyzostaniak – New York, NY
- Ali Dodd – Edmond, OK
- Kathryn Martin – Greenville, SC
- Bridget Williams – Knoxville, TN
- Rosa Castillo – Houston, TX
- Bianca Ramirez – San Antonio, TX
- Daniela Salinas – San Antonio, TX
- Alda Jones – Salt Lake City, UT
- LuAnn Allen – N. Chesterfield, VA - Waldinger Creative Transportation Scholarship Recipient
- Belle Colassaco – Midlothian, VA
- Elly Lafkin – Elkton, VA
- Betsy Cummings – Culpeper, VA
- Cherise Billington – Vancouver, WA
- Christianna Clinton – Oak Harbor, WA
- Victoria Hilt – Bremerton, WA
- Sonja Lennox – Tacoma, WA
- Amy Roark – Washougal, WA
- Katie Sexton – Port Orchard, WA
- Precious Yarborough – Spanaway, WA
- Gabriela Villagomez-Morales – Tacoma, WA

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SUNDAY
APRIL 23

7:00 a.m. – 6:00 p.m.

Registration

8:00 a.m. – 5:00 p.m.

Discussion Group Breakout

Location: Capitol

8:30 a.m. – 10:00 a.m.

Facilitated Discussion - Session 1 (open to all registrants)

A Changing Landscape for Resource and Referral

Location: Capitol

*Speakers: **Joyce Bridges**, Executive Director, Tennessee Child Care Resource & Referral Network, and **Elizabeth Bonbright, BA**, Child Care Works Priority States Initiative Director, Child Care Aware® of America*

Community-based child care resource and referral agencies (CCR&Rs) are experiencing many changes as the landscape of child care shifts. Panelists will dialogue with participants to elevate the challenges and the opportunities that have been experienced. The group will grapple with “hot topics” like workforce development, supporting diverse populations, and achieving and sustaining quality. Panelists and participants will share information, and ideas, that will inform strategies that can enhance program practice and advocacy efforts. Join us for part one of this two part facilitated discussion series.



SUNDAY
APRIL 23

10:30 a.m. – 12:00 noon

Facilitated Discussion - Session 2 (open to all registrants)

The Future of Child Care in America

Location: Capitol

Speakers: Amy Celep, MBA, CEO, Community Wealth Partners, and Jennifer Dodge, Executive Director, Child Care Resource Center

Moving from incremental to transformational impact, what would it take for you and the partners in the child care community to actually solve the problems you care so much about?

In part two of this facilitated discussion series, panelists will draw on experiences of working directly in a CCR&R agency and with community-based and national nonprofits and foundations. Amy Celep, CEO of Community Wealth Partners, will explore a set of insights about what it takes to solve social problems at the magnitude they exist. Jennifer Dodge, Executive Director, Child Care Resource Center, will offer her expertise and reflections about the reality of the challenges and opportunities that exist for agencies offering child care resource and referral services. They will then engage the group in a discussion about what these insights mean for those in the child care community. This facilitated discussion will explore strategies from various communities that have worked to maintain a viable business model in a shifting child care landscape.

12:00 noon – 1:00 p.m.

Lunch

1:30 p.m. – 3:00 p.m.

State Network Council Meeting (Council Members only)

Location: Springwood

3:30 p.m. – 5:00 p.m.

Membership Council Meeting (Council Members only)

Location: Atrium Ballroom

4:00 p.m. – 5:00 p.m.

Family Voices Meeting (Invitation only)

Location: Montpelier

SUNDAY
APRIL 23

April 23 5:30 p.m. – 7:00 p.m.

Opening Plenary

Everyone Leads: Building Leadership from the Community Up

Location: Grand Ballroom

Speaker: Paul Schmitz, BA, CEO, *Leading Inside Out* and Senior Advisor to The Collective Impact Forum



This will be an interactive workshop on the leadership culture, values, and engagement necessary for collective impact efforts that create systemic, population level change.

Paul Schmitz is a Senior Advisor to the Collective Impact Forum. Paul is also the first Innovation Fellow in Residence at Georgetown University's Beek Center for Social Innovation and Impact. Paul is the author of *Everyone Leads: Building Leadership from the Community Up* (Jossey Bass, 2011), and the former CEO of Public Allies where he spent 21 years helping more than 5,600 diverse young leaders turn their passions to make a difference into careers working for community and social change.

7:00 p.m. – 8:00 p.m.

Reception (*Sponsored by Child Care Resource Center*)

Location: Grand Ballroom & Foyer & Executive

MONDAY
APRIL 24

7:00 a.m. – 6:00 p.m.

Registration

Location: Grand Ballroom Foyer

9:00 a.m. – 5:00 p.m.

News Cafe (*see posted office hours*)

Location: Madison

Child Care Aware® of America's policy team will be available in the newsroom to answer any questions you may have about the breakout sessions, the rally on Capitol Hill on April 25, or anything related to the Day on the Hill, including particular bills, programs, or the location of member offices. We are here to help, so please come at your convenience.

9:00 a.m. – 6:00 p.m.

30th Anniversary Video Booth

Location: Ashlawn

MONDAY
APRIL 24

7:00 a.m. – 8:30 a.m.

Breakfast

Location: Grand Ballroom Foyer

7:30 a.m. – 8:30 a.m.

Membership Committee Meeting (Committee Members only)

Location: Monticello

8:30 a.m. – 5:00 p.m.

Family Advocacy Summit (invitation only)

(Sponsored by Waldinger Creative, Every Child Matters Education Fund, The Family Conservancy, and Julie Morgenstern Enterprises)

Location: Atrium Ballroom

9:00 a.m. – 10:00 a.m.

News Cafe office hours (Sponsored by Quality Assist)

Location: Madison

8:30 a.m. – 10:00 a.m.

Concurrent Breakout Sessions

ChildCare.Gov: The Future of Integrated Online Consumer Education and Referral Delivery Systems

Location: Capitol

Speaker: Paula Bendl Smith, MSSW, Child Care Specialist, Office of Child Care, and Jen Bump, BA, Deputy Chief, Practice Innovation, Child Care Aware® of America

This session will highlight relevant resources available to support states in preparing for the upcoming launch of childcare.gov. Guest speakers from the federal Office of Child Care will join Child Care Aware® of America subject matter experts for a highly informative and interactive session. Come prepared to engage in the discussion by reviewing resources located on the federal Office of Child Care website and by learning more about what is happening in your state.

8:30 a.m. – 10:00 a.m.

Concurrent Breakout Sessions *(continued)*

Child Care Provider Physical and Mental Health: Understanding the Current Landscape, Identifying Urgent Needs, and Strategizing Solutions to Address Provider Health Challenges

Location: Sagamore

Speakers: *Dorinda Silver Williams, PhD, Director of Military Family Projects, ZERO TO THREE, and Krista Scott, MSSW, Senior Director of Child Care Health Policy, Child Care Aware® of America*

In this session, participants will learn about reported challenges to healthy lifestyles for child care providers, consider the link between emotional and physical wellness, and examine the critical connection between providers' health and the capacity to foster healthy child care environments for children. Participants will also explore how burn-out or compassion fatigue may influence providers' interactions with the children in their care. Participants will strategize how reflective practice and self-care can be embedded into child care systems as a way to promote better health for children and providers—and ultimately improve the quality of child care.

Early Education Professional Development: A Workforce In Progress

Location: Montpelier

Speakers: *Albert Wat, MA, Senior Policy Analyst, Alliance for Early Success, and Brandi King, PhD, Project Director, National Center on Early Childhood Development, Teaching, and Learning, Child Care Aware® of America*

Developing and maintaining a competent and diverse workforce is vital to sustaining high-quality environments for all young children. This interactive workshop is designed to inform and engage participants through an exploration of strategies that support improved professional development. This session will address several questions, challenges, and provide potential solutions that will meet the needs of diverse populations within CCR&R state networks. Participants should come ready to engage in small group dialogue and to partake in activities designed to support workforce development.

MONDAY
APRIL 24

8:30 a.m. – 10:00 a.m.

Concurrent Breakout Sessions *(continued)*

Managing Operations: Focusing on Management Systems, Cost Savings and Results

Speakers: *Deyanira Alvarado, MHS, FLCP, PMP, VP of Business Services at H.G. Jones & Associates, and Henry Jones, MPA, CEO at H.G. Jones & Associates*

Organizations must effectively meet the ever-changing needs of children and families while ensuring that business/program operations run smoothly, fiscal accountability is maintained, recruitment, training and retention of staff are on-going all while producing desired outcomes and meeting agreed upon goals. Executive and senior management staff is often overwhelmed with day-to-day operations. This can lead to a loss of perspective that can include: inappropriate allocation of resources; an ineffective and inadequate design process; and, a lack of quality assurance and risk management systems that eliminate or minimize risk.

These sessions will focus on systematic management approaches to improving administration, operations, and overall performance. These sessions will assist participants to: understand the importance of effectively managing operations and service delivery systems; identify how to use systems management and a team approach to outline clear functions, roles, and responsibilities; and, examine the importance of developing administrative and operational plans, policies, procedures, and processes that support staff at all organizational levels. Participants will assess and define their individual and organizational performance plans to improve operations including cost savings, and in turn, achieve better results/outcomes.

Facilitated Sessions Targeted for: CEO/Executive Directors, Directors, Coordinators, Managers, and Key Administrative Leadership Staff and Partners

Timeframe: 3 – 90 minute sessions - one in each concurrent timeframe
(Do not need to attend all three in the series)

Managing Operations: Focusing on Management Systems, Cost Savings and Results

Location: Hermitage

Session One – Improving Administrative and Operational Systems

(Do not need to attend all three in the series)

Speakers: *Deyanira Alvarado, MHS, FLCP, PMP, VP of Business Services at H.G. Jones & Associates, and Henry Jones, MPA, CEO at H.G. Jones & Associates*

This session will ensure that participants understand the importance of effectively managing operations and service delivery systems with core fundamentals of how to administer program controls, processes, plans, policies, and procedures. It will primarily focus on the identification, assessment, planning and improvement of participant's organizations/programs.

- Strategic Planning and Development
- Tactical Planning and Development
- Fiscal Planning and Operational Cost Saving

Session Targeted for: CEO/Executive Directors, Directors, Coordinators, Managers, and Key Administrative Leadership Staff and Partners

MONDAY
APRIL 24

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:45 a.m.

News Cafe office hours *(Sponsored by Quality Assist)*

Location: Madison

10:15 a.m. – 11:45 a.m.

Concurrent Breakout Sessions

Defining the Role of Child Care Resource and Referral Agencies in Disaster: A National Conversation

Location: Capitol

Speakers: *Mary Janssen, MA*, Children and Family Services Director, Child Care Resource and Referral of Northeast Iowa, *Vicky Jiménez, BA*, Family Support Coordinator Partnership for Children of Cumberland County, Inc., *Beth Ann Lang, M.Ed*, Interim Chief Executive Officer, Child Care Aware® of Missouri, *Jonathan Sury, MPH, CPH*, Project Director, Communications & Field Operations, National Center for Disaster Preparedness, *Michelle Wynn, BS*, Co-Director, Child Care Aware® of NW Arkansas, and *Andy Roszak, JD, MPA*, Senior Director, Emergency Preparedness, Child Care Aware® of America

Child care resource and referral agencies (CCR&Rs) are a constant voice in communities. CCR&Rs are the trusted resource for child care providers, and they know the landscape of child care before, during, and after a disaster. This session will explore different approaches that CCR&Rs have taken during disasters. Through a panel presentation from CCR&R staff from across the country and facilitated peer group discussions, we will work collaboratively to define roles that CCR&Rs can play before, during, and after a disaster. Outcomes of this session include:

- Increased awareness and understanding of how CCR&Rs can provide support before, during, and after emergencies
- Creation of a national dialogue, which will provide guidance as to what the appropriate role of CCR&Rs are during preparedness, response, and recovery
- Findings that will be summarized in a resource, which will be developed and shared with the CCR&R community

MONDAY
APRIL 24

10:15 a.m. – 11:45 a.m.

Concurrent Breakout Sessions *(continued)*

Managing Operations: Focusing on Management Systems, Cost Savings and Results

Session Two – Strengthening Access and Service Delivery Systems

Location: Hermitage

(Do not need to attend all in the series)

Speakers: *Deyanira Alvarado, MHS, FLCP, PMP, VP of Business Services at H.G. Jones & Associates, and Henry Jones, MPA, CEO at H.G. Jones & Associates*

This session will ensure that participants understand the importance of how to use systems management and a team approach to outline clear functions, roles, and responsibilities. Participants will examine the importance of developing operational processes, plans, policies, and procedures that support staff/teams to strengthen access to services and service deliver to children and families.

- Determining Eligibility and Recruitment Targets
- Selecting, Enrolling and Maintaining Attendance on Targeted Children and Families
- Ensuring Service Delivery Planning and Development Produce Desired Outcomes

Session Targeted for: CEO/Executive Directors, Directors, Coordinators, Managers, and Key Administrative Leadership Staff and Partners

NDS: The National Data System for Child Care - Accomplishments, Capabilities, and Advancement Priorities

Location: Montpelier

Speakers: *Jen Bump, BA, Deputy Chief, Practice Innovation, Child Care Aware® of America, and Cathy Wague, MS, Director, NDS Application Development, Child Care Aware® of America*

The 2016-2018 Child Care Aware® of America strategic plan called for significant improvements to NDS, particularly in the areas of new tools and resources to advance policy and practice. This session will provide a recap of accomplishments from 2016 and a roadmap for development through 2017. Key capabilities highlighted in this session will focus on integration with the federal childcare.gov website and the alignment with Child Care and Development Block Grant (CCDBG) requirements.

MONDAY
APRIL 24

10:15 a.m. – 11:45 a.m.

Concurrent Breakout Sessions *(continued)*

Understanding the Philanthropic Landscape in Today's Political Climate

Location: Sagamore

Speakers: *M. Gasby Brown, CEO & Executive Consultant, Bridge Philanthropic Consulting, Tasha L. Cole, Vice President, Resource Development, Congressional Black Caucus Foundation, Alex Daniels, Staff Writer, The Chronicle of Philanthropy, Ralph Smith, Senior Vice President and Managing Director of the Campaign for Grade-Level Reading, Annie E Casey Foundation, Todd M. Yeatts, Senior Manager Government Operations, Boeing, and Dawn L. Brown, MA, Director, Business Development and Fundraising, Child Care Aware® of America*

National philanthropic leaders and fundraising professionals will provide insight and advice on the future of philanthropy over the next four years. Topics to explore will include new funding initiatives for CCR&Rs, small businesses, and nonprofit organizations; strategies for fundraisers on successfully navigating a new public and private funding landscape; and challenges and advantages fundraising professionals may face in securing money in today's new environment.

Participants will have the opportunity to meet, learn from, and network with today's leaders in the private and public grant making space and development professionals and consultants of national organizations.



SAVE THE DATE
Child Care Aware® of America's
Leadership Institute

Kansas City, Missouri
Wednesday, October 11, 2017 – Friday, October 13, 2017

Child Care Aware® of America's Leadership Institute is an annual event addressing policy, practice, education, and the future of leadership in the early child care and education industry. The 2017 Leadership Institute focus will be to assist CCR&Rs in expanding their networks and strengthening their state and local strategic presence.

MONDAY
APRIL 24

11:45 a.m. – 1:45 p.m.

**Luncheon/30th Anniversary Kick-Off/Annual Meeting/
Policy Panel** (*Presenting Sponsor Kaplan Early Learning Company*)

Location: Grand Ballroom

12:00 noon – 12:30 p.m. 30th Anniversary Celebration

12:30 a.m. – 12:45 p.m. Annual Meeting

12:45 p.m. – 1:45 p.m. Policy Panel

**Policy and Advocacy 101: The Outlook for Child Care and
Early Childhood Investment**

Location: Montpelier

Speakers: *Martha Coven, Princeton University, Amy Matsui, JD, The National Women's Law Center, Katharine Stevens, PhD, AEI, and Lynette M. Fraga, PhD, Executive Director, Child Care Aware® of America*

Since last year's election, there has been much uncertainty on the status of programs that support young children and their families. Although President Trump has proposed a child care plan, which is inadequate in its current draft, he has also proposed steep cuts to critical community and school-based programs in his FY 2018 budget request. In addition, Congress is expected to act on legislation later this year that could drastically changes programs like Medicaid and the Supplemental Nutrition Assistance Program, which would likely have a very negative impact on millions of children. This session will highlight the importance of these programs and provide a forecast on how they may be targeted, and inform the audience on what they can do to advocate for them.

1:45 p.m. – 2:00 p.m.

Break

2:00 p.m. – 3:30 p.m.

News Cafe office hours (*Sponsored by Quality Assist*)

Location: Madison

MONDAY
APRIL 24

2:00 p.m. – 3:30 p.m.

Concurrent Breakout Sessions

Child Care Deserts: Visualizing and Acting on Limitations in America's Quality Child Care Shortage

Location: Sagamore

Speakers: *Jen Bump, BA*, Deputy Chief, Practice Innovation, and *Dionne Dobbins, PhD*, Senior Director of Research, Child Care Aware® of America

This session will provide a deep dive into the work of Child Care Aware® of America's child care deserts report through the lens of a state administrator, a state network, a family foundation, and leaders of Child Care Aware® of America's National Data System (NDS) for Child Care. The session will also highlight the next phase of child care deserts integration with Child Care Aware® of America's NDS.

Highlights of Family & Community Engagement in CCDBG

Location: Capitol

Speaker: *Kim Engelman, PhD*, Chief, Family and Community Engagement, Child Care Aware® of America

Family and community engagement is a new and prominent highlight in the Child Care and Development Block Grant (CCDBG). Child Care Aware® of America will share its vision for family and community engagement, facilitate the development of organizational family and community engagement vision statements, and overview a family engagement self-assessment that session participants may use in their own organizations. In this session attendees will:

- Learn about core features of quality family and community engagement & CCDBG requirements
- Develop a family and community engagement vision for their own organization
- Learn about a family engagement self-assessment tool and how it may be utilized to identify areas of opportunity

MONDAY
APRIL 24

2:00p.m. – 3:30 p.m.

Concurrent Breakout Sessions *(Continued)*

Managing Operations: Focusing on Management Systems, Cost Savings and Results

Location: Hermitage

Session Three – Enhancing Quality Assurance & Risk Management Systems *(Do not need to attend all in the series)*

Speakers: *Deyanira Alvarado, MHS, FLCP, PMP, VP of Business Services at H.G. Jones & Associates, and Henry Jones, MPA, CEO at H.G. Jones & Associates*

This session will ensure that participants understand the key components for implementing, managing, and monitoring core operational/management quality assurance and risk management systems. They will gain key insights on strategies for recruitment, training and retention of staff, producing desired outcomes and strategic guidance on creating, maintaining, and monitoring strategic goals and objectives. Participants will get initial tactics on how to appropriately allocate differing types of organizational and programmatic resources, key approaches on designing effective and adequate organizational practices and protocols.

- Defining Key Performance Measures
- Developing a Model for QA and Risk Management
- Producing and Sharing Results

Session Targeted for: CEO/Executive Directors, Directors, Coordinators, Managers, and Key Administrative Leadership Staff and Partners

3:45 p.m. – 5:00 p.m.

Keynote Presentation: Building Public Will

Location: Grand Ballroom

Speaker: *Julie Sweetland, PhD, VP for Strategy and Innovation, FrameWorks Institute*



Child care is a familiar issue for most Americans - so why can it be difficult to mobilize public support for better policy and practice? What ways of talking about the issue build broader constituencies, and what messages backfire? FrameWorks Institute's innovative research approach offers advocates evidence-based answers to thorny communications dilemmas.

Julie Sweetland is a sociolinguist and vice president for strategy and innovation at the FrameWorks Institute, where she leads efforts to diffuse the organization's cutting-edge, evidence-based reframing recommendations throughout the nonprofit sector.

Since joining FrameWorks in 2012, she has led the development of powerful learning experiences for nonprofit leaders and has provided strategic communications guidance for advocates, policymakers, and scientists nationwide and internationally.

MONDAY
APRIL 24

5:00 p.m. – 5:30 p.m.

Break

5:30 p.m. – 7:00 p.m.

Day on the Hill Prep Session

Location: Atrium Ballroom

7:00 p.m.

Dinner on your own

TUESDAY
APRIL 25

7:00 a.m. – 12:00 noon

Registration

7:00 a.m. – 8:00 a.m.

Breakfast

Location: Grand Ballroom/Grand Ballroom Foyer

8:00 a.m. – 8:30 a.m.

Walk to Capitol Hill

8:30 a.m. – 10:00 a.m.

Day on the Hill Rally

Location: Capitol Hill, Senate East Front (area near 1st. St., NE & Northeast Dr.)

10:30 a.m. – 3:30 p.m.

Hill Visits

3:30 p.m. – 5:00 p.m.

Return from Hill Wrap-Up

Location: Atrium Ballroom



About Child Care Aware® of America

Child Care Aware® of America is our nation's leading voice for child care. CCAoA works with state and local child care resource and referral agencies (CCR&Rs) and other community partners to ensure that all families have access to quality, affordable child care. CCAoA leads projects that increase the quality and availability of child care, offer comprehensive training to child care professionals, undertake research, and advocate for child care policies that improve the lives of children and families. To learn more, visit usa.childcareaware.org. Follow us on Twitter @USACHildCare and on Facebook at facebook.com/usachildcare.

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