



STRATEGIC PRIORITIES 2017-2020

MISSION

To advocate for a quality system of child care, to advance early learning and child care education as a profession, and provide services to our members.

VISION

To promote and support an exceptional ELCC system by fueling members to be proud and excited to belong to a progressive, respected profession.

VALUES

Professionalism • Influence • Inspiration • Connection • Inclusion

STRATEGIES

COMMUNICATION

effective communication with members and stakeholders to fulfill MCCA mandate and advance all strategic goals

DIVERSITY & INCLUSION

commitment to diversity and inclusion in all aspects of MCCA's work and advocacy

GOALS

Goal 1

MEMBERSHIP

To engage current and potential new members to improve membership participation to 50% of individual members and 80% of child care centre.

Goal 2

ADVOCACY

To proactively influence the provincial government to implement its child care strategy in a manner consistent with key recommendations in the "Commission Report".

Goal 3

EDUCATION SYSTEM

To establish collaborative relationships between MCCA and the Minister/ Department of Education and between MCCA and the Manitoba Association of School Trustees (MAST)

Goal 4

PROFESSIONAL DEVELOPMENT

To review the current delivery model for MCCA professional development outside Winnipeg and identify and implement opportunities to improve access.