



Manitoba Child Care Association

# Annual Report 2020

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@MCCAHOUSE



The Manitoba  
Child Care  
Association



@manitobachildcare

## MISSION STATEMENT

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

## OBJECTIVES

- Maintain financial independence
- Provide resources and services to members on a province wide basis
- Promote and develop Manitoba's early learning and child care profession
- Promote high standards of practice that support human development in early learning and child care
- Advocate as a non-partisan, non sectarian organization at all levels of government for a quality early learning and child care system
- Educate the public about early learning and child care as a profession and as a service
- Work in partnership with those involved with the care and education of children
- Encourage the development and expansion of early learning and child care training, research, and educational resources

## BOARD of DIRECTORS

**President** – Caryn LaFlèche

**President Elect** – Lynda Raible

**Past President** – Tracy Cosser

**Secretary/Treasurer** – Cathy Gardiner

**Director of Board Operations** – Sue Sydorчук

**Director of Public Policy** – April Kalyniuk

**Director of Branch Services** – Janice Delf

**Director** – Lisa Hrechkosy

**Director** – Fernanda Hodgson

**Director** – Kisa MacIsaac

**Director** – Cheryl Tremblay

**Director** – Adam Manicom

**Member at Large** – Lois Johnson

**Member at Large** – Laureen Brandson

**Member at Large** – Susana Lam

## VISION STATEMENT

To promote and support an exceptional early learning and child care system by fueling our members to be proud and excited to belong to a progressive, respected profession.

## MCCA VALUES

- Professionalism
- Inclusion
- Connection
- Inspiration
- Influence



*Board of Directors*

## REGIONAL CHAIRPERSONS

**Central Region** – Janice Delf

**Interlake Region** – Cynthia Thomsen

**Parklands Region** – Florence Burdeny

**South Central Region** – Courtney Laing

**Thompson Region** – Crystal Chubb

## MCCA STAFF

Jodie Kehl, *Executive Director*

Karen Kowalski, *Professional Development Manager*

Teresa Bially, *Professional Development Administrator*

Dianne Jones-Pearson, *Membership & Registration Administrator*

Michelle Innes, *Administrative Assistant*

# EXECUTIVE DIRECTOR'S & PRESIDENT'S REPORT

Jodie Kehl, Executive Director & Caryn LaFlèche, President

2020 will be remembered for years to come by words such as unprecedented, essential and epidemiology. The global pandemic changed the way many organizations operated. For many they had to cease the work they were doing. The issues, challenges and events of 2020 tested the resiliency of many, including MCCA. The year started off in a typical manner, but of course things changed quickly a third of the way in. As a result, MCCA staff, board and volunteers had to pivot to continue to advocate for early learning and child care, while still offering services to its 4000 members.

There is no play book for advocating during a pandemic. We were required to shift our lobbying efforts swiftly and regularly over the course of the year – at times focussing on the continuation of operating grants, risk recognition pay, protective personal equipment (and non-expired masks) and meeting with provincial and federal ministers to be the voice of early learning and child care in Manitoba.

## Federal Government Investments into Child Care in 2020

The federal government regularly referenced child care throughout the year. Prime Minister Trudeau was quoted early on saying, “*The need for child care has never been made clearer.*” And economists like Armine Yalnizyan reminded the country that we need an economic “she-covery”, one that focusses on getting women back to work and increasing child care support for working parents.

The federal government worked with each jurisdiction across Canada to negotiate one-year bilateral (extension) agreements. Manitoba’s agreement allocated over \$15 million in 2020-2021 for early learning and child care investments in the province. Part of this agreement included a \$1.5 million COVID-19 Response Grant for facilities that re-opened during the pandemic.

The federal throne speech demonstrated the Government of Canada’s commitment to building an established and supported system of child care. And their fall economic statement included a further promise of \$420 million in new support to provinces and territories for the recruitment and retention of early childhood educators.

## Looking Back at 2020

**January:** MCCA attended the 2nd Minister’s Consultation Table meeting to offer feedback and identify areas or items that should be prioritized for Manitoba’s Action Plan in the 2nd bilateral agreement. We met with the Deputy Ministers

of Education and Families to discuss the revitalization of Educaring.

MCCA was invited to attend the Winnipeg West Pre-Budget Consultation. Executive Director, Jodie Kehl made a presentation to the stakeholder round table and public community meeting.

**February:** MCCA hosted a presentation by the Ontario Coalition for Better Child Care (OCBCC) entitled *Innovation in Child Care: Creating Decent Work in Your Workplace*. We released the Chapter 16 of the Human Resource Management Guide on *Succession Management planning*.

**March:** Just ahead of the provincial state of emergency, MCCA attended the provincial budget day at the Legislative Assembly.

As COVID-19 became a stark reality in Manitoba, the question arose, what did this mean for child care programs? MCCA quickly dusted off resources that were developed in 2009 in anticipation of H1N1 including: *The Crisis Staffing Plan Guideline for ELCC programs and Pandemic Business Continuity Plan*.

Jodie Kehl (MCCA’s Executive Director) and Don Giesbrecht (CEO of the Canadian Child Care Federation) met with the Deputy and Assistant Deputy Ministers of Families. We recommended the need for consistent and timely communication, prioritizing the health & safety of the sector and funding (both in the form of operating revenue for all facilities and enhanced remuneration for those working in child care).

MCCA had regular communication with both the Minister of Families and the ELCC program. We repeatedly recommended the \$18 million set aside for capital to be reallocated to existing facilities to offset revenue losses.

**April:** MCCA met with several NDP MLAs working on their party’s child care policy. We provided an overview on the state of child care in Manitoba. We hosted a Leaders of Directors Groups Meeting to gather collective concerns to bring forward to the ELCC Program.

MCCA released an open letter to the Premier of Manitoba calling for: consistent and adequate funding, enhanced ratios and reduced group sizes and personal protective equipment. We appeared on numerous media outlets reminding the public and other stakeholders about Week of the ECE and highlighting the work of our sector.



# EXECUTIVE DIRECTOR'S & PRESIDENT'S REPORT

cont'd

**May:** Although, MCCA's 43rd conference, Engaging Minds, Empowering Success, was cancelled, we began offering professional development via a virtual platform.

MCCA met with Minister Hussen, federal Minister of Families, Children and Social Development. We, along with representatives from a few other provincial associations, shared Manitoba's experience for child care programs, pre and during COVID.

MCCA was asked to participate as a stakeholder in the consultation meetings for Manitoba's Risk Recognition Program. Our successful advocacy resulted in over 1000 ECEs being eligible for remuneration under this program.

**June:** We held an update and Q&A webinar for the membership via Zoom on MCCA's work during the first 4 months of COVID.

MCCA participated in several pan-Canadian ELCC updates with the Canadian Child Care Federation, Child Care Now and the Child Care Research and Resource Unit.

**July:** MCCA became aware of the online child care regulation consultation. We gathered a group of advocates and stakeholders to review the proposed amendments. A formal letter was written to the Minister asking for clarification on many of the projected changes.

As Education began making considerations for the reopening of schools in the fall, MCCA met with officials from Families and Education to ensure child care was considered in these plans.

**August:** MCCA issued a media release calling for a halt to the online child care regulation consultation.

**September:** With its current strategic plan set to expire, MCCA engaged with Argyle/Changemakers to develop a social marketing and communication strategy.

We released our first video developed in partnership with Abraxas Studios entitled "Early Childhood Educators are Essential". A 2nd video was introduced a month later. Filming was halted for several months for upcoming videos as the province went into Code Red.

**October:** MCCA participated in a provincial update call with Member of Parliament, Daniel Blaikie.

MCCA welcomed and met with newly appointed Deputy Minister (Families) Kathryn Gerrard.

We demonstrated resiliency and ingenuity when we recognized our 2020 Award Recipients at the end of October at MCCA. Each award winner had a scheduled appointment where we took some time to celebrate their achievement.

**November:** MCCA completed the 13th annual Market Competitive Salary Guideline Scale for 2020-2021.

MCCA met with People First HR Services to begin further development of *The Basics of Effective Board Governance: An Online Board Orientation Resource for Early Learning & Child Care Centres*.

**December:** MCCA met with the Province to discuss recommendations surrounding rapid testing and vaccine prioritization for those working in early learning & child care in Manitoba.

And with all of the challenges that came with 2020, there were also many positives. The work of the Association continued amidst the chaos. We continued to advocate for and be the voice of early learning and child care in Manitoba. We continue to be proud to be the largest provincial child care organization in Canada and an affiliate of the Canadian Child Care Federation.

Our social media exposure increased considerably in 2020. Our Facebook followers grew by over 82%! The timeless adage reminds us that "It takes a village to raise a child". It also takes a community to raise their collective voices and to unify for the success of child care in Manitoba. Thank you to the MCCA Board of Directors, all committee and regional branch volunteers and of course the MCCA staff.

*The rest of the world realized something in 2020  
that we always knew ~*

*Thanks to child care, Manitoba works.*

# DIRECTOR OF BRANCH SERVICES REPORT

Janice Delf

Despite the challenges during the pandemic, regular information continued to be shared between the MCCA regional branches and the provincial MCCA office. With regular teleconferences, the regional chairpersons were able to get a better understanding of how all the changes and new information with regards to child care impacts its members. Sharing issues and concerns from across the regions gives an opportunity to promote the goals and objectives of the MCCA at a regional level.

As a regional chairperson, it is important to connect with one another. With Jodie's guidance, we are able to learn and understand the complexity of the Manitoba Child Care Association, and the impact it has locally, provincially, and nationally. Sometimes it can be overwhelming to gain a full understanding of all the connections and input MCCA has in advocating for the well-being of all members and the child care profession. Regional Branches are able to read, discuss and

share with regional members any pertinent information, as well as have opportunities to celebrate and gain knowledge.

This past year, regions have struggled with providing in-person professional development opportunities due to the pandemic. Branches may consider looking into alternate ways of offering learning opportunities via Zoom, etc.

Thank you to all the members who have volunteered on regional branches and thank you to the MCCA for recognizing the time donated during the Week of the Volunteer.

South Central, Interlake, Parklands, Thompson and Central all have active branches.

We look forward to a busy and productive year! Despite the challenges there are always successes to be acknowledged, so let's focus on the positive and stay healthy and safe!

## REGIONAL BRANCH REPORTS

### Central Region

**Chairperson:** Janice Delf

**Treasurer:** Sydney Dubetz-Zacharias

**Secretary:** Shari Clements

**Members at Large:** Pam Anderson, Karley Maxwell, Lisa Voth

As we enter into a New Year and we reflect on the past months, I am sure we will all agree that it has been a year like no other. We have navigated through uncertain times and the pandemic has affected us all, both at work and at home.

For Central Branch, we have seen this affect in a number of ways. We saw the cancellation of professional development, only one in-person meeting for the Branch Board and no celebration of Week of Early Childhood Educator.

The Central Branch will hopefully resume professional development in the near future. As much as online workshops

and webinars are an opportunity to gain knowledge, we all miss the ability to network and have that in-person communication and sharing among one another.

The Branch would like to thank its members for their patience, understanding and continual support of the Manitoba Child Care Association. Bravo to all the members who continue to go above and beyond during challenging times to meet the needs of our families. Thank you also to the Central Branch Board members for continuing to volunteer, share their ideas and input in planning events.

The Central Branch looks forward to continuing to serve the members of the region and celebrate the profession in the near future! As we all know *"Thanks to Child Care – Manitoba Works!"*

### Eastman Region (inactive region)

Due to COVID-19 there were no professional development events held in the region.





# REGIONAL BRANCH REPORTS

## Interlake Region

**Chairperson:** Cynthia Thomsen

**Vice Chair:** Troy Nelson

**Secretary & Treasurer:** Need to appoint

**Members at Large:** Tanya Jonasson, Amanda McKechnie

2020 was quite the year. Due to COVID-19 our planned workshops were cancelled for both spring and fall. This was unfortunate as we had a stellar line up to offer our members. We're keeping them on the back burner to offer as soon as we can. Keep your fingers crossed!

MCCA main branch and the CCCF have been busy offering ZOOM workshops for ECEs to be able to attain their professional development hours. I'd like to give a huge thanks for these as a lot of them were FREE to access, and we all need to keep on top of things!

Our current board met by ZOOM in November. Cynthia Thomsen, Troy Nelson and Tanya Jonasson remained on the board, and Amanda McKechnie joined the Board. We will meet to appoint a Treasurer and Secretary. Lori Malcolm and Shara Selkirk resigned from the board. I'd like to thank them for their years of service. Currently we are looking for a few more people to join the Board. Please contact Cynthia Thomsen-rdci@mymts.net or 204 378-2871 for more information.

## Norman Region (*inactive region*)

Due to COVID-19 there were no professional development events held in the region.

## Parklands Region

**Chairperson:** Florence Burdeny

**Vice Chairperson:** Gloria Korman

**Treasurer:** Genevieve Lebel

**Secretary:** Cherie Robertson

**Members at Large:** Judy Chachula, Debbie Telfer, Janie Inkster, Sheila Sigurdson, Natalie Bonin

Well, just as everyone else's year, it has been a year like no other for the Parklands region.

As a board, we made an attempt to bring a workshop to Minitonas but the first wave of covid shut down took care of that and we had to cancel. We coordinated with our local Workplace Education Manitoba office to notify Parkland members of free professional development opportunities in the spring and again in the fall.

We attempted to plan the Annual General Meeting for June, but that didn't happen. Tried again for an outdoor September meeting but that didn't happen either. So, with the help of the awesome staff at MCCA, we finally held our Annual General Meeting on December 1, 2020 via Zoom. Amy Ross and Angela Gower resigned from the Board, we would like to thank them for their service. Let me tell you, that was a first and I thank all those that attended. I apologize to those who, due to technological limitations, could not join us.

Who knows what 2021 will bring?

## South Central Region

**Chairperson:** Courtney Laing

**Vice Chair:** Paula Wilson

**Treasurer:** Lisa Rey

**Secretary:** Courtney Laing

**Member At Large:** Cindy Kozak

This year volunteering for the MCCA South Central region was cut short due to the pandemic.

We held one event this year. We held a bowling night. It was held on February 21st at the Carman Bowling Centre. We served pizza and salad. We all had a great time playing bowling games that had been planned.

We did have a 2020 conference planned with six different presenters, but we had to cancel due to the pandemic.

We were unable to plan our directors conference as the pandemic was still ongoing.

We held our AGM through Zoom. It was held on October 19th at 7:00 PM. We had 18 people in attendance.

# REGIONAL BRANCH REPORTS

## Thompson Region

**Chairperson:** Crystal Chubb

**Secretary:** Jill Burton

**Treasurer:** Kerri Wheaton

**Bridges Contributor:** Pal Deol

**Members at Large:** Sandy Gagne, Melissa Harris, Lynn Martin, Chelsea Kirkey, Yvonne Shaw

What a year 2020 has been. Due to the COVID-19 pandemic we were unable to host any events or professional development. The board continued to meet via zoom throughout the pandemic and have discussed exciting future possibilities for the Thompson region.

The Thompson regional MCCA board would like to congratulate Barb Carlson on her move and retirement from the board and thank her for the many years of dedicated volunteerism she has given us.

We would like to take the time to thank each and every ECE III, ECE II, and CCA that continues to work extra hard throughout this pandemic to keep out centres, families, and children extra safe.

We look forward to hopefully seeing everyone again face to face in 2021.

## Westman Region (*inactive region*)

Before everything shut down in March of 2020, there were two ethics workshops held in the region. On January 25, 2020 in Souris, Best Choices: Parts I & II was held and 23 participants were in attendance.

Want to contact someone in your region? All of the contact information for the region's chair people can be found in *Child Care Bridges* on the regional news page or on our website.

## MORRIS INSURANCE BROKERS

### *Liability Insurance Programs Through MCCA*

The past year has been filled with enormous challenges for us all as we faced so many unknowns. Child care centres and family childcare providers across the province demonstrated courage, strength and dedication as essential service workers and we are proud to work with you all.

The MCCA insurance program provider (Aviva Insurance Company of Canada) continues to provide industry leading coverage for members across the province. We also saw firsthand how the insurer was willing to work with the association to navigate these unprecedented times and provide rate relief where possible, underscoring the importance of the longstanding relationship that has existed between MCCA, Aviva Insurance Company of Canada and Morris Insurance Brokers for 30 years.

At present, enrollment numbers are as follows:

- 399 Centres (many of these have multiple locations which when taken into consideration, brings the total number of insured locations to 549)
- 344 Centres who carry Directors & Officers (D&O) Liability
- 339 Licensed family child care providers

As we have mentioned each year, we strongly recommend that all centres purchase Directors and Officers (D&O) Liability in addition to your contents / general liability coverage. This affordable coverage provides board members with protection and peace of mind. If you are interested in adding or discussing this coverage, please give our office a call.

If you have any other questions or concerns regarding the insurance program, please call our Charleswood office at 204-885-7582 or email us at [daycare@morrisinsurance.ca](mailto:daycare@morrisinsurance.ca).

**Brian Kelly, B.A., CAIB**  
**Commercial Lines Manager & MCCA Account Executive**



# TREASURER'S REPORT

Cathy Gardiner

## Finance Committee

**Chairperson:** Brenda McCarthy

**Committee Members:** Cathy Gardiner, Lisa Hrechkosy, Sue Sydoruk, Lynda Raible, Angela Hanischuk

**MCCA Staff:** Jodie Kehl

With the uncertainty of how COVID would affect the organization, MCCA proceeded with caution and with careful attention to detail. In 2020 MCCA recognized an unaudited surplus of \$95,908.45. This amount will be allocated to the following fund accounts: Building, Insurance and Project, which are for future endeavors.

With just under 4000 members, MCCA continued to be your leader in advocacy, pivoting in many different directions to ensure your voices were heard and support was given in any form possible. The focus became advocacy and problem solving while workshops and conferences took a back seat. This revenue stream was severely diminished but was offset, for the most part, by reduced spending in these same areas. As a result, MCCA was able to access Federal funding to ensure that we remained financially viable for what we thought could be an indefinite and unknown amount of time.

### Revenue

- Membership fees represent approximately 80% of revenue for the 2020 fiscal year. That is up nearly 25% from past years. Without conference and workshops MCCA saw a sharp decline in regular revenue streams.
- As MCCA worked through COVID, the team was able to regroup and ultimately come up with new and innovative ways to offer professional development to our members. Despite the challenges that COVID presented, Karen worked tirelessly to provide an incredible array of workshops through ZOOM so that we were all able to continue to learn and expand our knowledge base. In addition, Karen provided a means for centres to conduct their Annual General meetings which proved to be a win-win for everyone. Overall revenue from all of these membership services helped to keep MCCA's revenue

stream active. Revenue from workshops is down only 20% from budget, which is amazing when you consider the challenges we faced this year!

- Unfortunately, MCCA had to cancel its Annual Conference, Director's Conference and the School Age Institute, which were budgeted to bring in a net profit of \$54,270.
- In addition, resources and promo sales are down due to the cancellation of our in-person conferences and events.
- "Other" revenue came in over budget due to some of the Federal supports we were able to access.
- Overall, revenue is down 31% from budget.

### Expenses

- Salaries in 2020 have the most impactful difference to the expense portion of the statements due to reduced staffing throughout COVID as well as the Canada Emergency Wage Subsidy, which we were able to access for a period of time.
- Membership Programs and Services show dramatic decreases in spending, largely due to the fact that we could not hold in person conferences, workshops and meetings.
- Overall, expenses are down approximately 40% from budget.

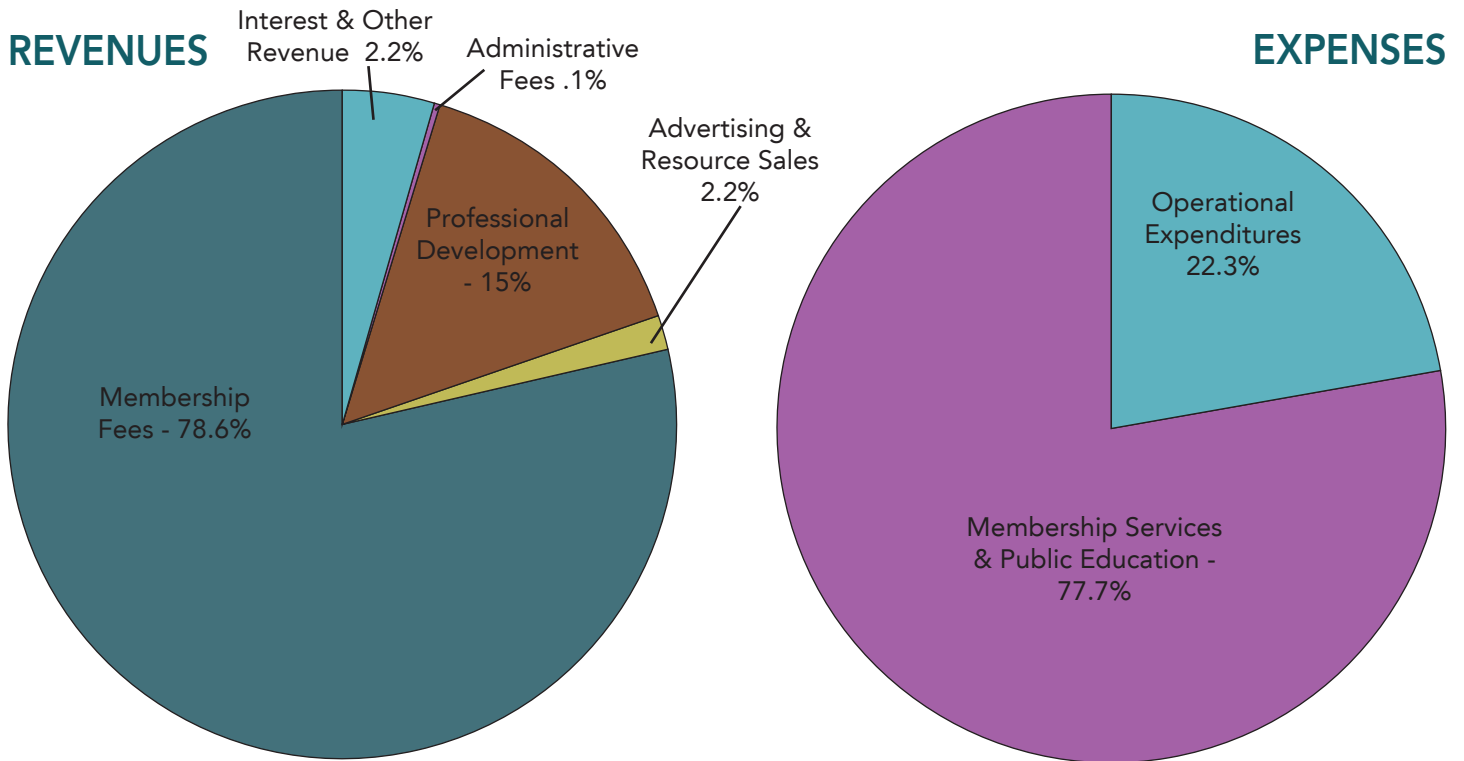
MCCA continues to use the accounting services of Allan Wainwright, CMA, for their accounting needs. We would like to thank Allan for all of his support, expertise and hard work in maintaining the financial affairs of MCCA.

I would also like to thank the finance committee and the staff at MCCA for their hard work, thoughtful decision making and valuable contributions to ensure the financial viability and integrity of our association. It has been a year like no other and I am very proud to be a member of the Manitoba Child Care Association!



# TREASURER'S REPORT

## 2020 REVENUE & EXPENSES (*Unaudited*)



## OUR MEMBERS

Full Time/ Part Time	From Previous Year	December 2020	December 2019
Professionals	↓	1718	1819
Child Care Assistants	↓	1174	1208
Associates	↓	109	110
Students	↓	46	73
<b>Facilities</b>			
Full/Part Time Centres	↑	546	534
Family Child Care	↓	356	366



# PROFESSIONAL DEVELOPMENT MANAGER REPORT

Around March 20, 2020, MCCA's winter workshop series was just coming to an end we had roughly 10 – 12 workshops left to go. When the schools closed down for the three weeks, we of course thought that this was going to be temporary and we would be up and running as per usual. Of course, this wasn't the case and MCCA's professional development events were cancelled one by one throughout the year. The revenue MCCA receives from professional development events is roughly 40% of our yearly revenue so we were really taking a hit.

When we realized that hosting in person events wasn't going to happen for awhile it was time to find a solution. I had reached out to a colleague in BC who was embracing online learning using Zoom. We had an account at MCCA but were not using it for online learning. In the months following I emailed her a lot of questions, how do I do a poll, how do I make the presenter the host. So much learning happened in those months to follow. We embraced Zoom and began offering workshops via this platform.

We were hoping that our May annual provincial conference was still going to happen but that was cancelled as well and we began the arduous task of mailing out all the refunds. Since we were not going to have a conference, we decided to offer a May & June workshop series. These were well received.

The awards banquet is held during the annual conference and because that was cancelled so was the awards banquet. We made numerous attempts to have an awards banquet to honour our award recipients but the limitation on group gatherings made this impossible. On October 20, 2020 we had all the recipients (by appointment) come to MCCA and receive their award. Although it wasn't the same as attending a banquet, we were still able to celebrate in an intimate way.

We had high hopes that the Directors Conference scheduled to be held in Brandon was still going to go ahead as planned, but nope, COVID had other plans for that event as well. Registration for the Directors Conference opens in June but we held off until August believing that it would happen. In August, we announced that this event was cancelled as well.

We knew that we were probably not going to meet in person in the fall so in the summer we began planning the fall workshop series to be delivered all by Zoom.

Events	# of participants
Winter workshop series	996
May workshops	131
June workshops	142
Fall workshop series	603

Although there were lots of disappointments due to the

cancellation of our events there were some silver linings offering online workshops:

1. Workshop participants did not have to leave their home to come to MCCA, which meant that workshops were available to everyone in Manitoba.
2. We had access to presenters that we would not normally have present workshops because they live in another province, like Julie Hansen, Ana Valle Rivera, Jade Brass, Karen Begley or they live in the US like Debbie LeeKeenan, Deb Curtis, Nadia Jaboneta and Susan MacDonald.
3. The cost of the workshops are less since most of the workshops were 1.5 hours and presenters were charging less because the workshop was online and not in person.
4. We figured out how to email the workshop evaluation and the certificates which reduced the amount of paper we were using. Yay saving some trees!
5. When we begin to have in person workshops again, we will include workshops presented via zoom.

MCCA hosts their Annual General Meeting on the Thursday during the MCCA conference and again, with no conference being held we had to find an alternate way to hold our AGM. We decided to try and hold it via Zoom. On June 18, 2020 MCCA held it's 45th Annual General Meeting. Hosting our AGM via Zoom was a success for us and we realized that we could offer this service to other child care centres. We could host their AGM and provide the technological assistance (admit their staff and families, run their polls and slideshows). In 2020, we hosted 25 AGMs which included 2 MCCA regions.



*Brenda McCarthy receives a plaque for retiring from the MCCA Board of Directors. Brenda has volunteered a total of 10 years.*

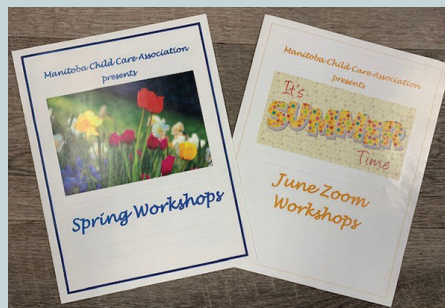


*Tracy Cosser, MCCA's President and Jodie Kehl, MCCA's Executive Director*

# OUR REPOSE TO COVID-19



Face masks became essential and we wanted to help out. We purchased face masks and gave each member one and shipped them for free.



Provided Online Professional Development workshops for May & June.



The child care field was asked to step up. We know that we have been stepping up for over a century, so we created this meme.

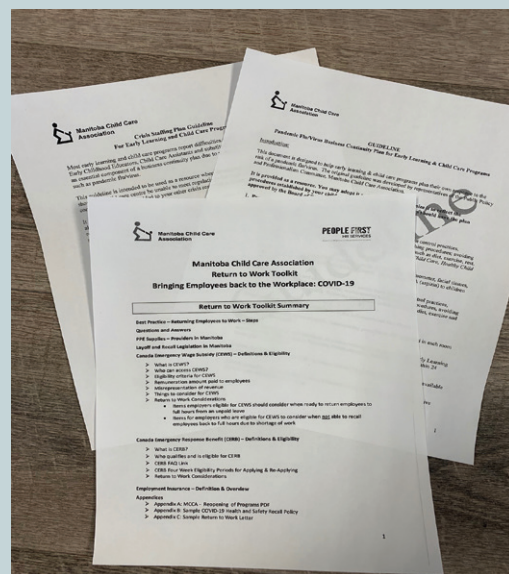
Thanks to child care, Manitoba works.



We have always known that we are essential and that Manitobans need child care so that they could return to work and school.



Zoom became our friend and our way to hold meetings, provide professional development and offer our AGM service.



We provided the sector with 3 documents: Crisis Staffing Plan Guideline for ELCC Programs, MCCA's Pandemic Continuity Plan and the Return to Work Toolkit



# COMMITTEE REPORTS

## Board Operations and Development Committee

**Chairperson:** Sue Sydorchuk

**Committee Members:** Tracy Cosser, Fernanda Hodgson, Caryn LaFlèche, Lynda Raible

**MCCA Staff:** Jodie Kehl

The mandate of this committee is to ensure the association maintains a diverse, well skilled board to carry out its mission.

We thank Fernanda Hodgson who chaired this committee with ease and grace for the last few years!

Just prior to March 2020, the Board Ops Committee partnered with Abraxas Studios to produce videos promoting the benefits of being an MCCA member, as well as a general awareness campaign on the importance of ELCC. The first video aired September 21, 2020 "I am an Early Childhood Educator and I am essential". The next video "Early Childhood Educators are essential" was released on November 4, 2020 to great delight. Watch for more in 2021.

On October 16, 2020, the Board Ops Committee renewed and approved our Code of Ethics for our volunteers. We rely on our volunteers and are pleased to ensure guidance and guidelines for them.

Part of our mandate is to ensure that a board strategic plan is implemented every 3 years. This year we are pleased to have partnered up with "Changemakers", under the guidance of Vice President, Kris Owen and Director of Stakeholder Relations, Bonnie Staples-Lyon. They are helping us identify our priorities, goals, and objectives. They are helping us learn how to most effectively advocate to government, communicate and educate the public of our importance, ensure a solid social media platform, and be the best we can be for our members! We continue to work closely with Changemakers into 2021, and look forward to a living document that we have all helped prepare.

And lastly, we are happy to report that we have secured a talented slate of nominees for the 2021/22 Board of Directors.

## Child Care Benefits Committee

**Chairperson:** Sue Sydorchuk

**Committee Members:** Sharon Allen, Wanda Bruenig, Melanie Fraser, Adam Manicom, Brenda McCarthy, Diana Metrik, Laurinda Neyron, Karen Ohlson, Marita Rempel, Cheryl Tremblay

**MCCA Staff:** Jodie Kehl

The Child Care Benefits Committee acts as an advisory committee to the MCCA Board of Directors. It is responsible for providing

background information and making recommendations to the Board of Directors on the creation, management, coverage, and plan review for all MCCA insurance programs.

These programs include:

MCCA Group Benefits Plan, Health Source Plus  
MCCA Liability Plan, Morris Insurance Brokers  
MCCA Directors & Officers Liability Insurance, Morris Insurance Brokers

The Child Care Benefits Committee continues to meet and collaborate with our HSP partners Rob Carducci, Allison Lyall, and Steve Mansbridge.

Formal committee meetings are held a minimum of three times per year for plan review. As in previous years, the committee remains vigilant to the goals of providing our membership a comprehensive plan that is affordable and transparent to those who use it.

This year due to COVID, members were not able to use their health benefits as per usual, but we stayed in communication with our HSP partners, pivoting & swaying as needed. In 2020, we did see improvements to our plan, the inclusion of vaccine coverage, the implementation of People Connect, an online mental health tool, and a new partnership with "Pocket Pills", a virtual pharmacy. Overall we saw a modest 1.99% increase to our plan.

Dave Morris and Brian Kelly from Morris Insurance Brokers continued to be supportive, knowledgeable, and active in their role as liability insurance providers. They have been reasonable and realistic with insurance rates as child care businesses were interrupted by the corona virus. We are truly thankful to Dave and Brian for their guidance, wisdom, and assistance.

Our committee continues to work hard on behalf of the membership ensuring quality programs at reasonable rates. Thank you to all of the committee members bringing your passion and dedication to the Child Care Benefits Committee. Such strong voices at the table.

## Conference Committee

**Chairperson:** Bernadette Rozybowski

**Committee Members:** Sheila Argue, Tracy Bijl, Melanie Glaser, Kayla Mauricio, Brenda McCarthy, Melodie Meakin, Lynda Raible, Pam Shambo, Irene Sheldon, Aricelle Taylor, Marilyn Valgardson, Pina Zammito

**MCCA Staff:** Karen Kowalski

Unfortunately, our 2020 Conference **Engaging Minds, Empowering Success** did not go as planned. When the conference had to be cancelled, the committee felt defeated. The Conference Committee works so hard at planning everything meticulously; we are very organized and thorough, so it was a hard hit to take.

MCCA has always planned an in-person conference. It's not only a group of workshops that delegates attend; it's a whole experience



# COMMITTEE REPORTS

and feeling. It's the colleague you haven't seen since you went to Red River College together, it's the newest items you wanted to share with your team, it's being in a room full of people being inspired about Early Childhood Education and feeling their energy, it's the instructor you bump into that still remembers you, it's learning what colleagues are doing in other centres, towns, and different provinces, and it's the feeling of being part of something much bigger and stronger in the career you've chosen. Knowing this, we chose to move forward and plan for an in-person 2021 conference.

We don't know what the future holds for conference and so we are planning for a possibility of being able to gather in 2021. We decided to send out a survey to MCCA members to ensure we are keeping current with the workshops you want and need, we value your opinions.

Thank you to the volunteer committee members and Karen Kowalski for all the time and work you put in throughout the year to organize conference.

Conference may look a bit different in 2021, but we can't wait to "see" you again.

## Editorial Committee

**Chairperson:** Brenda Bachinsky

**Committee Members:** Bernadette Rozybowski, Susana Lam, Sheila Lund

**MCCA Staff:** Karen Kowalski

The Editorial committee's mandate is to produce and distribute the publication *Child Care Bridges*, the quarterly journal produced by the Manitoba Child Care Association. The objective of the committee is to provide information to facilitate communications among members of the MCCA within the early learning and child care community. *Child Care Bridges* serves as a regular update of Manitoba Child Care Association's work towards quality care and of issues and developments affecting children, families, child care programs, and early childhood educators in centres and family child care homes. Each MCCA member receives a copy of *Child Care Bridges* as one of their membership benefits.

The themes are decided by the committee. We choose article ideas that are relevant in the field and of interest to its readers. We look to find contributors that are able to provide the most current information in early learning and child care. We, as a committee, are dedicated to keeping our readers connected and engaged. As a reader you will find new information, gain in-depth knowledge, and learn new approaches and techniques for staying ahead in this constantly changing field.

In the Spring of 2020 issue, "Communication", we provided readers with information on how to support and develop children's communications skills. We learned about infants and sign language

that is used in different centres. For staff we offered ways to address conflicts with one another at work. We also focused on different ways to communicate during staff meetings and preparing for difficult conversations.

"Caring for Infants & Toddlers and School Age Children" was the title of the Summer issue, which we learned about the history of school age child care in Manitoba. We focused on body changes-childhood transitions to adulthood, life after daycare, and we looked at ways to incorporate fun in our own backyard! We also delved into the Code of Ethics and school age perspectives. It was interesting to learn the school age children's perspective of how they interpreted each principle.

The fall issue was all about "Thinking Beyond the Norm". From paying it forward through empathy, to change that we all endured during COVID-19 times, to staying connected with families. We encouraged readers to skip any judgement of others during the pandemic. We offered ways to support staff and one another during COVID-19. Finally, we took a moment to celebrate the Editor, Karen Kowalski on her 20th year anniversary with MCCA.

Our final theme and issue of *Bridges* in 2020 was "Inclusion". This issue highlighted that the inclusion of ALL children should always be at the forefront of what we do! We provided articles on providing an inclusive program for all children, barriers in providing inclusive practice and shared how to develop an Inclusion Policy. We also shared ways to welcome new staff and families into any program. Finally, we took a journey in learning how to build a rainbow 101.



Special thanks all the contributors during the 2020 year, we appreciate your time & effort. Thank you to our editor, Karen Kowalski, who is always looking for new and creative articles to better serve our readers. Finally, to our small but efficient committee, I appreciate your constant enthusiasm and energy.

If you are interested in joining this committee, please contact Karen Kowalski, Professional Development Manager at [kkowalski@mccahouse.org](mailto:kkowalski@mccahouse.org) or 204-336-5062.





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## Ethics Committee

**Chairperson:** Jenn Cullen

**Committee Members:** Sharon Balasko, Sheila Bogoch, Mariella Carr, Gines Combiadakis, Shannon Curtaz, Melanie D'Souza, Diane Desormeaux Wright, Christine J. Enns, Michele Grant, Monica Lytwyn, Kisa MacIsaac, Chantel McRae, Jenifer Nick, Sarah Nick, Mandy Plett, Sina Romsa, Tracy Smith, Michelle Vesey, Keri Waterman, Barbara Wierckx

**MCCA Staff:** Karen Kowalski

*'We cannot defeat a tree with strong roots'*

2020 was a year of patience and perseverance for the Ethics committee. Even though the pandemic put a halt to many workshops, in-person meetings and our retreat, the committee accomplished a great deal! To date we have a committee of 19 guides, from various child care backgrounds, bringing an amazing array of perspectives to our meetings and workshops. Before COVID stopped ethics workshops from happening we were able to offer each part with the following number of participants: Part I – 45, Part II – 43, Part III – 15 and Part IV – 13. In addition to these, the committee has created and implemented the following 'add on' ethics workshop: The T-shirt Says It All, Or Does It? Our committee also continues to contribute to each "Bridges" issue, submitting an article that is ethics based.

In January, two of our committee members traveled to Alberta to present the 4 part ethics series to family home child care providers, agencies, and coordinators. It was an intense training, but very welcomed.

In June, we created the following sub committees: Policy Committee, Community PD, Succession Planning, and Committee Renewal. There was much work to get started, with the hopes that each committee could report to each meeting and thus make moving forward more streamlined.

Our annual retreat was to be held in October. Unfortunately, we had to be creative with the announcement of CODE RED in Winnipeg. The focus being on our policy manual review and succession planning, done over two different zoom meetings. One of our committee members completed a 'refresher video' for the Ethics section on the MCCA website, for past participants to use. The goal is to have all 4 parts on the website as a refresher.

Three of our committee members participated in the review of the 4 part series with ECEBC.

Our committee is still hopeful of delivering the 4 part series in French. (Previous workshops cancelled due to Covid)

Not only is this group bringing 'The Code' to the Early Childhood sector by guiding workshops, but they are having ethical discussions with co-workers, parents, and community, encouraging all we encounter to think and act ethically!

Special thanks to Karen Kowalski for her support and leadership to our committee.

## Family Child Care Committee

**Chairperson:** Cheryl Tremblay

**Committee Members:** Shannon Trickett, Michelle Normandeau, Jean Gutierrez-Sangalang, Rosalyn Rodriguez, Maria Pizarro

**MCCA Staff:** Teresa Bially

2020 was an incredibly quiet year for the Family Childcare committee. We met in person only twice before the pandemic began. Work on the 2021 calendar continued via email. Plans for Family Child Care networking events were cancelled but we continued to support and advocate for Family Childcare Providers however possible. We managed to meet virtually in the summer to finalize the 2021 resource calendar and again in the fall to begin planning for the 2022 calendar. We are hopeful that the coming year will be a happier, more productive year and we look forward to meeting in person again.



## Public Policy and Professionalism Committee

**Chairperson:** Lois Johnson January to May 2020  
April Kalyniuk from May 2020

**Committee Members:** Sheila Bogoch, Racquel Giesbrecht, Tracy Cosser, Wanda Bruenig, Tara Mills, Cathy Gardiner, Caryn LaFlèche, Jazmin Woodard, Ruth Lindsey-Armstrong, Laurinda Neyron, Carol Jones, Corine Anderson, Cindy Curry, Fernanda Hodgson, Ron Blatz, Connie Cava, Allyson Cruise-Scarpino, Tina Gouzecky, Lynda Raible, Kisa MacIsaac

**MCCA Staff:** Jodie Kehl

In one of the craziest of years on record this committee continued to do amazing work on behalf on the sector. I was happy to be elected chairperson in May 2020 and was very happy that Lois Johnson remained on the committee as she continued to support the work the committee had started prior to the MCCA AGM.

This committee provided the spark to create some wonderful videos for the sector this year that have begun to make the rounds on social media. The message throughout the videos speak to the essential work that this field does and how important we are to a healthy, thriving society. The committee also created the new

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tagline that MCCA is using to replace and enhance the: "Quality Early Learning and Childcare - Manitoba Can't Work Without It" with "Thanks to Child Care - Manitoba Works!" You may have begun to see the posts highlighting ECEs and CCAs on social media with this tagline and this is work the committee has supported as part of our mandate which is: "To develop and implement strategies which advocate for, promote and advance early learning and childcare as a profession". Our hope is that our field is recognized and celebrated on an ongoing basis and we urge everyone to send in their stories to be posted.

This is some of the visible work this committee has done in the past year, however, the pieces that are not always seen are likely the most important pieces in many respects. The committee spent much of its meeting time in discussions about issues relevant from the field and this year, as you can imagine, 99% of the discussion dealt with COVID-19 and the sector's concerns and abilities to handle all the issues that presented with the pandemic. As a group we made several suggestions of issues that this committee felt needed to be brought forward to the appropriate person (be it ELCC, the Minister of Families, the Minister of Education, the official opposition etc.) based on the information and concerns we were hearing in the field either through direct contact, social media or through our ED. There are far too many items that are discussed for long periods of time to share in a report but the topics this year have ranged from the delays in subsidy approvals all the way to what messages the government needs to hear prior to a budget announcement. The committee also was key in the presentations prior to the changes to the regulations and although the work done may not have had the end result we wished for our voice as a sector was heard.

The PPPC committee contains sub-committees and this year some of these sub-committees were: the Education sub-committee which met and brought forward issues from the field that covered areas like concerns about rent in schools, how to work alongside schools during COVID-19 and any other concerns regarding our partnerships with schools during the year. The newly formed Sector and Membership Committee which has really just started its work is to be a close liaison with the sector and hopes to help keep the sector informed on a rapid basis of the projects and work of the MCCA.

As a long-standing member of this committee and now the chairperson I wish to thank the committee and especially our Executive Director for the hard work done this past year. This committee lives and breathes every concern that our MCCA members have, every concern that parents have regarding early learning and child care and tries our very best to make recommendations that move things forward. When it is all said and done that is all we can do.

## School Age Committee

**Chairperson:** Brenda Still

**Committee Members:** Candice Bell, Mariella Carr, Szilvie Carriere, Marilyn Dudeck, Marnelli Ebreo-Villarante, Melanie Glaser, Amanda

Jack, Harneet Kaur, Kelly Megarry, Suzanne Otte, Nelly Opazo-Matamala, Corrie Proulx, and Jennifer Waytiuk

**MCCA Staff:** Teresa Bially

The MCCA School Age Committee is made up of Early Childhood Educators (ECE) and Child Care Assistants (CCA) who work within school age programs in the childcare field and have membership in the Manitoba Child Care Association (MCCA).

The School Age committee started 2020 off with some very exciting plans, including a booth at the Networking evening, School Age Resource evening, and an institute focused on school age care issues. All this came to a crashing halt with the COVID-19 pandemic.

The School Age committee continued to support each other through email contact and through zoom meetings.

The committee is looking forward to resuming our work in 2021.

I want to thank each member of the School Age Committee for their commitment and passion to school age children.

## Retirement Plan Advisory Committee

**Chairperson:** Caryn LaFlèche

**Committee Members:** Lois Johnson, Janice Delf, April Kalyniuk, Marita Rempel, Sue Sydorчук

**MCCA Staff:** Jodie Kehl

The purpose of this committee is to ensure MCCA's SMPPP and Group RRSP plans are managed in accordance with best practices and guidelines recommended for Capital Accumulation Plans. Every year, the committee reviews the mandate, which is to oversee MCCA's group RRSP and SMPPP for MCCA centre members and make recommendations to the Board of Directors.

This committee is also an advisory to the providers of Manitoba Child Care Association's SMPPP and group RRSP. The committee meets yearly to review the retirement plan investments numbers. In 2020, we met on November 26 for that review. Together with People Corporation (Reece Cretton, Consultant, Group Retirement Solutions) and Industrial Alliance (Travis Robichaud, Manager, Client Relationships Western Canada), we reviewed Industrial Alliance's recordkeeping and did a governance review and ensured the Certificate of Compliance was complete.

The committee also discussed member engagement and communication moving forward.

I'd like to thank the Retirement Plan Advisory Committee for their dedication and commitment.



# CONGRATULATIONS

Traditionally MCCA hosts an Awards Banquet as part of the MCCA conference in May. Due to the pandemic the conference was cancelled and so was the awards banquet. We made several attempts to try to have some kind of award ceremony but as the gathering restrictions changed and decreased we knew a gathering was not going to be possible. We contacted the award recipients and asked if they would be comfortable coming to MCCA on October 29th by appointment only to ensure that no more than 5 people were in the boardroom and everyone wore a mask except for the minute their photos was taken. We would like to congratulate all of the MCCA 2020 award recipients and to all those who were nominated. Please join us in our congratulations to all of them.

## Dr. Gretta Brown Scholarship Award

Université de Saint-Boniface – Marie Seillery  
Red River College – Elena Davidenko

## MCCA Student Award

McKenna Charles (Assiniboine Community College)

## Friends of Child Care

Quality Classrooms

## Educaring Award

Le Coin Magique Inc./Saint Agathe School (Rural)  
Cairns Children's Centre/Parc La Salle School (Urban)

## Volunteer of the Year

Patti Cherney

## Exceptional Caregiver

Kayla Ducharme

## Exceptional Early Childhood Educator

Amy Wicklund

## Leader of the Year

Pat Furman



## Our Partnerships

MCCA works with a variety of groups and organizations to share information, develop policy, implement programs and activities.

- Canadian Child Care Federation
  - ECE Training Institutions
  - Fédération des parents du Manitoba
- Manitoba Early Learning and Child Care
- Manitoba Education and Training
- MB Chamber of Commerce
  - Probe Research Inc.