

Cowichan Binder

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Communities of Leadership Innovation – 2011 Call for Proposals

In 2011, ECEBC will support ten Communities of Leadership Innovation.

ECEBC and the Leadership Initiative Advisory Committee will select the ten Communities of Leadership Innovation based on the following criteria:

- 1. Diverse geographic and cultural communities are involved.*
- 2. The Project builds the leadership capacity of ECEs to raise the profile of their work and value.*
- 3. Two or three **licensed-to-practice ECEs** are actively involved in the development of the proposal, are able to attend all three Leadership Institutes and understand they will play a leadership role in implementing the project.*
- 4. The sponsoring society is a non-profit society AND holds charitable tax status.*

In order to be considered, complete this Call for Proposals and submit it to ECEBC by April 15, 2011 BY NOON. (EXTENDED!)

Proposals must be FAXED to ECEBC at (604)709-6077 - Attention: Maria L. Mejia

Communities will be informed as to whether or not they have been selected April 30, 2011. Project work plans and budgets will be developed at the first Leadership Institute in early June 2011. Projects will report out at subsequent Leadership Institute (Nov. 2011 and May, 2012). Final project reports will be due August 31, 2012.

If you have questions about completing this Call for Proposal, please email the ECEBC Leadership Administrator Maria L. Mejia at leadership@ecebc.ca

Key Proposal Contact Person

Name Adriana Soler

Position/Organization Director of Programming, Parkside Academy

Phone number (Day) _____ (Evening) _____

Email _____

Mailing Address _____

City Duncan Province BC Postal Code _____

The Key contact person should be one of the ECE's participating in the community project.

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ECE Project Leadership Team

Each proposal needs to be developed and submitted by a Project Leadership Team of two or three licensed to practice ECEs. We encourage communities to choose 'emerging leaders' who may not have lots of experience in a leadership role but are ready, willing and able to be part of the next generation of ECE leaders. All members of the Project Leadership Team will be expected to attend the 3 Leadership Institutes and to play a leadership role in implementing their project within their community. The Team can and is encouraged to work with a larger community group that includes other ECEs and/or community members who care about young children.

Identify the licensed to practice ECEs who are your Project Leadership Team

Participant #1

Name Adriana Soler Phone number _____

Address _____ City Duncan Postal Code _____

E-mail address _____ ECE License Number _____

Participant #2

Name Lori McLaren Phone number _____

Address _____ City Duncan Postal Code _____

E-mail address _____ ECE License Number _____

Participant #3

Name Cindy Lise Phone number _____

Address _____ City Duncan Postal Code _____

E-mail address _____ ECE License Number _____

Community of Leadership Innovation Project

Each Community of Leadership Innovation will undertake a project to raise the profile and understanding of the value of the work ECEs do in building healthy communities. Your idea doesn't have to be all figured out. The Leadership Initiative will help you develop your plan.

Please briefly describe your project. How will it build ECE leadership capacity? How will it help increase public understanding of ECEs work? What community groups will you work with or reach out to? What outcome or change do you hope to achieve? (Please use a separate sheet of paper if necessary)

The project consists of a social media campaign that will highlight the roles, skills, and responsibilities of Early Childhood Educators (ECE). Targeting the Cowichan Region, the campaign will increase community awareness of Early Childhood Education as a profession. The project will include a series of video clips and Facebook entries that outline the complexities and an ability of the ECE's working in the community. Elements such as documentation, reporting, referrals, working with special needs children, nutrition, lesson plans, working with parents, crisis intervention, working with community specialists, liaisons with schools and teaching staff will be captured as the viewer "walks a day in the shoes" of an early childhood educator. Highlighting the complexities of the job and the professional training required will expand the viewers perception of what happens in the professional field of early childhood education. These tasks will be compared to or correlated to other professionals in the community who may be performing the same tasks in a different field and that are recognized for their talents and training. Using a social media platform will allow community members to respond with their reactions and provide feedback to the ECE's on the success of the outreach campaign.

Leadership capacity will develop as the ECE's take on the task of informing the community at large about their work. The community, in turn, will begin to recognize the educational and professionalism in the field. The campaign will also attract other ECE's who are not already members of ECEBC Cowichan and engage them in dialogue with the community and other ECE's.

The public will have easy and quick access to "real life" snapshots of what really goes on in the field. Developing an increased understanding of the role of ECE's and the high level of training and responsibilities will begin to break down perceptions that ECE's are "baby sitters".

Outcomes to be achieved will be the increase in knowledge of the professional role ECE's play in the community, linking ECE's to other recognized professions, and raising the awareness of the critical role that early childhood educators play in the community. This project will engage Social Planning Cowichan, The Cowichan Child Care Council, School District 79, Success by 6, public health professionals, local elected officials, and the local business community and will strengthen relationships and collaboration as the membership of the local chapter of ECEBC increases.

ECE Culture of Leadership

The Leadership Initiative is about supporting an ECE culture of leadership and building ECE's leadership capacity, confidence and ability to take our ways of knowing and doing out the door of our practice to the larger community

Please share your Project Leadership Team's motivation for being involved in this leadership program. How have you been involved in developing this proposal? Why do you want to develop your leadership capacity? How will you play a leadership role in implementing this proposal? (Please use a separate sheet of paper if necessary)

The Cowichan region has had an active team of ECE's that have dedicated their lives to improving child care in the following ways:

- a. The Cowichan ECE's are outstanding advocates through lobbying governments, public awareness, professionalism of ECE's, wages, benefits and without failure the need for affordable, accessible, licensed high quality child care for all. This is not a new movement but has been actively engaged for many years.
- b. Significant Child Care studies have been conducted to gain information from the community, child care programs and parents on their needs, concerns and access concerns
- c. A regional Child Care Task Force – Now called the Child Care Council which includes community representatives from a multitude of agencies, government and school districts meet regularly to address child care and ECE needs
- d. An active branch of ECEBC meets regularly to connect with ECE's working in the field
- e. ECE's take every opportunity to be involved in public events, forums, festivals and community activities to promote ECE in the region
- f. Ongoing professional development provides valuable high level training for ECE's working in the region
- g. Child care, its needs, importance and the work of the early childhood educator have been in the press on a regular basis for years to ensure that the general public in the community are aware of the field and its impact on communities

The desire for developing leadership capacity goes without saying- the Cowichan community will continue to fight for the rights of child care and recognized ECE professionalism. The Early Childhood educators seek any opportunities to enhance the knowledge of the community and the relationships of others working in the field so that the ECE and child care can be seen as a respected and required profession in communities.

ECE's involved in the proposal will work with members of the Child Care Council, Social Planning Cowichan, and others to create a strategic plan to implement the project. Participants will enhance skills in project development, implementation, and evaluation. Through project development, the ECE's will inform and educate partner organizations regarding their profession. The ECE's will frame and deliver a message to the larger community regarding the activities and roles of their profession. During the evaluation process, the participants will be able to engage in "double loop learning." Through reflection on the community's response to the videos and Facebook page and their original assumptions regarding community awareness of their profession, ECE's will increase their own knowledge about how to best serve the community.

The role played in implementing the proposal is the commitment of time and energy to see the project through. Although there are three representatives included in this proposal there are a team of ECE's and Early Childhood Development professionals dedicated to the leadership innovation project. This includes engaging community partners to assist and take part in whatever capacity they are able to do so. It means inspiring colleagues who may be exhausted through being over worked and underpaid to continue to fight for the rights of the ECE and the acknowledgement the profession deserves.

Community of Leadership Innovation

It's up to you to each Leadership Team to define the community in which you will undertake your project. It can be a large or small geographic community, a community of practice, an Aboriginal community; a cultural community or a self-defined community. The important thing is to reach outside the doors of your program to the broader community so they understand and value the work of ECEs.

Please name and briefly describe the community you will involve in this project. (Please use a separate sheet of paper if necessary)

This project will be targeted at neighbourhoods and communities within the Cowichan Region. The Cowichan Region is a large area on Southern Vancouver Island that includes a mixture of small urban areas, villages and rural areas, and First Nations communities. The geographical boundary includes Duncan, Lake Cowichan, Youbou, Honeymoon Bay, Chemainus, Crofton, Maple Bay, Cowichan Bay, Mill Bay, Cobble Hill and Shawnigan Lake. The target audience will be focussed in 3 areas

- a. Community members in the Cowichan Region who access social media including families, professionals, businesses, seniors, and local elected officials.
- b. Community professionals working in the field of Early Childhood Development will be encouraged to view the video clips through direct requests
- c. Bonus viewers will be those who are linked to Cowichan but may be living anywhere in the province or country as the videos are "viral"

Leadership Institutes

All members of your Project Leadership Team will be expected to attend three Leadership Institutes in Vancouver. The Institutes are intensive and fun experiences where the group and individual learning builds on what came before. 'Parachuting' someone into the process part way through won't work. To quote one participant, the Institutes was "Amazingly, wonderful, memorable, rewarding, exhilarating, emotional, reflective experience." ECEBC will cover all cost of travel, hotel, meals and replacing you on the floor for the three institutes.

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Please have each Project Leadership Team indicate that they understand they will be participating in the following Leadership Institutes.

Event	CONFIRMED DATES Leadership Institute # 1	TENTATIVE DATES Leadership Institute # 2	TENTATIVE DATES Leadership Institute # 3
Dates	Tuesday, May 31 to Saturday June 4, 2011	Late November 2011	To coincide with the ECEBC 2012 Conference in late May
Description	<ul style="list-style-type: none"> Participants will travel to Vancouver on Monday May 30 for a Tuesday morning Institute start. They will return home Saturday late afternoon or early evening. 	<ul style="list-style-type: none"> Participants will travel to Vancouver for a Sunday evening Institute start and will return home Wednesday evening or Thursday morning. 	<ul style="list-style-type: none"> Leadership participants will meet on the Wed and Thursdays prior to conference, as well as be part of conference

Yes, I will attend all three Leadership Institutes (Please have each participant initial below)

Team Member #1 [Signature] Team Member #2 [Signature] Team Member #3 [Signature]

Sponsoring Charitable Society

The Leadership Initiative will also provide each selected Community of Leadership Innovation with up to \$10,000 to support your project in your community. You need to identify a non-profit society, with **charitable tax status** to receive and administer the funds.

Please provide the following information about your sponsoring society

Organization Name: Social Planning Cowichan

Charitable Tax Number 86175 7581 RR0001

Mailing Address 135 Third Street

City Duncan Province BC Postal Code V9L 1R9

Contact Person Name Linden Collette Position Executive Director

Contact Person Phone Number 250-746-1004 ext 250 Email info@socialplanningcowichan.org

Contact Person signature Linden Collette

Leadership Capacity

Please think about the abilities that will help your team find and nurture your leadership gifts. Here are a few ideas to get you started but please add your own.

- | | |
|--|---|
| <input type="checkbox"/> Personal confidence & assertiveness building, | <input type="checkbox"/> Public speaking |
| <input checked="" type="checkbox"/> Framing the Message | <input checked="" type="checkbox"/> Marketing/Communications |
| <input checked="" type="checkbox"/> Defining professional identity | <input checked="" type="checkbox"/> Addressing invisibility of the work |
| <input type="checkbox"/> Gendered perceptions of the field | <input type="checkbox"/> Policy, legislation context |
| <input type="checkbox"/> The value of childhood (international perspectives) | <input checked="" type="checkbox"/> Community-based Research |
| <input type="checkbox"/> The economic impact of child care | <input type="checkbox"/> Advocacy plans, strategies & tools |

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Other things you would like to learn about...

If you have questions or want to talk about your proposal, please contact Maria L. Mejia, our Leadership Initiative Administrator at leadership@ecebc.ca

Complete and submit this form by FAX to (604)709-6077

by March 31, 2011(EXTENDED TO APRIL 15, 2011 BY NOON)

ECEBC Leadership Initiative

Community Project Work Plan #1 – June – November, 2011



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educators of BC

Sponsoring Society's Name: **Social Planning Cowichan**

Community Name: **Cowichan Valley**

Name of Project: **Early Childhood Educators go Viral**

Key Contact (From Sponsoring Society)

Name:

Position: Executive Director

E-mail:

Phone:

Mailing address:

City: Duncan, BC

Postal Code:

Name of Lead ECE's

1. Cindy Lise

2. Ami Mullins

3. Adriana Soler

Project Description (1 paragraph that *updates or refines* the short project description you initially submitted)

- A project to build leadership capacity of ECEs by: A series of brief You Tube videos will be produced each one outlining the contribution of the Early Childhood Educator. (A sample of the story lines is provided).
- An illustrator will create the series keeping certain elements in each of the clips that will be a constant in all videos produced. In essence this will create a "brand" or identity for all future videos. (For example the "hand" and bracelet).
- These clips will be put on You Tube and Face Book and a campaign beginning with local Early Childhood Educators will begin in promoting the clips. As a result the clips will then go to other contacts from around the province where we encourage all viewers to watch... click on "like"... and forward on to others. The more viewers who see the videos the more awareness we create.
- Bracelets that are pictured in the clips will be produced and will become a tangible item used in messaging. Every 50th person who clicks on "like" will be mailed a bracelet. Bracelets could also be used as a fund raiser or could be given out at BCGEU and Early Childhood Educator Conferences, schools and community events.

ECEBC Leadership Initiative



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Community Project Work Plan #1 – June – November, 2011

- These clips are to be the BCGEU Child Care Campaign for 2011- 2012. Notoriety and recognition for early childhood educators will be increased across the province as well as across Canada.

Three domains of change this project seeks to make are:

1. To provide the general public with a unique insight into the critical roles that Early Childhood Educators play in our society.
2. To provide insight into how the early childhood educator assists in supporting crucial human development through the work that they do.
3. To provide insight into the complexities and professionalism required to be an Early Childhood Educator.
 - (3 b) To promote public support of Early Childhood Education as a profession that is vital to the health and wellbeing of our communities and province
 - (3 c) To change the perspectives, beliefs and awareness of the general population of the significant value of an early childhood educator so that they will receive the recognition they deserve both professionally and financially

The 3 or 4 key activities we will focus on from June to November 2011 are

KEY ACTIVITIES	WHO	WHEN	DOMAIN OF CHANGE ACTIVITY ADDRESSES	HOPED FOR LEADERSHIP CAPACITY DEVELOPED
1. Submit Work Plan #1 and Project Budget	Community ECE Team and Rep from Sponsoring Society (budget)	June 30, 2011	Leadership Capacity	Project Development and Management Skills

ECEBC Leadership Initiative



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Community Project Work Plan #1 – June – November, 2011

2. Prepare display for November Showcase	Community Team	Materials ready for Nov. Leadership Institute	Raising Profile of ECE work Leadership Capacity	Public education material development Public presentation skills
KEY ACTIVITIES	WHO	WHEN	DOMAIN OF CHANGE ACTIVITY ADDRESSES	HOPED FOR LEADERSHIP CAPACITY DEVELOPED
<ul style="list-style-type: none"> • Work with BCGEU on project planning • Share idea with community partners and early childhood educators 	Cindy, Adriana and Ami	July - August	<ul style="list-style-type: none"> • Engaging partners outside of ECEBC and early childhood network 	<ul style="list-style-type: none"> • Project planning and relationship building • Identifying key messages that portray early childhood educators
<ul style="list-style-type: none"> • Seek out illustrator and production crew- work with them on project design • Design and order bracelets • Begin bracelet campaign • Work with Holly to present workshop at ECE mini conference in October • Set up Facebook page 	Cindy, Adriana, Ami, (Holly- Illustrator and production)	September Oct- possibly November	<ul style="list-style-type: none"> • Public awareness and “brand” identification with bracelets begins. • Awareness of social media and messaging workshop offered to ECE’s and leadership team in Cowichan on behalf of BCGEU- 	<ul style="list-style-type: none"> • Increase project management skills • Develop key communications skills • Develop public speaking and presentation skills • Develop organizational learning skills • Self discovery of leadership style
<ul style="list-style-type: none"> • Depending upon the stage of completion. Announce project idea to community at Conference on 	Cindy, Ami, Linden, Adriana,	November	<ul style="list-style-type: none"> • To provide the general public with a unique insight into the critical roles that Early Childhood Educators 	<ul style="list-style-type: none"> • Develop skills in collaboration among diverse community organizations • Use knowledge of social media to increase connections and

ECEBC Leadership Initiative



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Community Project Work Plan #1 – June – November, 2011

<p>November 26 in Cowichan</p> <ul style="list-style-type: none"> Seek website partners and request their assistance and linking of the project to their networks 			<p>play in our society.</p>	<p>collaboration across community networks</p>
<ul style="list-style-type: none"> Prepare campaign, presentations, websites, and launch for May 2012 	<p>Ami, Cindy and Adriana</p>	<p>Dec- May 2012</p>	<ul style="list-style-type: none"> Change the perspectives, beliefs and awareness of the general population of the significant value of an early childhood educator so that they will receive the recognition they deserve both professionally and financially. 	<ul style="list-style-type: none"> Practice and enhance presentation and public speaking skills Practice and enhance communication and marketing skills

ECEBC Leadership Initiative

Project Title: Early Childhood Educators Go Viral

Project Purpose:

- To provide the general public with a unique insight into the critical roles that Early Childhood Educators play in our society.
- To provide insight into how the early childhood educator assists in supporting crucial human development through the work that they do.
- To provide insight into the complexities and professionalism required to be an Early Childhood Educator.
- To promote public support of Early Childhood Education as a profession that is vital to the health and wellbeing of our communities and province
- To change the perspectives, beliefs and awareness of the general population of the significant value of an early childhood educator so that they will receive the recognition they deserve both professionally and financially.
- To have the clips go on You Tube and Face Book
- This project could be the BCGEU Child Care Campaign for 2011/12!

Project Description:

- A series of brief You Tube videos will be produced each one outlining the contribution of the Early Childhood Educator. (A sample of the story lines is provided).
- An illustrator will create the series keeping certain elements in each of the clips that will be a constant in all videos produced. In essence this will create a “brand” or identity for all future videos. (For example the “hand” and bracelet).
- These clips will be put on You Tube and Face Book and a campaign beginning with local Early Childhood Educators will begin in promoting the clips. As a result the clips will then go to other contacts from around the province where we encourage all viewers to watch... click on “like”... and forward on to others. The more viewers who see the videos the more awareness we create.
- Bracelets that are pictured in the clips will be produced and will become a tangible item used in messaging. Every 100th person who clicks on “like” will be mailed a bracelet. Bracelets could also be used as a fund raiser or could be given out at BCGEU and Early Childhood Educator Conferences, schools and community events.
- If these clips were to become a part of the BCGEU Child Care Campaign notoriety and recognition for early childhood educators will be increased across the province as well as across Canada.

- A special website will be designed. In addition these messages will be linked to all early childhood, BCGEU, Success By 6, parent and ECEBC websites across the province.
- Early Childhood Educators Go Viral!
- A successful campaign could potentially change the mind of employers, voters and politicians to change the inadequate system we have in place now.
 - **Side Project**- With the support of BCGEU Holly Page we will present social media workshops for early childhood educators so more can engage in the promotion of ECE's and the work they do.
 - **Side Project**- Small video clips/ advertisements that go on the side of You Tube or face book pages.
 - **Side Project**- Production of CD's of the mini videos will be distributed to other ECEBC Chapters and like parties
 - **Side Project**- personal promotion of the project to communities on Vancouver Island and locally in the form of forums/ meetings/ gatherings

Time Line:

- Project development begins in the summer of 2011.
- Bracelets are designed and purchased Summer of 2011
- Video clips will be produced over a series of months with the official launch at the ECEBC conference in May of 2012 or earlier if completed. If the videos are completed sooner the group will look to other large conferences or events to host the launch.

Project Budget:

- Under Development but would include the following:
 - Illustrator
 - Video production
 - Purchase and design of Bracelets
 - Office supplies and materials
 - Meeting relief/ substitute costs
 - Some travel
 - Meeting expenses for workshops
 - Hard copies or poster boards/ banners of the illustrations for events and conferences (Poster Series)
 - Production of 100 CD's that can be distributed to communities across the province
 - Copy right fees.

ECEBC Leadership Initiative
Community Project Report #1
April – November 2011



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educators of BC

Sponsoring Society's Name Social Planning Cowichan

Community Name Cowichan Valley

Name of Project Early Childhood Educators Go Viral

Key Contact (From Sponsoring Society)

Name _____

Position _____

E-mail _____

Phone _____

Mailing address _____

City _____ Postal Code _____

Names of participating ECE's

1. Adriana Soler 2. Anni Mullins 3. Cindy Lise!

Project Description (repeat or update the short description you are using to describe your project)

A project to build leadership capacity of ECEs by Creating a series of 5 video clips that convey messages about the important role and skills that early childhood educators possess and the benefits of those skills have on children.

Key domains of change your project focuses on

- Educating individuals, communities and families about who early childhood educators are
- Uniting early childhood educators through the project
- Empowering early childhood educators to share their message through "sharing" or sending video clips to those in their networks

ECEBC Leadership Initiative

Community Project Report #1

April – November 2011



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Key project activities Update

List and comment on 3 key project activities & events from April – November 2011. Include key activities from Work Plan #1 and any new ones. In the last column, comment on the leadership capacities you used and developed through this activity.

Key Activity/Event	Completed (or if not, why not)	Leadership Capacities Developed
Design of story boards for video clips	yes	Working as a team on determining vision of the project - allowing each team member to have a voice and creative input into the project. All have different compassions and different perspectives. Pulling diversity into one project. - Listening - communicating - compromise is important
Bracelets	yes distribution methods to be determined	Uniting ECEs through wearing a clearly identifiable bracelet. - determining policies for how to distribute, who should have access to bracelets - what direction will we go in the next phase? We have to be clear on our intent and outcomes desired for the bracelets
BCGEU Partnership for production & illustration of project	yes	- Establishing a partnership & working as a team - working on joint decisions - Being strong & secure in our vision to have an outside agency - partner - capture our message - We have a long way to go and will work together for future planning of the project - Communication is critical.

ECEBC Leadership Initiative

Community Project Report #1

April – November 2011



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Most Significant Change Story

From amongst the changes you are experiencing through the leadership project, share your most significant change story...

We were thrilled and overwhelmed that something as large as BCGEU would see the quality and value of our project in such a way to take this on and financially enhance our project. We knew what we were doing!!

Our vision of a community produced project with hopes of going viral is becoming so much larger than we ever imagined.

Our confidence in our message, our values and beliefs are reaffirmed.

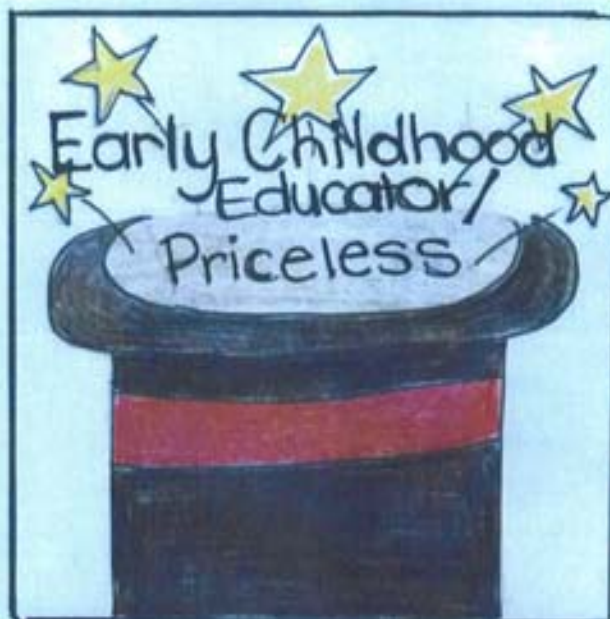
Scene Seven

You see the back of a head wearing all the above stated hats walking towards a child who is smiling and waving at the hat wearer. The words over lapping the scene states " It's not magic it's your professional early childhood educator"



Scene Eight

Focuses back on the magicians hat and it states " early childhood educators- priceless".



END CREDITS- ECEBC, BCGEU, SUCESS BY 6

ECEBC Leadership Initiative



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Community Project Work Plan #2 – Dec 2011 – May 2012

Sponsoring Society's Name Social Planning Cowichan

Community Name Cowichan Valley Name of Project Early Childhood Educators go Viral

Key Contact (From Sponsoring Society)

Name Position Executive Director Social Planning Cowichan

E-mail Phone

Mailing address City: Duncan, BC Postal Code:

Name of Lead ECE's

1. Cindy Lise 2. Ami Mullins 3. Adriana Soler

Project Description (1 paragraph that **updates or refines** the short project description you initially submitted)

A project to build leadership capacity of ECEs by

- A project to build leadership capacity of ECEs by: A series of brief You Tube videos will be produced each one outlining the contribution of the Early Childhood Educator. (A sample of the story lines is provided).
- An illustrator will create the series keeping certain elements in each of the clips that will be a constant in all videos produced. In essence this will create a "brand" or identity for all future videos. (For example the "hand" and bracelet).
- These clips will be put on You Tube and Face Book and a campaign beginning with local Early Childhood Educators will begin in promoting the clips. As a result the clips will then go to other contacts from around the province where we encourage all viewers to watch... click on "like"... and forward on to others. The more viewers who see the videos the more awareness we create.
- Bracelets that are pictured in the clips will be produced and will become a tangible item used in messaging and will be distributed to early childhood educators across the province.

ECEBC Leadership Initiative



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Community Project Work Plan #2 – Dec 2011 – May 2012

Three domains of change this project seeks to make are:

1. To provide the general public with a unique insight into the critical roles that Early Childhood Educators play in our society.
2. To provide insight into how the early childhood educator assists in supporting crucial human development through the work that they do.
3. To provide insight into the complexities and professionalism required to be an Early Childhood Educator.
 - (3 b) To promote public support of Early Childhood Education as a profession that is vital to the health and wellbeing of our communities and province
 - (3 c) To change the perspectives, beliefs and awareness of the general population of the significant value of an early childhood educator so that they will receive the recognition they deserve both professionally and financially.

The 3 or 4 key activities we will focus on from December to May 2012 are

KEY ACTIVITIES	WHO	WHEN	DOMAIN OF CHANGE ACTIVITY ADDRESSES	HOPED FOR LEADERSHIP CAPACITY DEVELOPED
4. Hosting workshop for community members on social media and what they can do for their programs or raising awareness about their cause. We will also learn from Holly's workshop to transfer the knowledge into	Holly Page from BCGEU will come to Cowichan to present the workshop in partnership with Cowichan ECEBC and Success By 6	Late February or early March	Leadership Capacity through awareness of our project will be incorporated into the workshop. The skills we have learned with the assistance of BCGEU can be transferred to our community so they can benefit from them too.	Team planning and setting up and advertising workshop and skills required to inspire community partners to attend

ECEBC Leadership Initiative



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Community Project Work Plan #2 – Dec 2011 – May 2012

our project.				
5. Completing the animated clips and inserting sound and final edits	Ami, Cindy Adriana and Marika in conjunction with animator and production company	Late February and March	Leadership Capacity	Project Development and Management Skills Team building skills
6. Planning and implementing the launch and means to distribute the videos- Learning about Facebook, You Tube, Twitter and Provincial websites as a vehicle to release information.	Ami, Cindy, Adriana and Holly will work on this piece	March, April and May	Leadership Capacity Promoting Early Childhood Education as a profession to all members of society	Project Development and Management Skills Team building skills
7. Hosting the official launch in two locations- One in Cowichan and one at the Gala event at the ECEBC conference in May	Ami, Cindy, Adriana, Holly, Linden and the Gala planning team	Early May and at Conference	Sharing the Learning Celebrating Successes Inspiring others to engage in the Leadership initiative Changing the public's perspective of the impact that professional ECE's can provide children.	Project Development and Management Skills Team building skills Public speaking and presentation skills

Now, after over a year on our leadership journey, we define our ECE Culture of Leadership as....

- unassuming
- purposeful
- inspiring
- non judgemental
- synergy
- motivation -

Now, after over a year on our leadership journey, we define our ECE Culture of Leadership as....

- making a purposeful change
- working within larger communities
- Non judgemental
- thinking outside of the box
- recognizing, recognition & honoring
- synergy
- individual, personal learning

I, Ami Mullins feel that my ECE culture of leadership is described through a lot of individual and personal learning about myself as a whole as well as who I am within various groups, such as the Cowichan Valley Leadership Group.

Now, after over a year on our leadership journey, we define our ECE Culture of Leadership as....



An inspiring group with a common vision, that shares and ignites an underground rumbling in others, to join in the vision & unite together in collaboration, respect & admiration —

Adriana

ECEBC Leadership Initiative

FINAL PROJECT REPORT

May 2012



ECEBC | early childhood
educators of BC

Sponsoring Society's Name Social Planning Cowichan

Community Name Cowichan Valley Name of Project ECE's Go Viral

We have submitted a written request and plan to carry over unspent funds until Oct. 31, 2012 Yes No

Key Contact (From Sponsoring Society)

Name _____ Position Executive Director

E-mail _____ Phone _____

Mailing address _____

City Duncan BC Province BC Postal Code _____

Names of participating ECE's

1. Ami Mullins
2. Adriana Soter
3. Cindy Lise

Initial Project Description (the paragraph that you used to describe your project)

To create a series of video clips outlining what early childhood educators do and their impact on the health & wellbeing of children. The clips will be included in Face book, YouTube, websites and more. The message of ECE's will Go Viral.

ECEBC Leadership Initiative

FINAL PROJECT REPORT

May 2012



ECEBC | early childhood
educators of BC

Key project activities and events

Provide a summary of key project activities and events in each of the following 2 time periods.

Include comments about any significant differences between project plans and what actually happened.

March – December 2011

- Coming together to submit proposal
- 1st Leadership initiative
- Concept for videos / drawings
- Sharing with BCGEU
- Forming partnership with BCGEU
- Meeting with Marika @ production company
- Profiling & editing 5 videoettes
- Designed and ordered bracelets

January – June 2012

- planned social media workshop / hosted
- planned soft launch & celebration of ECEBC
- Finalized videoettes
- established relationship with website master
- Designed & created banners

Still to Do

- Provincial launch of project
- URL development / Project - "Paint the town"
- Make partnerships to go viral
- Distribute clips to preschools across the province

- travel to branches to promote the project.
- Expand website to support ECEs (their own portal)

ECEBC Leadership Initiative

FINAL PROJECT REPORT

May 2012



ECEBC | early childhood
educators of BC

Most Significant Change Story

From among all the significant changes you experienced during this leadership project, what was the most significant change of all?

- Feeling empowered - as an individual & united with a group.
- staying true to our vision
- Learned about technology
- We accomplished what we set out to do

Sharing your Leadership Capacity

At the May 2012 Leadership Institute participants agreed to continue sharing their leadership gifts in their communities and beyond. Please share your plans for maintaining the momentum of your project and your leadership capacity.

Activity	Date/Timeline	Responsibility (who will do what?)	Hoped for outcome
URL Development Paint the town	January 8 July 8	Adriana & website URL CODE	URL codes draw attention to videos & messages across the province.
(URL code) send clips to websites across the province	May 15 → ongoing	Ami, Adriana & Cindy	Videos become permanent parts of websites where parents go.
Visit 4 ECEBC Chapters to share project	ongoing	Ami, Adriana	Share personal message with other early childhood educators to help them find their voice

ECEBC Leadership Initiative
Final Project Report
November 2012



Sponsoring Society's Name: Social Planning Cowichan

Community Name: Cowichan Valley **Name of Project:** Early Childhood Educators go Viral

Key Contact (From Sponsoring Society)

Name: _____ **Position:** Executive Director Social Planning Cowichan

E-mail: _____ **Phone:** _____

Mailing address: _____ **City:** Duncan, BC **Postal Code:** _____

Name of Lead ECE's

1. Cindy Lise 2. Ami Mullins 3. Adriana Soler

FINAL PROJECT REPORT:

Key Project Activities and Events: (Please note that the responsibilities were equally shared by Ami, Adrian and Cindy)

We live in the era of technology and the ability to send information around the world. There is no greater message to send than the importance of highly skilled and qualified professional early childhood educators who are responsible for providing care to society's most important citizens. The project aims to use the power of the web, facebook and internet to send our message to people across the province. An informed society will help to building a level of respect and professional understanding that early childhood educators are deserve.

- **July to November 2011- 2012** -A project to build leadership capacity of ECEs by: Creating 5 animated video clips. This series of brief You Tube videos was produced each one outlining the contribution of the Early Childhood Educator. (A sample of the story lines is provided). The project was far more successful than ever anticipated due to the incredible support from Holly Page and BCGEU!
- **November 2011-** Our clips moved from the original idea of being videotaped to being produced by an illustrator who created the series keeping certain elements in each of the clips that will be a constant in all videos produced. In essence created a “brand” or identity for all future videos. (For example the “hand” and bracelet).
- **May 2012** These clips were put on You Tube and Face Book and a campaign beginning with local Early Childhood Educators began promoting the clips. As a result the clips went to other contacts from around the province where we encourage all viewers to watch... click on “like”... and forward on to others. The more viewers who see the videos the more awareness we create.
- **May to November 2012** -Bracelets that are pictured in the clips were produced and became a tangible item used in messaging these were distributed to early childhood educators across the province, at the provincial conference and in the Cowichan community.
- **April 2012-** The Cowichan ECEBC branch in partnership with BCGEU and Cowichan Success By 6 held a Social Media 101 workshop that provided basics to public awareness opportunities. The event was filled within 24 hours of posting.
- **April 2012-** Cowichan ECEBC through the Leadership Initiative was also able to host a special dinner honouring and celebrating the work of early childhood educators in the Cowichan Region. Over 60 early childhood educators attended the inspirational event and were touched that they were honoured and celebrated. At this event the leadership team was able to provide a sneak preview of the videos.
- **May 2012** The videos and a full presentation was provided at the Provincial ECEBC conference in May where the formal launch took place.
- It should be noted that the partnership with BCGEU resulted in the project funds being doubled as well as a far more extensive distribution of the videos. It should be noted that the support from BCGEU allowed Cowichan ECEBC to do more and go further than ever expected and we are truly grateful.
- **October 2012** With the goal of promoting early childhood professional development we were also able to provide the Images of Learning workshop to ECE’s at our October Understanding Children Conference. It was great to be able to see the legacy of the Leadership Initiative continue with cohorts from previous years join us.

- **November 2012** -Our final contribution to our early childhood educators was to open a portal for members of Cowichan ECEBC on the Success By 6 Cowichan Kids Web site. This portal will now provide a venue for early childhood educators to share meetings, events, minutes, activities and information that directly supports their work. The portal is now under development.

Three significant change stories:

What I gained from the Leadership Initiative- The initiative has given me more than I could have imagined. I have always been a vocal leader but through the initiative I have learned to understand all leaders; vocal or quiet can have a tremendous impact. I have taken all of the lessons learned to my work and my community. Without finding our voice early childhood education will remain as it has for decades. Empowering early childhood educators to stand for what they believe in has been so important because no one else will do it for us. Apathy is not an option! – Cindy Lise

Most Significant Change Story

My most significant change in the time that I participated in the leadership initiative project was personal growth. I learned a lot about myself, both as an individual and as an Early Childhood Educator. In the beginning I had felt that being new to the field I would not have as much to contribute as the ladies who had had much more experience and qualifications. It took some time to see that the time I had put in didn't mean as much to them as it was to me. I was being viewed as a fresh face that would be able to offer new thoughts, ideas, and perspectives to old topics. It was very encouraging and validated who I was as an educator. In the timeframe of the leadership project I found it was a personal growth to agree to a project that I believed in knowing a few key points in the beginning and stick with it right to the end, bringing a lot new adventures along the way with it. It was empowering to be a part of a trio to which the other two ladies are both very well experienced in their line of work and have had them embrace me and my ideas. I am proud of the animated video clips that we have created and am proud that we were able to share our ideas and beliefs with Early Childhood Educators across the province. It is very rewarding to run into people in town who say "Hey, you were a part of creating those video..." it is also a big confidence booster personally and professionally having been a part of the project and all the adventures involved in the process. Ami Mullins

Most Significant Change Story

Inward journey leads to outward journey. My outward journey is at its beginnings. It's a journey to unite ECE's together so we can stand strong and say "I am an early childhood educator. I make a difference and I desire to be validated for the work I do." This is my most significant change, an inner change to believe that I can be the change and help create a societal change in how the ECE field is viewed. Adriana Soler

Sharing our Leadership Capacity:

Proudly our team were a part of the Opening Gala at the Provincial ECEBC conference where we shared our personal change in front of our colleagues from across the province and then were able to launch our project videos to not only ECEBC, but BCGEU and provincial leaders. This was a proud day for all of us!

We continue to promote the CD's and our message as we have the clips loaded on You Tube and on Web sites across the province. A package of outlining our project has been shared with branches across the province in hopes that our messages will resonate with them and they too will continue to move the project forward.

This project was such a success with the additional financial and in kind support from BCGEU that not all of the funds were required and will be returned to ECEBC for use with other cohorts.

On behalf of the Cowichan ECEBC Leadership team we would like to thank all of you at ECEBC, Vancity Community Foundation and BCGEU for providing us with the opportunity to grow and learn under your incredible guidance. This has been a learning experience that we will never forget!

We would also like to extend our sincere gratitude to ***Social Planning Cowichan and Executive Director Linden Collette*** for being the wonderful hosts of the finances and the administration of this project. We could not have done so without them!

Cindy Lise, Ami Mullins and Adriana Soler

it's not magic...



it's your professional
early childhood educator

Our journey
in the leadership
institute ~

Thank you
for letting us be
a part of such a
magical journey

— Cowichan
Valley

Early Childhood Educators Go Viral





The
beginning
of our
journey...











**Raising
Awareness of the
importance of
early childhood
educators and
uniting them
across the
province**



PLANTING THE SEEDS OF THE FUTURE

BUILDING THE FOUNDATION



puzzle pieces w words



* Messages *

- what we do...
- what we give...
- what is the benefit...%
- ✓ - social benefits...

The Idea is born...



Blank lined space for writing.

656 W. Broadway
Via Veneto > 6pm.

LITING Children + Families



Balloon Words:

- love ✓
- Empathy ✓
- Literacy ✓
- music ✓
- Sharing ✓
- Self regulation ✓
- Friendship ✓
- Math skills ✓
- Exploration / Science ✓
- Discovery / Curiosity ✓
- Self esteem / confidence ✓
- Wonder ✓



with a
doodle
and a
message.

* Important *

What we do

What we give

What is the point

... what is the point?

What we do

What we give

What is the point

... what is the point?

Hats

- nurse hat ~ deal w sick children
- accounting hat ~ subways
- grad hat ~ teacher
- construction hat ~ build
- police hat ~ report abuse / neglect
- personal trainer ~ motor skills
- councillor ~ family issues
- musician ~ zebra
- Scientist ~ report w children
- custodian ~ clean
- nutritionist ~ food

IT'S NOT MAGIC

1) ECES GO VIRAL



2)

NURSE HAT



4) ECES PRICELESS



3)

IT'S NOT MAGIC ITS
YOUR PROFESSIONAL
COMMUNITY EDUCATOR



Pinwheel. Why?



Spinning the wheel to a better world!



Pin Wheel Words/Phrases

- ① economic self-resilience.
- ② Appreciation of diversity.
- ③ Job creation & increased labour participation.
- ④ Reduction of poverty.
- ⑤ Social cohesion & social unity.
- ⑥ Crime prevention
- ⑦ Life long good health.
- ⑧ neighbourhood vitality.





and
a meeting
with
BCEU

sparked
a fire.

The skills of an early childhood
educator
Priceless!

encouraged
us that
our message
was
concrete...

And our
beliefs
now shared
by many...





BC GEU
agreed to
take all
clouds

and make
them
what they
are today

It is
truly an
example
that
collaboration
together

-uniting
-together-

can make
small ideas
blossom to
great
things!





We
brought
our
knowledge
back to



our
community
and did
a workshop
with BCGU.

ECEBC Leadership Project
Early Childhood Educators Go Viral

Social Media 101 Workshop with Holly Page from
BCGEU- The event was full within 24 hours.





Many
things
we
learned.





many
ideas
shared.



it was
a great
workshop
for all-



The Cowichan
Launch!



Celebration of Early Childhood Educators at a special dinner in their honour and Local Launch of Videos -60 local early childhood educators attended.





We
launched
our clips
to
Caucasian-



and
shared



our
story,
our
passion

and
journey





We
shared
our
passion



for being
early
childhood
educators

y Childhood Educators

UNITED



Making a
Difference





We
shared
our
beliefs



that
our job
is
invaluable



That
we

are
important



Good Educators

TED



ing a
rence





That
all
work

is
important



and we
deserve
to



be
valued





We
showed
our
appreciation



for our
local
ECE's



and
gave
them

a great
dinner





but

more



than
that



we gave
them

thanks

hope

and
unity.



ECEBC Cowichan Branch Goes Viral

- We live in the era of technology and the ability to send information around the world. There is no greater message to send than the importance of highly skilled and qualified professional early childhood educators who are responsible for providing care to society's most important citizens.
- The project aims to use the power of the web, facebook and internet to send our message to people across the province.
- An informed society will help to building a level of respect and professional understanding that early childhood educators are deserve.



We
headed
back to,

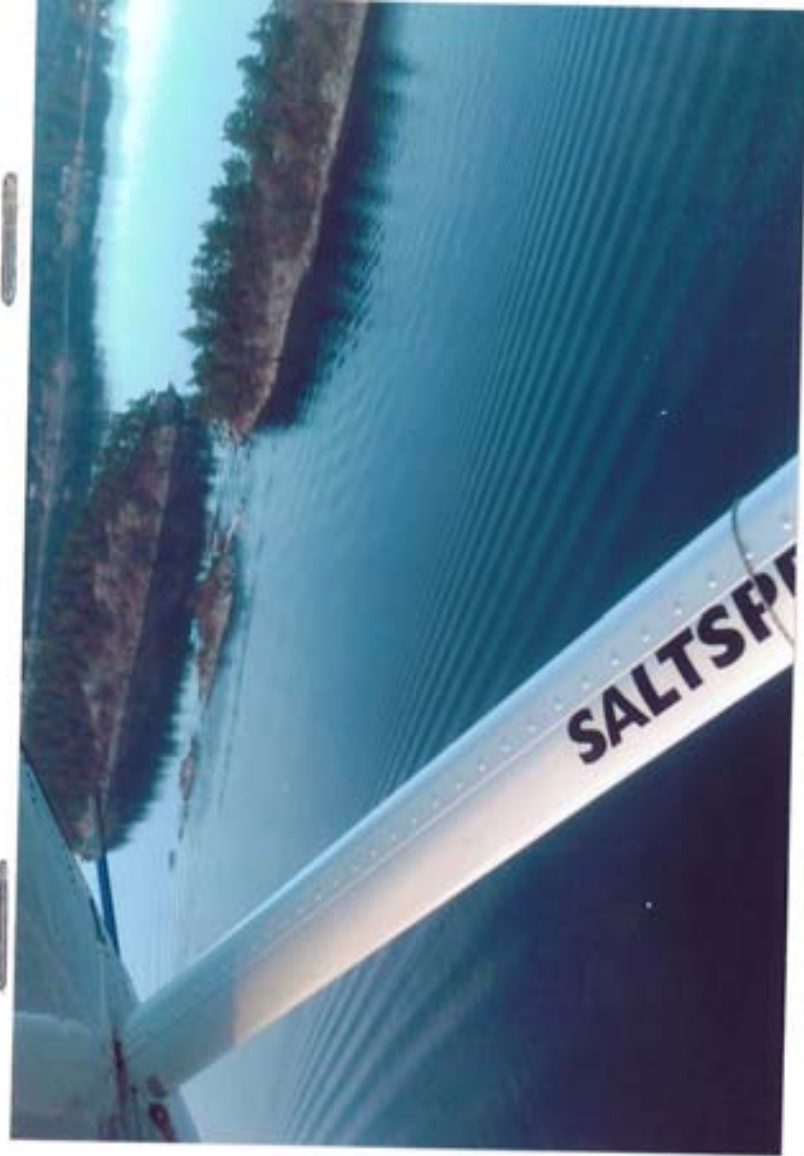


the big
city!!!



for the
big
launch!!!





The 'Bio' Launch

Provincial Launch of Videos at ECEBC Conference in May- The video clips were released across the province.





Amongst
fellow
ECE'S

we
shared



our
clips
again-





it
was
a
beautiful

experience

a united
feeling

**Early Childhood
Educators
Go Viral**

it's not magic...



**Raising
Awareness of the
importance of
early childhood
educators and
uniting them
across the
province**





Representing
early childhood
educators
across B.C.

1-800-387-2222

an
overwhelming
ending,
to a,





beginning
of a new
journey



Proud to support
the ECEBC
Conference
and Gala Dinner
May 3-5, 2012



2012-05-03 10:00 AM

The Leadership Initiative

ECEBC Leadership Institute
is funded through Vancity
Community Foundation

This Initiative:

- Raises the profile and understanding of the value of the work that early childhood educators do in the broader community.
- Builds the leadership capacity of early childhood educators in communities.
- Takes the values and ways of knowing out the door to the larger community.



Home
again
and time
to reflect,,





A series of horizontal dashed lines for writing, arranged in two groups of seven lines each.

the
passion
to

Unite
together!



Living in an era of technology, we have the ability to send information around the world. There is no greater message to send than the importance of early childhood educators, who are responsible for providing care to society's most important citizens.

An informed society will help build a level of respect and a professional understanding that early childhood educators deserve.

and
spread,



Cowichan ECEBC Branch Website Portal on Cowichan Kids Website - Members of the local ECEBC branch will have access to documents, minutes, events, and resources through a portal designed just for them.

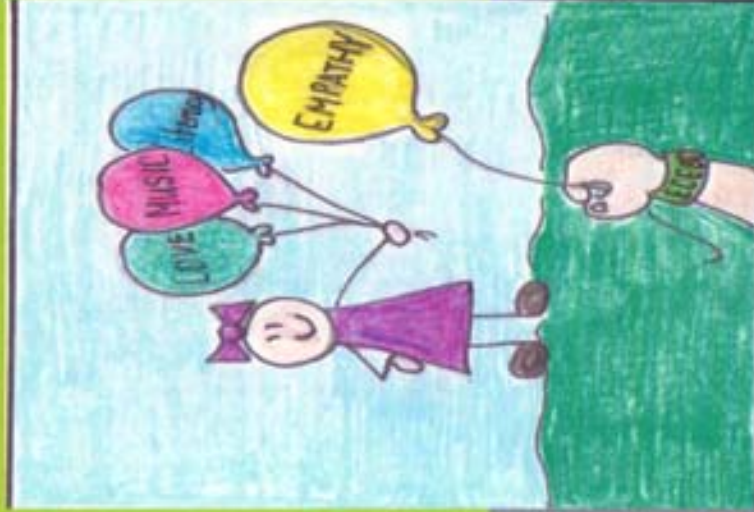
L
n
f
A
c

Please feel
free to continue
adding ~

Thank-you!
Cindy Lise
Ann Mullins
Amanda Soler

**The Early Childhood Educators
of BC Leadership Initiative**
*Join us in creating an
ECE Culture of
Leadership*

**2012/2013 Communities of
Innovation is now underway**
visit www.ecebc.ca



Early Childhood Educators Go Viral



**Raising
Awareness of the
importance of
early childhood
educators and
uniting them
across the
province**

Website Links For information on Early Childhood Education!

- ECEBC: Early Childhood Educators of British Columbia
2772 East Broadway
Vancouver BC
V5M 1Y8
604-709-6063
www.ecebc.ca
- Coalition of Child Care Advocates of BC
2772 East Broadway
Vancouver BC
V5M 1Y8
604-515-5439
www.ccabc.bc.ca
- First Call www.firstcallbc.org
- Success By 6
www.successby6bc.ca

Project Created in the
Cowichan Valley By

Adriana Soler
Cindy Lise
Ami Mullins

For more information contact
Cindy Lise
cindyisuccessby6@shaw.ca

ECEBC Cowichan Branch Goes Viral

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- An informed society will help to building a level of respect and professional understanding that early childhood educators are deserve.

Building and Identity

The unmistakable green bracelet with the ECEBC Logo will be worn by professional ECE's across the province who share their pride in their work.



The Project

With the in kind support from BCGEU a series of 5 video clips has been produced and animated. Go to www.cowichankids.ca to see!

The messages conveyed in the clips outline the importance of early childhood educators and the diverse skills required to support children and families to grow and develop.

These clips will be widely promoted through facebook, websites and You Tube

The skills of an early childhood educator
Priceless!

The Leadership Initiative

ECEBC Leadership Institute is funded through Vancity Community Foundation

This Initiative:

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ECEBC Leadership Project *Early Childhood Educators Go Viral*

Social Media 101 Workshop with Holly Page from BCGEU- The event was full within 24 hours.



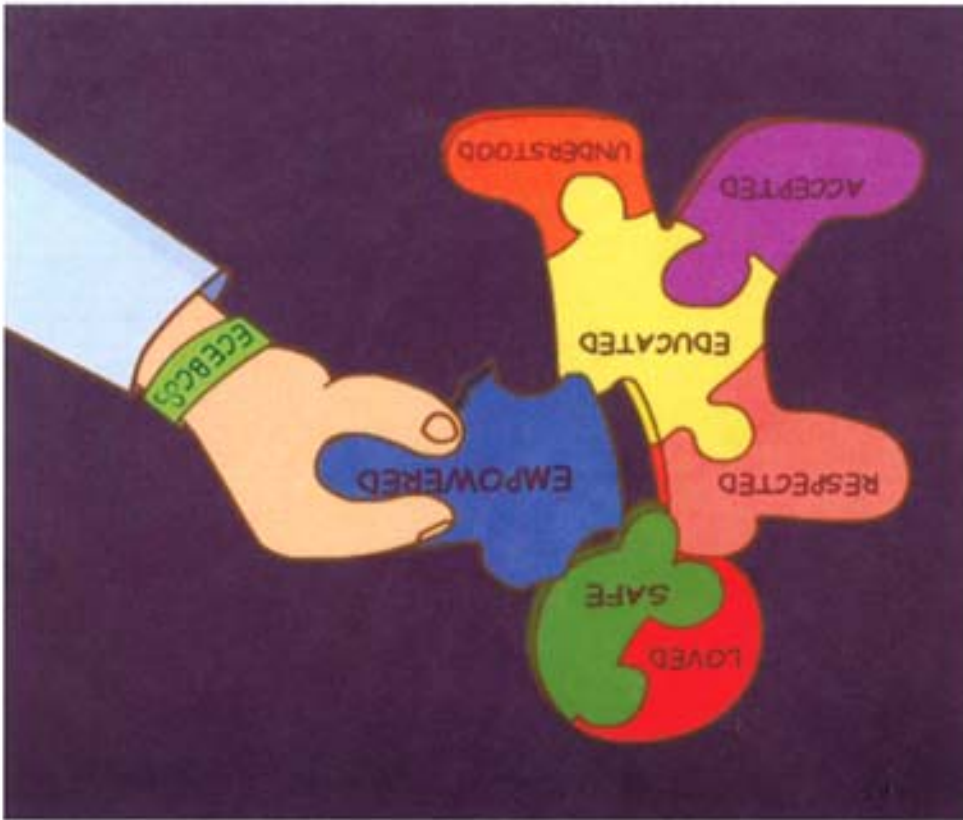
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Proud to support
the ECBC
Conference
and Gala Dinner
May 3-5, 2012



**Representing
early childhood
educators
across B.C.**



Cowichan ECEBC

Duncan BC,



November 25, 2012,

Dear Respected Early Childhood Educators and Colleagues,

On behalf of Cowichan Early Childhood Educators we are thrilled to share our exciting project with those working with children around the province of British Columbia.

The Cowichan ECEBC, ECEBC and BCGEU is proud to celebrate child care with the launch of a series of short animations which have been provided in the CD within this package or can be found on www.cowichankids.ca or <http://www.youtube.com/channel/UCZ1fnqAP5KyZhRK9U1mnn6Q/feed>

These five animations are part of a leadership project created by the Cowichan Early Childhood Education members Cindy Lise, Ami Mullins and Adriana Soler. The BCGEU worked jointly with them on the campaign portion of the project.

The messages conveyed in these clips outline the importance of early childhood educators and the diverse skills required to support children and families in their growth and development.

Living in an era of technology, we have the ability to send information around the world. There is no greater message to send than the importance of early childhood educators, who are responsible for providing care to society's most important citizens.

An informed society will help build a level of respect and a professional understanding that early childhood educators deserve.

This portion of the project aims to use the power of social media. We are encouraging you to send these short animations via facebook, twitter and other media.

Please share and promote these clips through your social networks and amongst your colleagues and families.

We have also included bracelets in your package- They are for all early childhood educators and their significance is to unite early childhood educators across the province. Please share freely!

Sincerely,

Cindy Lise, Ami Mullins and Adriana Soler

What I gained from the Leadership Initiative

I think the thing I will take away most from this journey in the leadership project is the knowledge that I am not alone and there are several other "field mice" working away relentlessly together, tunneling a path for children, families and society. That together, **united** we can make a bigger, clearer path to shape our communities with the knowledge and understanding that we are all fundamentally connected to, and part of, every other thing in the universe. That together we can make the world a better place...and it all starts with the rumbling of a few strong mice!



What Does Being an Early Childhood Educator Mean to Me?

Have you ever heard of the Russian folk tale "A very important field mouse"? It is a story about two mice named Millie and Morris. You see Millie and Morris liked each other, but Millie really wanted to marry someone strong and important so she went off to do just that. She set out to find this strong and important person, first she met the sun, who shone bright, but he admitted the clouds could cover him up, so Millie talked to the cloud, who admitted the wind could push him around. So Millie went to the wind, who admitted no matter how hard he blew he could not move the mountain. With this knowledge, Millie set out to marry the mountain until she realized that Morris the field mouse, would tunnel through the mountain day after day, never giving up on his task, and there was nothing the mountain could do to stop him. Millie then realized the most strongest and important person, is not always the one that you would first think of, but could be the one who is determined, passionate and right in front of you. I am a field mouse. I am passionate and determined and I am strong. I may not be able to move mountains but as an early childhood educator I am able to change the world slowly and with one smile at a time.

Adriana Soler



What Does Being an Early Childhood Educator Mean to Me?

As an Early Childhood Educator I have been blessed with a job where I am able to make a difference in a child's life while being rewarded. I have been rewarded with laughter, smiles, hugs, trust, challenges and much more. I love knowing that I am able to make a difference in a toddler's life as they try to figure out who they are. Being an Early Childhood Educator I am a person who rises to meet challenges presented to me while staying true to myself, knowing that I approach each day with there being something to learn and something I can give.

I am an Early Childhood Educator.

Ami Mullins

