

Growing *EEC Rewards* Talking Points

What is *EEC*? The NC Early Educator Certification (*EEC*) is a professional certification for those who work with and work on the behalf of children ages birth to twelve in North Carolina.

Why offer rewards to certified *Early Educators*? Because our industry is composed of a workforce that earns little, fees have been kept at a minimum. While we must still describe ourselves as a low-resource industry, *EEC* provides us with an opportunity to reward professionals for their educational accomplishments that increase an individuals' ability to stretch their wages through a variety of discounts and rewards -- much like what public school teachers have, what AARP offers, what AAA members receive, etc.

How can we help you reach more potential customers? The tight economic situation also provides both your business and our field with an opportunity to work together to provide services and goods at a reduced cost for our field and increase your potential number of customers. Fewer discretionary dollars means fewer customers walking through the shop doors and online portals to make purchases.

Who issues *EEC*? The NC Institute for Child Development Professionals is the certifying body for Early Educators in North Carolina.

How is *EEC* funded? *EEC* has been designed as a self supporting system. Public and private funds are seeding the effort and have, to date, certified over 6,600 Early Educators. This system is currently voluntary, however *EEC* is being woven into state and local systems and efforts to steadily increase the numbers of certified Early Educators in our state.

How many potential shoppers could my *EEC Rewards* reach? Statewide, an estimated 47,000 Early Educators work with children, assist teachers, teach adult learners, direct programs, monitor funding, provide professional development and technical assistance, provide consultation, direct state programs, work in afterschool programs, regulate child care facilities and more.¹ We work in over 9,000 regulated child care and afterschool programs, dozens of non-profit agencies (Smart Start, child care resource & referral), public schools (teacher assistants), and state agencies/offices.

How many people could *EEC Rewards* reach in our county/region? In our county/region (list counties in region), your reward or discount will reach _____ Early Educators and their families. It will also touch ____ early care and education settings, ___ afterschool settings and ____ agencies/organizations.

May we provide a one time prize or discount? Yes. Your company may donate an *EEC Reward* one time, which will be used as an incentive to increase the number of applicants who apply and/or complete a service satisfaction or workforce data survey. Contact info@nceec.org to learn more.

How will my *EEC Rewards* be advertised? An up-to-date listing of *EEC Rewards* is maintained by the *EEC* Office. *EEC Rewards* are shared with certified individuals and Institute partners, statewide, through newsletters and email blasts from the Institute and its partners. In the future, *EEC Rewards* vendors will be listed on the Institute's website within the *EEC* section (www.nceec.org).

¹ Smart Start Economic Impact Study, 2008

Creating *EEC Rewards* Vendor Packets

Steps

Step 1: Request a list of certified individuals for your county from erinl@nceec.org.

Step 2: Review the Talking Points

Step 3: Create vendor packets with a local flavor. Download and duplicate the EEC brochure located at the link below. (http://www.ncicdp.org/EEEEC_broch.pdf)

Step 4: Draft a letter (see draft) from your agency to share the local perspective. Attach your agency brochure and business card and/or provide contact information for the EEC office as shown below. If by email include your contact information in the email message.

Step 5: Follow up with each vendor contacted.

Step 6: Compile a list of vendors and types of discounts secured.

Step 7: Share the list regularly with the EEC Office (info@nceec.org).

Contact Information

- For more information about EEC go to www.ncicdp.org and click on Early Educator Certification.
- For information about the Institute contact Debra Torrence at director@ncicdp.org.
- For information about the growing list of *EEC Rewards* contact info@nceec.org.

Sample *EEC Rewards*

HATCH® is offering certified Early Educators a 10% discount to purchase any* of their 6,900 top quality early childhood products and supplies. Visit their website at www.hatchearlychildhood.com and enter the code XXXXX when placing your order.

Discount School Supply offers a 15% discount for certified Early Educators on teacher supplies and quality products for young children to support child development. When ordering online at www.discountsschoolsupply.com, enter XXXXX in the coupon code on the check out page.

DRAFT LETTER

Insert agency logo

Insert Date

Dear _____,

We want to connect you to more customers! Over 6,600 people will receive information about your business!

The _____ (insert agency name) is pleased to share with you information about NC Early Educator Certification. NC Early Educator Certification (EEC) is a professional certification for those who work with and work on the behalf of children ages birth to twelve in North Carolina, granted by the NC Institute for Child Development Professionals (a nonprofit organization).

In our county individuals serve our community and support our businesses everyday by providing child care, preK, Head Start and school age services in _____ programs across our county/region. Statewide, an estimated 47,000 Early Educators work with children, assist teachers, teach adult learners, direct programs, monitor funding, provide professional development and technical assistance, provide consultation, direct state programs, work in afterschool programs, regulate child care facilities and more.² We work in over 9,000 regulated child care and afterschool programs, dozens of non-profit agencies (Smart Start, child care resource & referral), public schools (teacher assistants), state agencies/offices.

Over 6,600 North Carolina Early Educators are certified already! The picture of the certification card (wallet size) below shows you one of the official documents certified individuals receive.

How can EEC help your business reach more customers and support Early Educators working in our community? EEC

provides us with an opportunity to reward professionals for their educational accomplishments and stretch their dollars through a variety of discounts and professional rewards -- much like what public school teachers have, what AARP offers, and what AAA members receive. In our county/region (list counties in region), your reward or discount will reach _____ Early Educators and their families. It will also touch ____ early care and education settings, ____ afterschool settings and ____ agencies/organizations.



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² Smart Start Economic Impact Study, 2008



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How do you sign up to provide an EEC Reward? It's easy! You pick the type of reward/discount your business is willing to offer to certified Early Educators in North Carolina or to those in our county/region only. Determine if the discount will be offered indefinitely or on a time limited basis. Contact _____ to share what the discount will be and a code that will be used when Early Educators shop in your store/online with your business. We suggest you assign a specific code or number to the discount to help your business, our agency and the Institute keep track of our efforts.

Don't delay! Let's get started! The holiday season is just around the corner. Contact _____ with your ideas and questions.

Sincerely,

Name
Title