

# Who We Are and What We Do:

## Communicating About Our Professional Identity



Vermont early childhood educators have clearly chosen to align with the recommendations of the Unifying Framework that describe the name, role and responsibilities of the profession.

With this decision comes the need for action and a responsibility to ensure that families, community members and policy makers understand who early childhood educators are and what they do.

**It's time to share with our communities who we are and what we do** in order to get public support for an early childhood education profession with well-compensated, well-prepared, individually licensed early childhood educators across all settings.

This workshop is centered around the recently-developed "Professional Identity Toolkit" that is full of ideas and resources for communicating with families and others about the unique role and specialized skills that early childhood educators have in their work with children and families.

**Register for this workshop and explore the new toolkit to help you implement a professional identity as an Early Childhood Educator / Early Childhood Education Program:**

- Social posts celebrating play-based learning
- Shifting away from "daycare" language
- Real examples of letters shared with families and communities
- Practical steps for home-based programs changing a business identity
- A thought board to help process what will work for you

**Dates + registration:** [vtaeyc.org/events/tags/who-we-are](https://vtaeyc.org/events/tags/who-we-are)

**Get involved:** [vtaeyc.org/advancing](https://vtaeyc.org/advancing)

**Toolkits and posts:** [vtaeyc.org/project-resources](https://vtaeyc.org/project-resources)

**Request a session:** Rachel Hunter, Outreach Coordinator  
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*Register here!*

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Vermont Association for the Education of Young Children