

STATE OF THE
Council *for*
Professional
Recognition
2022

COUNCIL
for
PROFESSIONAL
RECOGNITION

Reflecting on Achievement

2022 IN REVIEW

In 2022, the Council for Professional Recognition deepened its mission to the early childhood education (ECE) community through a coalescence of reflection and action. I recently reflected on the NAEYC, *Advancing Equity in Early Childhood Education*, position statement in 2019, that stated, “All early childhood educators have a professional obligation to advance equity.” Since that position statement was published, the world has been ravaged by a pandemic and an unprecedented mental health crisis that has resulted in magnified inequities and newly experienced trauma merged with systemic failures. This series of events required immediate action on behalf of the Council to support early childhood educators and in turn, our youngest learners. That is why the Council’s focus in 2022 was to assess, infuse, and measure equity, diversity, and inclusion in every facet of our organization.

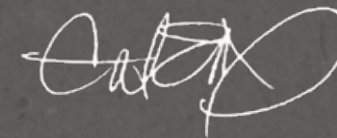
In 2022, the Council prioritized three main areas:

- 1. Reimagining the CDA process:** upgrading the CDA multiple choice exams in collaboration with various subject matter experts (to be piloted in 2023), ideating methodologies to make Council technology systems accessible to all stakeholders and completing an Equity Focused review of the CDA publications and the National CDA Competency Standards in partnership with the Children’s Equity Project.
- 2. Customer experience:** this included expanding Council resources for our Spanish-speaking and military communities, as well as extending an automatic 180-day renewal grace period to allow CDAs an opportunity to complete the renewal process and retain their credential. Additionally, in 2022 our Credentialing department issued over 19,000 initial CDA credentials and maintained renewals of close to 20,000. Additionally we revitalized and launched the new Military School-Age credential materials.
- 3. Community relationships:** which included the launch of the Council Alumni Network, that grew and developed strong alliances with stakeholders to share and discuss strategies to promote innovation, recognition, improvements, and stability within our workforce. In addition, tied to this focus, included our sold-out conference in Orlando, Florida. The Early Educators Leadership Conference was uniquely designed to focus not only on the latest trends in the field but also on the individual—in an effort to put early childhood educators and leaders first and promote self-care within the field. To further enhance our commitment to our community, the Council initiated the inaugural ECE Practitioner Day in Orlando, FL. This event provided CDAs with thought-provoking professional development as well as the opportunity to network and connect one-on-one with Council leadership.

Additionally, with grassroots campaigns and advocacy for the ECE community being a cornerstone of our foundation, the Council hosted its first virtual Hill Day event in the spring bringing 300 advocates together to voice their perspectives and contributions to members of Congress. As we navigate through these complex times, this collaborative work with the government starts conversations that can lead to transformational change for our early educators.

Finally, through the CDA credential holder survey, the impact of obtaining a CDA remains a strong and necessary step to advance early educators in their career. You will read highlights in this report, but I am especially proud that 73% of respondents believe the CDA credential has been beneficial for their career and 87% of respondents believe it made them more prepared for the classroom.

I am proud of the work the Council has been able to accomplish in 2022 in support of our mission. This report contains the various initiatives and achievements within each department. As we progress into 2023, I would like to thank the board and Council staff for their critical support and unwavering commitment to the ECE community.



Dr. Calvin E. Moore, Jr.
CEO of the Council for Professional Recognition





Advancing early childhood educators' *professional growth, development and recognition.*

Mission

OF THE COUNCIL

The Council for Professional Recognition promotes improved performance and recognition of professionals in the care and education of children from birth to age five.

Vision

OF THE COUNCIL

The Council works to ensure that all early childhood educators can meet the developmental, emotional and cognitive needs of the nation's youngest children.

Role

OF THE COUNCIL

The Council's key purpose has long been to assess the knowledge and skills of professionals in the early childhood care and education field. Since 1985, we have awarded the Child Development Associate® (CDA) credential to candidates who can meet the CDA® Competency Standards, a proven measure of performance in ECE.

The CDA is our hallmark product and a first step on the pathway to a rewarding career. Still, the need to grow and learn never ends. So, we have broadened the scope of our work beyond assessing candidates for the CDA. We now also offer a wide range of resources and research, seminars and events on trending topics in the ECE field. We support early childhood educators so they can do even more to support our youngest children.

History of the CDA®

C R E D E N T I A L

The CDA® came out of the civil rights movement and search for justice in all walks of life. In 1971, a common commitment to equity in education brought a group of progressive early childhood leaders together. They wanted to raise the level of early childhood education and make sure that all our country's young learners had qualified educators who could do more than babysit infants.

The meetings of these progressive thinkers led to the concept of a professional credential, and in 1975, Margaret E. Wright was awarded the first CDA. With federal funding, the CDA Consortium and then Bank Street College administered the CDA. Over the next decade, the demand for the CDA grew so much that the Department of Health and Human Services worked with the National Association for the Education of Young Children to set up a separate nonprofit charged with overseeing the credential.

Since then, the Council for Professional Recognition has ramped up the CDA to meet the changing demands of the ECE field. We've added more coursework and adapted it to be inclusive by filling the needs of diverse cultures and new immigrant groups.

Much has changed since that group of early childhood leaders met in 1971. But one thing has stayed the same in the ongoing quest to increase the ranks of qualified early childhood educators in every continent, country and county. The core of the CDA has maintained the conviction that all young children have the basic right to a high-quality equitable education.

According to
CDA® recipients, earning
the CDA not only helps
educators bring out the best
in children, it also *advances
their careers* and contributes
to the status of our
profession.

2022 Accomplishment

HIGHLIGHTS

The Focus: Equity, Diversity, and Inclusion

The Council for Professional Recognition (the Council) took intentional steps to be responsive to the ever-changing needs of our field by embedding equitable practices, policies, and procedures in every aspect of our work.

CONNECTING WITH OUR COMMUNITY

Webinars: Multilingual

To deepen engagement with the early childhood education (ECE) community, the CDA Credentialing team, in conjunction with Multilingual and Special Programs, developed and presented 22 webinars on the initial and renewal process. Most were presented in English and Spanish. Each webinar was tailored to support the needs of these specific diverse audiences.

In alignment with our efforts to be more equitable and inclusive, we developed approaches to connect more deeply with our Spanish speaking and military communities. We prepared a series of 10 CDA® webinars in Spanish for candidates and CDA instructors. The webinar series included in-depth instructions on CDA credentialing processes, such as the CDA® exam, specifically for those who seek assessments in other languages, and special accommodations. We also engaged in the revitalization and launching of the new Military School-Age Credential System.

Early Educators Leadership Conference

October 2022 brought the annual Early Educators Leadership Conference (EELC), hosted in Orlando, FL. This year's event centered professionals from across the nation and Puerto Rico around Leading Career Pathways to Equity. With our largest EELC attendance to date, featured leaders in our field discussed equitable practices and leadership while immersed in an environment focused on the self-care and wellness of the professional.

- More than 320 registrants (sold out)
- 20 professional development sessions
- 30+ keynote speakers and presenters
- Networking opportunities, special events and a wellness expo

CDA PD Specialist™ Community Expanded Resources

To support our diligent PD Specialists, we streamlined access to support documents by expanding the online PDS Community page on the Council's website. This update provides a comprehensive

space for PD Specialists where they can find answers to all their policy and procedure questions by accessing a library of resources created just for them.

Council Alumni Network (CAN)

Our network has grown exponentially in 2022. This year, CAN featured new ways to connect CDA earners, Institutions of Higher Education, PD Specialists, early childhood advocates, and leaders in our field that span across the U.S. and abroad. Our mission is to provide recognition, resources, and opportunities through shared best practices, insights, and access to special interest networks.

- Nearly 900 active network members
- Daily live feed interactive posts and member submitted blog posts
- Featured strategic networks include, institutions of higher education, PD Specialists (including a Spanish PDS network), and home visitors
- 25+ recruited lead regional ambassadors
- Hosted virtual events, such as: coffee breaks and webinars

Advertising

Embarked on a new national advertising campaign initiative. Key events and awareness campaigns were promoted to increase EELC attendance, CDA awareness, webinar registration, PDS recruitment, and CDA funding opportunities. Advertising venues included:

- EdDive
- EdSurge
- Exchange Magazine
- SmartBrief
- The Journal Newsletter

These platforms allowed the Council to reach over 125,000 new contacts and introduce them to the Council and the CDA.

“When [high school] students decide to pursue a CDA, they’re showing us that they’re committed to the ECE field and care about teaching young learners.”

—Dr. Bisa Batten Lewis, president,
Black Child Development Institute,
Atlanta, GA



INNOVATION

Child Development Associate® (CDA) Instructor Course Pilot

We launched a pilot for the CDA® Instructor Course. This proficiency-based learning intervention prepares CDA instructors with the skills to develop impactful CDA preparation services. The pilot's purpose is to facilitate a soft launch of the curriculum to identify potential courseware enhancements and test course administration processes. The Council selected pilot participants based on their subject matter expertise in the CDA instruction and preparation services sector and their relationship with the Council. Currently, the pilot sustains seventy-six active participants and will continue through late Spring 2023.

CDA® Exam

As a follow-up to the Job Analysis Study completed in Q4 2021, the Council embarked on a year-long process to update the CDA multiple choice exams. The exam update engaged 59 subject matter experts (SMEs) through four stages of test development: item writing, technical and fairness reviews, content validity reviews, and standard setting. They completed over 1,150 hours of virtual workshops and independent work to write and validate 563 new exam items. The SMEs were a diverse group of CDA credential holders with varying levels of experience from 1 year to 30 years, representing 32 states and territories and ranging in age from 18 to 62 years old. The new English and Spanish exams will be piloted and fully adopted in 2023.

Leadership Certificate

Considerable progress on the development of the Leadership Certificate was made. Specifically, the team worked with Council staff to facilitate thorough reviews of course content, worked with contractors to create courseware, and are currently conducting internal reviews on first drafts of training materials.

180-Day Renewal Grace Period

In collaboration with the IT Department, CDA Credentialing implemented an automatic 180-day renewal grace period to allow CDAs an opportunity to complete the renewal process if their credential lapsed.

“Education is
a powerful tool
that creates a
strong foundation
for success,
promoting the
CDA is a way to
ensure there’s a
supply of high-
quality teachers.”

—Javier Nicasio, early childhood
instructor, Passaic County Technical
Institute, Wayne, NJ

RESEARCH ASSETS

Evidence-Based White Papers

The expansion of research-based white papers and thought pieces included four published pieces. Key partners in our sector have shared and published the content assets.

- *The Invisible Children in Our Midst: Homelessness in the Early Childhood Classroom*
- *Partnering with Immigrant Parents: How to Connect Across Language and Culture*
- *Tech for Every Tot: Bridging the Digital Divide*
- *Men are an Essential Part of Our Field's Future* (published in Exchange Magazine)

CDA Credential Holder Research

Every five years, the Council surveys its credential holders to fully understand and strengthen the CDA to ensure the credential continues to meet the needs of early childhood education professionals. The survey received 5,343 complete responses between July and August 2022. In November 2022, four focus groups were also conducted to gain deeper insights into the survey findings.

Below are a few highlights (the full report will be found on the Council's website in 2023):

- 73% of respondents believe the CDA credential has been beneficial for their career
- 87% of respondents believe it made them more prepared for the classroom
- 64% of respondents pursued the CDA credential to expand their skills
- 79% of owners/directors believe the CDA credential makes their teachers more prepared for the classroom
- 80% of owners/directors said they were more likely to hire someone with a CDA credential than someone without

Reimagining the CDA Process

Throughout 2022, the Council continued working on its multi-year project to reimagine the CDA credentialing process using a design thinking methodology. Design thinking uses the following multistage approach: empathize, define, ideate, prototype, and test. By the end of 2021, the Council completed the first two stages in the design thinking process, empathize and define.

Thanks to the generous support of the W. K. Kellogg Foundation, \$300,000 was secured to move into the ideate and prototype stages. During ideation, the Council team identified 21 potential process changes and enhancements to the credentialing process to address the concerns articulated by candidates and PD Specialists during the empathize stage. To ensure the generated ideas have the intended outcome of improving the credentialing experience, the Council tested the proposed changes and enhancements with candidates, PD Specialists, and ECE stakeholders through 11 focus groups. In total, 61 participants provided feedback on the ideas generated during the ideation stage.

In 2022, the Council determined through stakeholder feedback that our current Customer Relationship Management (CRM) system, required enhancements to better align with the needs of stakeholders. As part of this assessment process, the Council went through a rigorous discovery phase, determining where we should focus to deliver a more user-friendly and effective user experience. In 2023, the Council intends to implement a new CRM that will better meet the needs of our stakeholders.

CUSTOMER EXPERIENCE

White Glove Customer Service

In pursuit of attaining white glove customer service, the operational hours at the customer support center were expanded in 2022 and additional agents were brought on board to support CDA candidates and PD Specialists. Through December 7, the customer support center team answered 88,539 calls, 13,927 chats, and 17,700 emails. Additionally, the Council expanded its use of customer surveys to track satisfaction with the customer support center by launching a new satisfaction survey in March. From March through November, 5,706 individuals completed the survey and 88% of callers indicated that their issues were resolved the same day, 86% indicated their agent was courteous and 79% said they received excellent customer service.

ADVOCACY

Hill Day 2022

The Council hosted its first virtual Hill Day event from March 28 - April 1, 2022. This event is intended to give a voice to the CDAs around the country by sharing their stories and contributions to the early childhood education community and advocating for issues important to the ECE workforce. Three hundred CDA advocates around the nation signed up to participate in the event, and 57 congressional meetings were hosted with members of Congress and congressional staffers. These efforts will push into 2023 to inspire our constituents to act in the name of our profession.

“There’s a level of confidence and quality assurance that comes when a teacher walks in the door with the credential and that’s something our children deserve.”

—Erin Smeltzer, executive director and CEO, Children's Forum, Tallahassee, FL



2022 Achievements
S N A P S H O T

Nearly 1 Million
educators credentialed since 1976

39,000+
educators
credentialed in
2022

Online CDA Initial	19,032
Preschool	9,926
Infant-Toddler	7,831
Family Child Care	1,114
Home Visitor	161
CDA Renewal	20,000

87% of respondents believe the CDA made them more prepared for the classroom.
(2022 CDA Holder Survey)

2022 Achievements
S N A P S H O T

f

18K fans

ENGAGEMENTS 11.5K

Impressions 613K

Page Visits 12.8K

Shares 829

POSTS 658

🐦

4.9K followers

ENGAGEMENTS 3.2K

Impressions 97K

Mentions 215

Page Visits 21K

TWEETS 703

in

7.6K followers

ENGAGEMENTS 6.5K

Impressions 180K

Comments 414

Shares 671

POSTS 646

73% of respondents believe the CDA credential has been beneficial for their career.
(2022 CDA Holder Survey)

2022 Achievements

S N A P S H O T



97%

overall satisfaction
rating for the 2022
EELC conference



Participated in over
40
national events and
conferences



1295
vouchers issued in
partnership with the
MD State Dept of Ed



240+

pieces translated in
Spanish



18,708
CDA Verification
Visits® Completed



63
attendees at
inaugural ECE
Practitioners' Day



1,051
new CDA PD
Specialists™
endorsed



1.9M
Unique Pageviews



83%
of website visitors
find the information
they need



1,300+
Media Mentions



1,015
subscribers to the
new CDA® Handbook
for High School



1.8M
email campaign
opens

2022 Achievements

S N A P S H O T



CDA® Testimonials & Quotes

FROM THE FIELD

“The CDA ensures that people who are working with young children meet quality standards. Though you have qualifications, even a master’s degree in early childhood, it doesn’t mean you belong in the classroom. But when you obtain your CDA credential through the assessment process, you have proven that you meet those international standards.”

—*Samia Kazi, chief operating officer, Arabian Child, United Arab Emirates*

“Gaining a CDA, helped me be a better teacher for my high school students. I felt more professional after getting a credential that was customized to teaching our youngest learners.”

—*April Woodard, school counselor, Kemp Primary School and CDA Advisory Committee member, Hampton, GA*

“People need certified assistant teachers like those who’ve earned a CDA®. The CDA is a hallmark of quality in teaching. It’s also an entry point into the early learning profession and the first rung on the ladder for those who want to rise in the field.”

—*Dr. Mashonda Smith, dean, Workforce Development & Lifelong Learning Division, University of the District of Columbia, Washington, DC*

“To succeed in ECE, you need to have coursework. You also need to spend time in the classroom. It’s important to have both and that’s one of the reasons I like the Child Development Associate® (CDA) Credential™. It gives you a theoretical knowledge of ECE and a practical knowledge of what you should do with young children.”

—*Lisa Burke, executive director, Friends of Children and Families, Boise, Idaho*



“[CDA helped teachers in Columbus, Ohio] realize they had more expertise than they thought and gave them the theory to validate their practice.”

—*Charvella McKay, associate professor of early childhood development and education (ECDE), Columbus State Community College, Columbus, OH*



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“The CDA
is a stepping
stone that got
me started and
inspired me to
go on with my
education. And
I urge people
to earn a CDA
whether they’re
in high school or
already working
in the ECE
profession.”

—Kelly Maupin, TECTA site
coordinator, Dyersburg State,
Dyersburg, TN



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