



## Parents Bringing Joy (PB&J) Fellowship

### Program Overview

The [Children First Collective](#) introduced the **Parents Bringing Joy (PB&J) Fellowship** as an opportunity to create movement-building social media content that comes directly from the parents and providers most impacted by the policies being advanced. This project is graciously funded by the [Heising-Simons Foundation](#).

To truly elevate parent and provider voices in the child care space, we must take tangible steps to allocate resources and support for these individuals. This means creating space for parents and providers to be compensated while they share their perspectives, experiences, ideas, and expertise. We must also provide them with a platform for these perspectives to be seen and heard. By doing this, we can create a better understanding of what is important to those most affected by child care policies and create a comprehensive, informed approach to creating space for all.

This opportunity is a **compensated** fellowship, focused on relationship building, skill development, and coaching for social media content development, communications, and digital political advocacy. The group of parents will work in conjunction with the people-first communications team, [Nectar Digital Collaborative](#), as well as Children First Collective Working Group partners.

Put simply, we are supporting and compensating parents—our Fellows—to run the Children First Collective (CFC) social media platforms by posting weekly content on Twitter, Instagram, and Facebook; working with the Collective to create mini campaigns to support political advocacy; and using social media and text messaging as a tool to create more connection among our diverse base.

### Program Partners

We are excited to work with **Nectar Digital Collaborative** to bring together a cohort of parents to share their experiences while learning the skills to successfully manage the Collective's social media presence. We believe that working with Nectar's community-driven team to train, coach, and support a cohort of three parents to effectively run the Children First Collective's Twitter, Facebook, and Instagram accounts is an achievable goal. Through this collaboration, we aim to ensure the visibility of our organization and its mission, while being mindful of empowering our community voice and advocacy lens. Furthermore, we will work with this cohort to establish an effective framework for posting content and engaging with our followers.

### **Program Strategies**

In November 2022, Nectar Digital Collaborative hosted an initial in-person training retreat over the course of a weekend, in which the three selected parents spent time together, got to know one another, the Nectar Team, and CFC Working Group members, while also receiving initial training around social media management.

Nectar has since hosted weekly calls with the parents in the spirit of supporting each parent in their learning journey. The calls offer time for both tips/training and troubleshooting. While also providing a safe space to be vulnerable with insecurities on the journey of self confidence in social media advocacy. The weekly meetings are bringing power back to the parents and their voice. Handing them the microphone to amplify their voices while not being muted by corporations, and making them feel empowered to use that voice in “white spaces.”

Whether they are training or working, parents are compensated for their time—via stipend—at a rate commensurate with a Digital Coordinator in San Diego County.

### **Summary of Expected Outcomes**

The ultimate goals of a digital media presence are to:

- a. Elevate the perspective of San Diego County parents and providers with regard to the local child care ecosystem;
- b. Grab attention and be seen as a credible and community-supported source by elected officials and other power brokers;
- c. Impact policymaking in San Diego with the goal of achieving child care justice for families and child care providers, focused on equity and accessibility;
- d. Grow the base of interested and vested parents and providers when it comes to child care systems change.

To achieve all of this, we need regular and trusted community voices in the social media sphere.

### **Project Timeline**

The Fellowship is running October 2022 through August 2023.

May 2022:

- Proposal from Nectar and consensus agreement from CFC to utilize Heising-Simons grant for this project.

June 2022:

- Begin outlining project directives and early recruitment (via invitation).

August 2022:

- Begin recruitment and hold space for any last-minute details/questions/ideas.

September & October 2022:

- Fellows are chosen and calendars are aligned for preparation for in person training begins. [PB&J Retreat]

September - December 2022:

- PB/J cohort is coached on developing regular social media calendars, divides content development responsibilities and shares out via Children First Collective town halls and working group.

November 2022:

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- In-person training session [PB&J Retreat November 11th through 13th]

January 2023:

- Strategy session to prepare for City of San Diego and County budget seasons and short term goals.

January - July 2023:

- PB/J cohort takes the lead on developing regular social media calendars, divides content development responsibilities and shares out via Children First Collective town halls and working groups.

March - May 2023:

- Planning for a second in person retreat for on the ground in person event support and training.

August 2023:

- Closing conference and regrouping on project.

## **Children First Collective Leadership**

CFC has two co-facilitators who help organize the connection across partners and community. Through structured weekly meetings with partners, and monthly town halls with the community, the co-facilitators also define and track policy strategy for local advocacy goals.

**Courtney Baltiyskyy** is the Director of Advocacy and Strategic Partnership with the YMCA of San Diego County's Community Support Services.

**Erin Hogeboom** is the Director of San Diego for Every Child.

## **Children First Collective San Diego Working Group Partners include:**

Child Development Associates

The Chicano Federation

Child Care Provider Union (UDW CCPU)

Educational Enrichment Systems (EES)

First 5 San Diego

Kids on the Go

MAAC Project

Miren Algorri, Family Child Care Provider

Mission Driven Finance

Neighborhood House Association

Parent Voices San Diego

San Diego for Every Child

San Diego County Office of Education

Social Advocates for Youth (SAY San Diego)

YMCA of San Diego County, Childcare Resource Service