



# Early Childhood

2021-2022 Executive summary

## Overview

This year, the Early childhood SIG has seen significant change, with Alex and John stepping down as Chairs and Michelle and Lynsey stepping up to take the role. It was clear that more change was on the horizon as Clare left Ukraine and headed for the USA, and Michelle approached retirement. The SIG members agreed that it was a priority for the year was to:

**Reconnect** - Build a wider-reaching digital presence and network. Share readings, articles, and images to promote joy and good practice amongst the community and put play back on the agenda after long periods of online learning.

**Relight**- Offer our first online event to kick start regular sessions and research the needs of the ECIS community.

**Refresh**- Start the process of selecting multiple new members.

## Goals for 2021-2022

- Inspire early childhood educators to bring play and joy back to the classroom
- Reconnect, refresh and revive the ECIS EC Early childhood community post covid
- Commit to building an online presence and interactive community for the EC community
- Keep promoting high-quality and developmentally appropriate early childhood education within our community

## Social Media

Purpose of the project?	
<p>The overall goal is to: Increase the media presence of ECIS EC SIG to attract increased participation in the ECIS EC conferences.</p> <p>Specific objectives for this marketing activity are as follows:</p> <ol style="list-style-type: none"> <li>1) Drive higher levels of traffic and participation on our Facebook page</li> <li>2) Drive the creation of both a Twitter and Instagram page</li> <li>3) Drive contacts to view ECIS EC as a useful resource, sharing platform and providers to cutting edge EC practice</li> <li>4) Drive active 'projects' to engage user participation and enjoyment</li> </ol>	

Where are we now? What is the current situation?	Where do we need to be? What is the target?
<p>We currently have a popular Facebook page that grows in members daily.</p> <p>The Facebook page was created by previous SIG members to share images of conferences past.</p>	<p>We need to secure other social media accounts and use all platforms actively (weekly/daily updates – project dependent) to have a focus on the present and future.</p>

How does this campaign help ECIS achieve its mission and vision?
<p><b>Our mission is to transform lives through international education.</b></p> <p>By broadening our social media presence and improving our connection with the EC community we will provide opportunities for practitioners to engage in dialogue and share resources. This will in turn help international teachers to gain new insights into areas of EC practice.</p>

In January 2021, The ECIS EC SIG began a project to increase its media presence.



An Instagram and Twitter account was created to build on the 816 existing Facebook followers.

Current members with social media accounts have been posting weekly. The SIG aims to attract new members keen to be involved with building this part of the community, so posts become a daily occurrence and the SIG can reach a more diverse global audience.

## Collaboration

Who is the audience for this project?	
1. EC educators worldwide both from member schools and prospective members.	
Key milestones in timeline	Date of milestone
Ask ECIS for permissions for increased social media presence using the provided logo.	December
Launch Twitter and Instagram accounts	Jan (New year)
Build presence with weekly posts to all social media accounts.	Ongoing
<b>Environmental inspiration</b> Back to school - Show us your settings, inspiration for different area each week <i>See separate plan in EC Folder</i>	August - September 2021
<b>Project joy</b> Sharing images of and ideas to bring Joy to the sector <a href="#">#projectjoy #EC_ECIS</a>	September - present
<b>Source speakers</b> Look for speakers for a webinar to kick off project joy	April 2022
<b>Early years alphabet</b> Each week take a different letter and discuss an aspect of EC interest with links to articles and resources. <i>See separate plan in EC Folder</i>  EG. A is for Agency. Invite members to show us theirs' E.g. Pictures or examples of agency in their own settings. Share a linked article, resource or quote.	under development

The EC SIG worked together to create some marketing plans to reconnect, refresh and revive the ECIS early childhood community post covid.

The intention was to boost social media presence while targeting areas of interest and problems in practice expressed by members.

## Events



### Relighting the Early Years Fire!



Pam Mundy

On Tuesday 7th, June, Pam Mundy kicked off our reconnection event with a webinar entitled "Relighting the early years fire."

This event gave us insight into the EC community's diversity, wants, and needs.

Our insights from this event include that members want:

- Opportunities for more online events
- Inspiration to get children back into inquiry after long periods of lockdown
- Ideas to inspire risk-taking in play and learning
- Ideas to build more opportunities for play

During this webinar, many attendees were present from the middle east. Considering this, we feel that an additional goal for the future would be to:

**Extend our communities' reach and support outside of Europe.**

This event was also used for advertising for new SIG members, and it is worth considering a 'hub and spoke approach' for the new SIG while looking for members