



MEDIA RESOURCE GUIDE

Who We Are

Wisconsin Early Childhood Association has long been a steadfast advocate for the early childhood workforce and strong early care and education in Wisconsin. Rooted in key programs, advocacy, professional development opportunities and research, WECA is a champion for transformational change in child care through support of child care providers and programs, young children, families, and our communities.

Our Impact

WECA's daily work impacts the lives of thousands of early childhood educators and child care programs. WECA also partners with community leaders, businesses, and parents to transform Wisconsin's child care landscape. The organization's vast networks and connections make WECA a well-rounded expert and media source. See WECA's most recent [Annual Report](#) for an additional overview.

Programs and Initiatives

WECA serves and advocates for the early childhood workforce and child care programs through the administration of several key services, programs, and initiatives.



We Provide

- **Observations** on local, regional, and state child care trends
- **Expertise** on the state of the early childhood workforce
- **Connections** to local child care providers and programs across the state
- **Insights** on child care policy and legislation, issues, and studies
- **Information** on child care's economic and business impact

Child Care Data & Research

We are able to comment on, clarify, and contextualize regional and statewide child care data, research, and studies. See WECA's website for our [recommendations brief](#) published in response to 2021 survey results on the state of Wisconsin's early childhood workforce. We also can direct you to reliable information on child care deserts, cost, and economic impact data at your request.

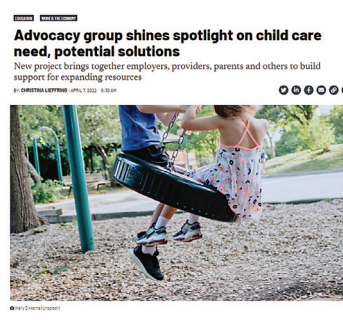
WECA in the News



Politico



Wisconsin State Journal



Wisconsin Examiner



Wisconsin Public Radio

Let's Connect

Ruth Schmidt, Executive Director

Ruth has led WECA since 2002 and is a leading voice for strengthening early care and education through policy and systems improvement. She has extensive leadership experience and serves on various early childhood-focused organizations and coalitions.

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Cassie Perenchio, Communications Director

Cassie, an experienced communications professional and former journalist, is WECA's media relations contact. She will connect you with appropriate WECA sources, data and information, and assist with WECA-related needs and requests.

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For information and media resources on WECA's Raising Wisconsin advocacy initiative, please see or request our Raising Wisconsin media resource guide.