



Taking Charge of Change™

SOCIAL MEDIA TOOLKIT

WHAT IS THE TAKING CHARGE OF CHANGE LEADERSHIP ACADEMY?

Taking Charge of Change (TCC) is designed to support early childhood administrators of center-based programs in leading an organization to continuous quality improvement.

Empower yourself and embrace the change process. Delve into topics that strengthen your leadership style, promote peak performance, implement a quality improvement plan, and build a strong organizational climate. All you need is a working computer with video capability and reliable Internet access!

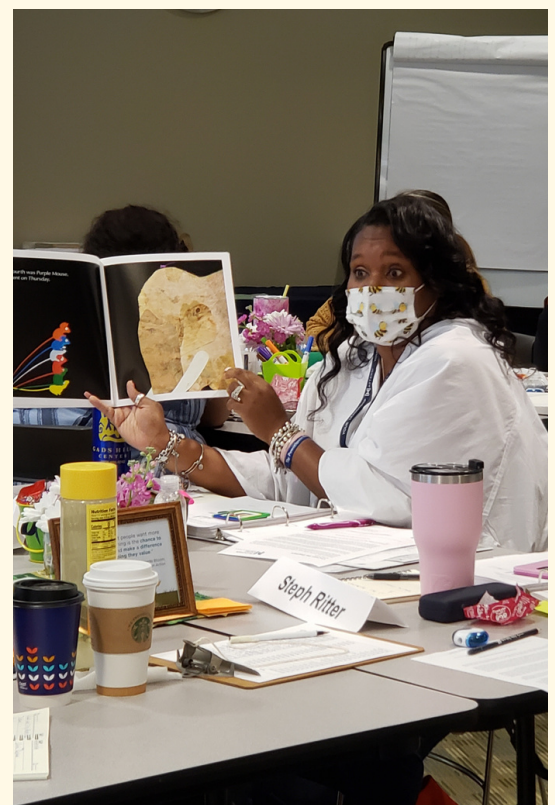
Price

Valued at over \$4,000, but priced at \$800,* there is no other leadership program as impactful and cost-effective as TCC.

Participants receive:

- Twelve skill-building sessions (a blend of in-person and virtual) led by experts in the field
- Six points applied toward the Illinois Director Credential (IDC) core competency requirements
- Over 90 clock hours - Illinois Gateways for Opportunity approved
- \$500 quality improvement mini-grant
- Books, handouts, materials, and program assessment tools
- Breakfast, lunch, some dinners, and lodging included for the in-person sessions
- Full registration for the 2023 Leadership Connections™ National Conference
- College credit available for an additional fee

*Price is dependent on funding awarded from Illinois Department of Human Services (IDHS) and the listed price is only for Administrators of Illinois programs. Administrators of out-of-state programs should contact Barbara Volpe at Barbara.Volpe@nl.edu or 847.947.5132.



**A BLENDED EVENT
OF VIRTUAL AND
IN-PERSON
SESSIONS FOR
2022-2023**

HOW TO USE THIS TOOLKIT

Our goal is to make it as easy as possible for you to share the news about TCC. In this toolkit, you will find sample social media posts, shareable images, and hashtags that you can simply copy, paste, and share in three easy steps. We also included our social media channels so you can follow, like, share, and connect with us!

Taking Charge of Change supports experienced early childhood administrators of center-based programs. Spread the word to help them find this supportive, professional community and achieve continuous quality improvement!

HELP US SPREAD THE WORD ABOUT #TAKINGCHARGEOFCHANGE!



STEP #1: COPY AND PASTE

Choose one of the captions below, copy, paste into your social media platform of choice, and proceed onto the next step to pair your caption with an image!

Striving for improvement? Enact lasting change at your early childhood center with the skills you learn in Taking Charge of Change, the McCormick Center's leadership academy for experienced administrators.

<https://buff.ly/3bqPoTH> #TakingChargeofChange #McCormickCenter

How could you improve your center with \$500? Participation in the McCormick Center's Taking Charge of Change leadership academy for experienced early childhood center-based administrators includes a \$500 quality improvement mini grant. Learn more: <https://buff.ly/3bqPoTH> #TakingChargeofChange

Even with a few years of experience under your belt, are you looking for a supportive community of other #ECE leaders? The McCormick Center's Taking Charge of Change academy for experienced center-based administrators creates lasting professional communities. Learn more: <https://buff.ly/3bqPoTH> #TakingChargeofChange #McCormickCenter

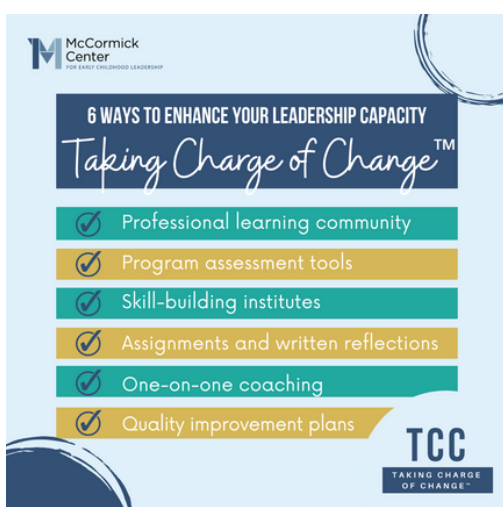
Taking Charge of Change provides experienced #ECE directors with the resources, supports, and inclusive community needed to ensure continued success and quality improvement. Learn more: <https://buff.ly/3bqPoTH> #TakingChargeofChange #McCormickCenter

Are you looking for professional development with a lasting impact? Taking Charge of Change's skill-building institutes and written reflections help ensure sustained change and growth. <https://buff.ly/3bqPoTH> #TakingChargeofChange #McCormickCenter

Valued at over \$4,000, but priced at \$800, there is no other leadership program as impactful and cost-effective as #TakingChargeofChange. Learn more about the McCormick Center's leadership academy for experienced center-based #ECE administrators: <https://buff.ly/3bqPoTH>

STEP #2: DOWNLOAD AN IMAGE

These ready-made images are perfect to catch the attention of your followers. Just click an image, download, and pair with a caption from Step #1.



STEP #3: SHARE USING OUR HASHTAGS

With your caption ready and image downloaded, you are now just moments away from sharing! Don't forget to include our hashtags, as shown below. Also, please tag or mention us in your post. We'd love to reshare it on our page to spread the excitement!

Check in on what others are posting by searching for these hashtags on social media.

#TAKINGCHARGEOFCHANGE
#MCCORMICKCENTER



CONNECT ON SOCIAL MEDIA

INSTAGRAM:

[@MCCORMICKCENTER NLU](#)

TWITTER: [@MCECL](#)

FACEBOOK:

[@MCCORMICK.CENTER](#)

LINKEDIN: [MCCORMICK
CENTER FOR EARLY
CHILDHOOD LEADERSHIP](#)

SUBSCRIBE TO OUR
[ENEWSLETTER](#)

TCC

TAKING CHARGE
OF CHANGE™

GET TO KNOW OUR Leadership Academies

The McCormick Center's Leadership Academies - Ready to Lead (RTL), Taking Charge of Change™ (TCC), and Taking the Lead (TTL) - offer transformational professional learning for center-based and home-based ECE administrators. These communities of practice meet throughout the year. Credit for college and professional development credentials are available for TCC and TTL.

ACADEMY	WHO	WHAT	COST
READY TO LEAD	Newly-hired center-based administrators (One day to five years of experience)	Newly-hired early childhood administrators will delve into the power of self-reflection, understand the transition from peer to supervisor, explore leadership styles, and learn strategies for increased productivity.	\$125
TAKING CHARGE OF CHANGE™	Experienced center-based administrators	Designed to support early childhood administrators embrace change, improve administrative practices, and embark on a journey of continuous improvement at the individual and organizational levels.	\$800
TAKING THE LEAD	Home-based program administrators	Family child care providers will focus on growing and sustaining their business by delving into topics such as fiscal management, recordkeeping, marketing, learning environments, family partnerships, and advocacy.	\$125