

# OVERCOMING CHALLENGE

WITH

# COURAGE

**April 27-29, 2022**



## Social Media Toolkit

# ABOUT LEADERSHIP CONNECTIONS:

*The vision of the McCormick Center for Early Childhood Leadership is to empower leaders and advance the field to promote excellence in early childhood education is embedded in Leadership Connections.*

*We strive to be a major catalyst for change as we implement initiatives that strengthen the leadership capacity of early childhood educators.*

The conference provides you with opportunities to attend a wide range of sessions relevant to your work as an early childhood leader, network with professionals who relate to your trials and triumphs, and be inspired by powerful specialists in our field.



## THIS YEAR

We are thrilled to have you join us for our 21st annual conference. Our virtual conference not only offers you content during the live three-day conference, but all keynote and break-out sessions will be recorded and available to registered attendees for 12-months after the conference ends.\*

Plan to set aside the days of the conference to engage with others, attend live sessions, and connect with sponsors. After the conference, you may view the sessions you were unable to attend.

\*Registrants have 12-months of access to the keynote and break-out sessions recordings for the days for which they are registered. To have access to all recordings, attendees must register for the full-conference.



## HOW TO USE THIS TOOLKIT

LET'S COME TOGETHER, SHARE OUR PASSION, AND LOOK FORWARD TO THE MANY CONNECTIONS THAT WILL BE MADE THIS YEAR!

In creating this toolkit, our goal is to make it as easy as possible for you to share about the Leadership Connections conference! In a time of social distancing, who doesn't need an opportunity to connect with like-minded leaders?

# SPECIAL FEATURES

Access content for  
a full 12-months

Join from anywhere,  
anytime

Discover books and  
resources in our  
virtual marketplace

## THEME: OVERCOMING CHALLENGE WITH COURAGE

The McCormick Center team admires the courageous efforts of leaders during this challenging year and aims to inspire success with its 21st annual conference.

### HOW DO I REGISTER?

Go here to register! <https://buff.ly/3F2ahDt>

If you are not able to click this link, go to [www.mccormickcenter.nl.edu](http://www.mccormickcenter.nl.edu), navigate to the events tab, and select Leadership Connections. The register button will be on this page!



# KEYNOTE SPEAKERS & AWARDEES

With four keynote speakers and dozens of presenters, the possibilities for connections are endless. Plus, our virtual platform allows you to view all sessions rather than choosing between presenters.

## KEYNOTE SPEAKER



**AMY LENEKER**

Leadership Consultant and a Certified Dare to Lead™ Facilitator

Amy Leneker is a Leadership Consultant and a Certified Dare to Lead™ Facilitator. Amy was born and raised in the Midwest where she learned to work hard, tell the truth, and be kind. Although Amy left Ohio long ago, those Midwestern values are still very much a part of who she is and how she works. As a certified trainer, she has trained thousands of leaders and practitioners from all over the world. Amy and her husband have two wonderful kiddos and make their home in the Pacific Northwest.

## PUBLIC POLICY SPEAKER



**ALBERT WAT**

Senior Policy Director, Alliance for Early Success

Albert Wat is a Senior Policy Director at the Alliance for Early Success, where he supports the organization's strategy and goals for early education, including increasing access to high-quality pre-k and child care, improving the early learning workforce, and enhancing alignment with K-12 policies. Albert has worked with schools, school reform nonprofits, and community-based organizations in the San Francisco Bay Area, southeastern Michigan, and Washington, DC.

## VISIONARY LEADERSHIP AWARDEE & LEADERSHIP COLLOQUIUM SPEAKER



Dr. Valora Washington is an internationally-recognized authority in early childhood education. She is known for conceptualizing, leading, and executing significant change initiatives impacting policy, programs, and practice in higher education, philanthropy, and national nonprofits as well as in local, state, and federal government programs.

**VALORA WASHINGTON**

CEO & President, The CAYL Institute

## CLOSING KEYNOTE SPEAKER



**DORRI MCWHORTER**

President & CEO, YMCA of Metropolitan Chicago

Dorri McWhorter became President and CEO of YMCA of Metropolitan Chicago in August 2021. Prior to joining the YMCA, Dorri served for eight years as the CEO of YWCA Metropolitan Chicago transforming the organization from a traditional social service organization to 21st Century social enterprise.

# ADD ON OUR PRE-CONFERENCE

Tuesday, April 26 | Enjoy six hours of content, divided into two half-day sessions, for an additional pre-conference fee.

## SUPERCARGE YOUR PROFESSIONAL LEARNING EXPERIENCES!



### SUSAN MACDONALD

Professional Speaker, Coach, and Author |  
Inspiring New Perspectives

## WHY I BEHAVE THE WAY I DO (AND HOW IT AFFECTS OTHERS)



### MECCA JOHNSON

Founder and President | My Joy Speaks

## PUSHING PAST CONFLICTS WITH ADULTS



### ANGELA SEARCY, EdD

Adjunct Faculty, Author and Educational  
Consultant | Erikson Institute and Simple  
Solutions Educational Services

## PEDAGOGICAL LEADERSHIP THROUGH AN ANTI-BIAS LENS



### ALLEN ROSALES

Senior Program Advisor | Carole Robertson  
Center for Learning

A hand with light-colored nail polish holds a dark smartphone. A blue speech bubble with a white border and a drop shadow points towards the phone. Inside the bubble, the word "PLATFORMS" is written in a bold, blue, sans-serif font.

# PLATFORMS

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TWITTER: [@MCECL](#)

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[@MCCORMICK.CENTER](#)

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

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[ENEWSLETTER](#)

# STEP #1: COPY & PASTE

Choose a caption, copy, paste into your platform of choice, and proceed onto the next step to pair your caption with an image!

Do you want to strengthen your leadership skills in the field of Early Childhood Education? Register now for the McCormick Center's Leadership Connections™ Virtual Conference: <https://buff.ly/3F2ahDt> #LC2022 #LeadershipConnections

How does your early childhood role impact young children and their families? Connect and grow with other leaders during the McCormick Center's Leadership Connections™ Virtual Conference: <https://buff.ly/3F2ahDt> #LC2022 #LeadershipConnections

How have you overcome challenges in the Early Childhood Education field this year? Connect with other leaders at the McCormick Center's Leadership Connections™ Virtual Conference: <https://buff.ly/3F2ahDt> #LC2022 #LeadershipConnections

How does your early childhood role impact young children and their families? Connect and grow with other leaders during the McCormick Center's Leadership Connections™ Virtual Conference: <https://buff.ly/3F2ahDt> #LC2022 #LeadershipConnections

I registered for Leadership Connections™ because... What are you most excited for? Register today: <https://buff.ly/3F2ahDt> #LC2022 #LeadershipConnections

# STEP #2: DOWNLOAD AN IMAGE



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

# STEP #3: SHARE USING OUR HASHTAG



**#LC2022**

**#LEADERSHIPCONNECTIONS**

With your caption ready and image downloaded, you are now just moments away from sharing! Don't forget to include one, or both, of our hashtags as shown above. Also, you can tag us or featured speakers if relevant to your post! We'd love to reshare your posts on our page to spread the excitement!

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

# SPONSORS



## GOLD SPONSORS



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