



OUR 2024 JOURNEY

New York Works for Children
2024 Annual Report



Table of Contents

Message From Our Senior Director	3
Aspire Operations	4
Aspire 2024 Updates	7
Professional Development and Quality Assurance	10
PDQA 2024 Updates	12
Communications	13
Communications 2024 Updates	17
Aspire Partnerships	18
Awards and Recognition	19
Looking Ahead: 2025 Goals	20

A Message From Our Senior Director

2024 marked a meaningful milestone as I began my journey with New York Works for Children. As we pause to reflect on another remarkable year, one filled with progress, collaboration, and unwavering dedication, I am honored to share the next chapter in the story of the Aspire Registry and New York Works for Children.

Throughout the year, we deepened our commitment to building a more inclusive, accessible, and supportive workforce system for early childhood and school-age professionals across New York State's vibrant and diverse landscape. This annual report celebrates our shared accomplishments and acknowledges the many individuals and organizations whose contributions made them possible.

Over the past year, we've expanded our reach and strengthened our infrastructure to better support the professionals who play a vital role in the care and education of young children. With enhanced data systems, targeted professional development efforts, and meaningful engagement with the field, we have remained steadfast in our mission to uplift the workforce and honor their diverse expertise, experiences, and dedication.

This year, we prioritized intentional listening—engaging directly with our Registry members, partners, and the broader community. We took time to understand their needs, ideas, and aspirations. That feedback informed the development of new resources, enhanced the user experience, and guided our strategic direction. At every step, we've kept the workforce at the center of everything we do, striving to be a trusted, responsive, and respectful partner in their ongoing professional journeys.

I want to extend my heartfelt gratitude to our partners, funders, and the dedicated, small-but-mighty team at New York Works for Children and the New York Early Childhood Professional Development Institute. Your collective vision, leadership, and effort make it possible to build a system where professionals are supported, recognized, and empowered to thrive.

Looking ahead, we remain committed to advancing policies and practices that enhance quality, promote meaningful professional growth, and strengthen the field as a whole. Together, we will continue to ensure that New York helps lead the way in championing the early childhood and school-age workforce.

With deep gratitude and hope,
Abby Okon

The Aspire Registry Operations

In 2024, the Aspire Registry advanced workforce engagement and data quality through targeted outreach, significant system enhancements, and strategic partnerships.

PROFILE DATA AND PROCESSING

2023



Profiles
Processed*

19,459



Files
Uploaded**

50,588

2024



Profiles
Processed*

22,336



Files
Uploaded**

33,008

*Processed profiles includes new and renewed profiles

**Uploaded files includes transcripts, training and teaching certificates, etc.

DECREASE IN FILE UPLOADS

The decrease in manually uploaded files is linked to increased engagement with training providers and organizations, encouraging completion of the Aspire Training Approval Process. As a result, more providers are submitting attendance and enabling data transfers from systems like ECETP, Quorum by Teaching Strategies, and ProSolutions, allowing training hours to appear directly on individuals' profiles.

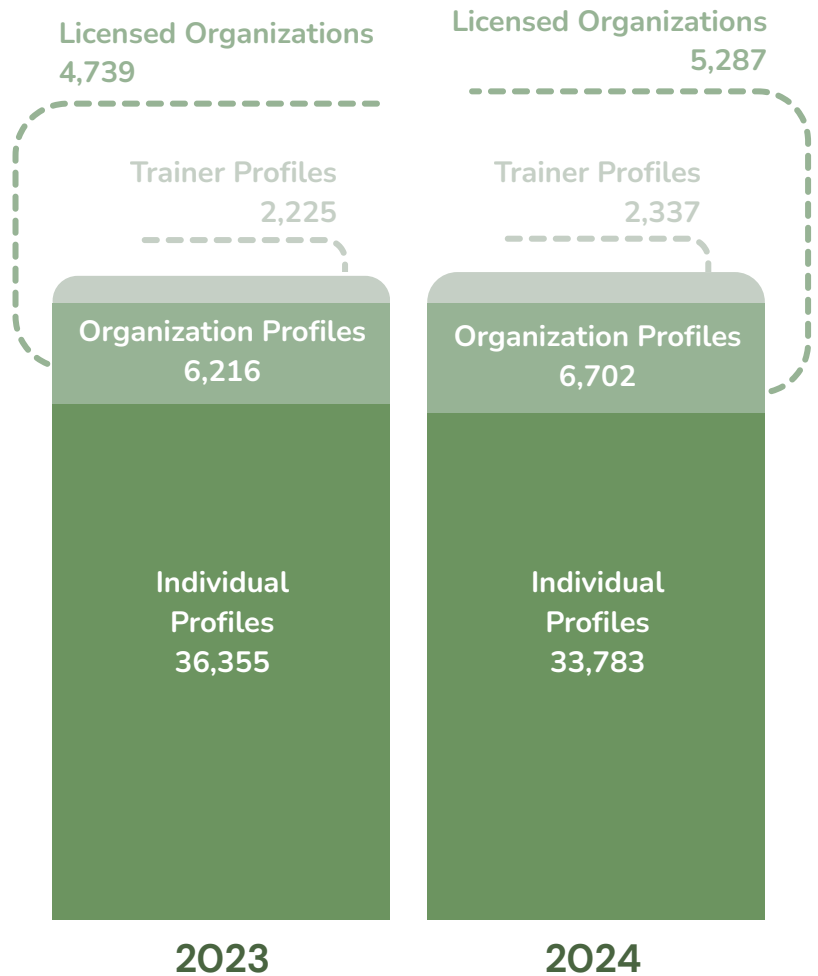
STEADY PROFILE CREATION AND SUBMISSION

Between 2023 to 2024, there was **noticeable stability in OCFS-permitted program profile submissions, renewals, and expirations.**



INCREASE IN TRAINER PROFILES

Aspire saw an increase in the number of active trainer profiles from 2023 to 2024. **Growth in the number of registered trainers is evidenced in 6 out of 7 OCFS regions**, further reinforcing the Professional Development Quality Assurance Team's success in **fostering collaborative partnerships** with trainers and training organizations across New York State.



INCREASE IN ORGANIZATION PROFILES

From 2023 to 2024, Aspire saw an increase in licensed programs with active Organization Profiles. This **growth was primarily driven by increased participation by OCFS-licensed programs**, particularly Group Family and Family Day Care programs.

53% of new organization profiles (net Q4 to Q4) were **OCFS-licensed programs.**

64% of new organization profiles with OCFS licenses were **Group Family/Family Day Care programs.**

MEMBER SUPPORT – TECHNICAL ASSISTANCE

From 2023 to 2024, chat-based technical support experienced significant growth, thanks to expanded hours and targeted outreach. **Customer satisfaction held steady at 94%, with members highlighting the team’s responsiveness, professionalism, and expertise**, demonstrating Aspire’s continued commitment to high-quality support.

2023



Total Number of Tickets Solved

9,358



Customer Satisfaction Score

94%

2024



Total Number of Tickets Solved

8,033



Customer Satisfaction Score

94%



Customer Shoutouts

Shoutouts APP 9:15 AM

Awesome job, Katherine! @Kathy

. said

Extremely friendly, informative and helpful. Thank you

Shoutouts APP 10:44 AM

Regina, you da best! @Regina

. said

Regina was by far one of the best agents I have ever had the pleasure to work with. She followed up and followed through on every issue, when we encountered new issues, she made a point to reach out with more problem solving.

Shoutouts APP 12:32 PM

Shoutout to Kathleen! @Kathleen Luk

. said

The support provided by Kathleen was outstanding! She is knowledgeable, patient and always willing to help solve any problems. I enjoy the partnership and support she has provided to help me be successful.

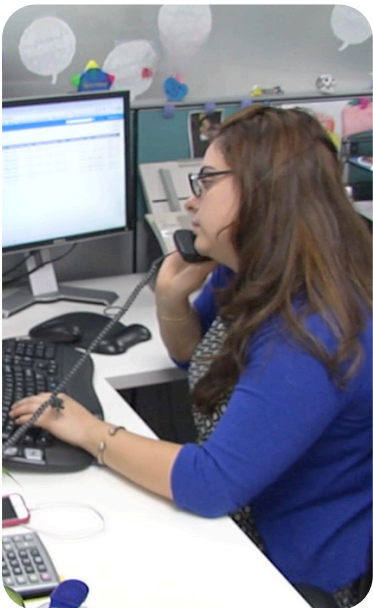
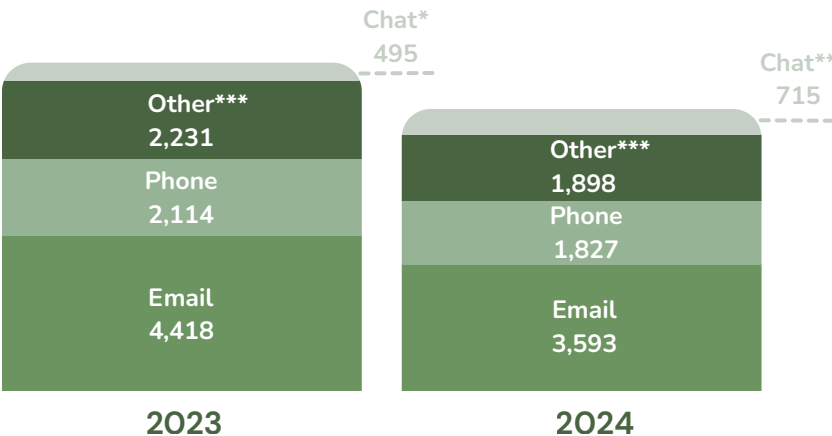
Shoutouts APP 12:48 PM

Thank you, Virginia! @VA

. said

Very, very satisfied. Wonderful support. Ms Alvarez not only sent me emails but she also took time out of her busy day to call me and touch base. It was soooooo helpful hearing her voice. Thank you

TECHNICAL ASSISTANCE BY THE NUMBERS



*2023 Chat Data: Initial pilot launch in the Spring

**2024 Chat Data: Expanded hours, though limited to short schedule

***'Other' consists of tickets coming through other communications channels

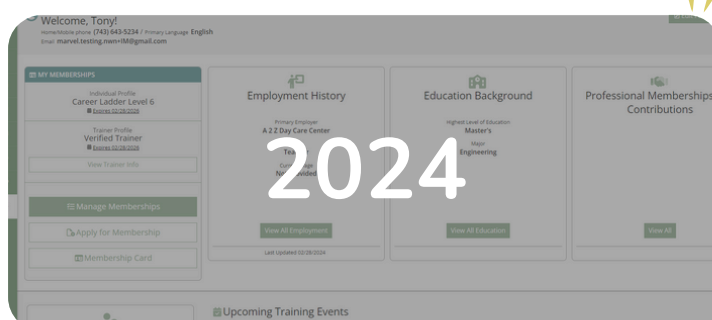
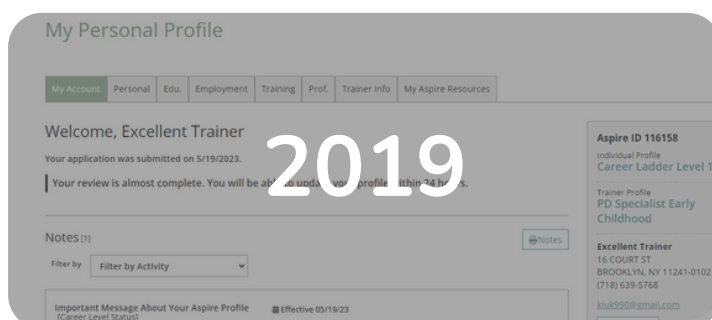
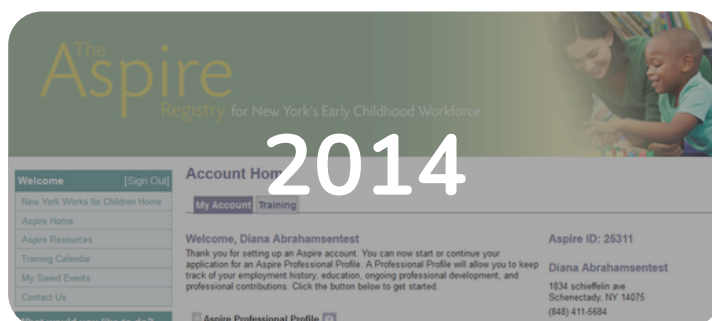
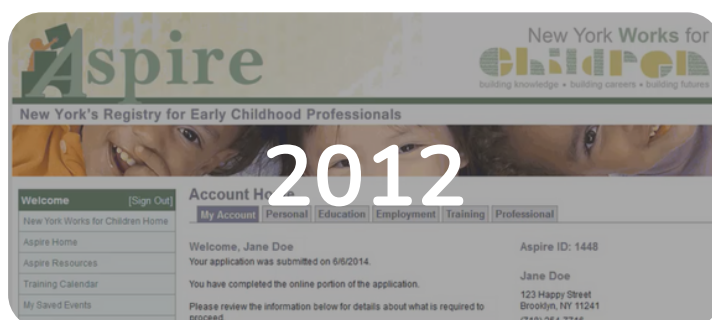
Aspire 2024 Updates

The Aspire Registry underwent several system enhancements in 2024, introducing new functionalities intended to **deepen engagement and promote accessibility**. Additionally, Aspire implemented improvements to existing features based on member feedback.

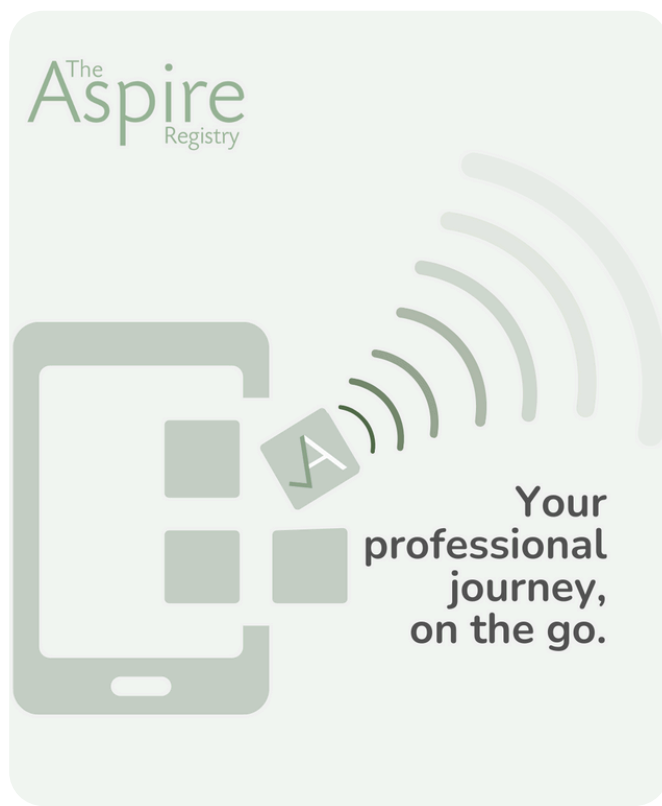
A NEW INDIVIDUAL PROFILE

The site redesign aimed to **modernize and streamline the Aspire Individual Profile** look and submission process. The Aspire team spearheaded the revamp of the Employment Background section, focusing on ensuring that member employment information is up-to-date and accurate, including compensation details.

As the first registry to test and launch this new version of the system, the **Aspire team presented their rollout experience and communications strategy, and offered guidance** at the Registry Consortium—a gathering of other state registries and data system developers. There, Aspire served as the primary contact for other state registries preparing to launch the new system upgrade.



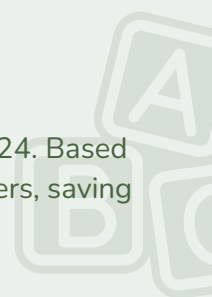
ASPIRE GOES MOBILE



In tandem with the launch of the redesign, the Aspire Registry introduced a mobile app. *My Aspire Profile* allows registry members to access, update, and submit their Aspire Individual Profiles on the go. During development, the team **prioritized user interface design, accessibility, and mobile responsiveness**. As a result, the app features intuitive functions such as camera-enabled document uploads and push notifications for key profile updates. With the introduction of *My Aspire Profile*, alongside the existing *Aspire Roster App* for training providers' attendance tracking, members now have greater flexibility and autonomy in streamlining the profile management experience and supporting continuous engagement with the registry.

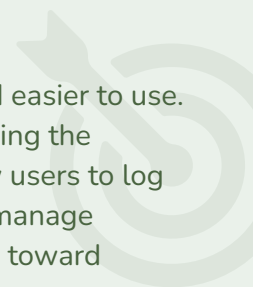
Classroom Improvements

The Organization Profile Classrooms feature also underwent improvement in 2024. Based on member feedback, the redesign aimed to improve processes for adding teachers, saving previous classroom data, and reducing the click path during classroom setup.



Coaching Module Enhancements

The Coaching Module underwent enhancements to make it more helpful and easier to use. These improvements are designed to expand access to coaching while reducing the administrative work for coaches. Now in beta testing, the new features allow users to log individual coaching sessions directly within Organization Profiles, track and manage coaching across multiple organizations, and apply completed coaching hours toward professional development in clients' Individual Profiles.



COLLABORATION AND PARTNERSHIPS

In 2024, Aspire strengthened its role as a key partner and resource through strategic collaborations that advanced data integrity and policy alignment across the early childhood education field.

In partnership with the New York Early Childhood Professional Development Institute's (PDI) Career Development Center, Aspire **revised and refined its Study Plan documentation policies to better align with state guidelines**. Study Plans have become an area of focus for state agencies as they work to determine how New York State teachers meet qualification standards, yet reliable data in this area remains limited. **By improving its policies, Aspire is now better positioned to help fill this critical data gap and serve as a dependable resource for state and local partners.**

Additionally, Aspire contributed Registry data to several projects and reports that promoted policy development at both the state and national levels. These **contributions further solidified Aspire's role as a trusted source for partners seeking to leverage workforce data to inform actionable, evidence-based decisions** in support of the early childhood workforce.

2024 DATA AND REPORTING HIGHLIGHTS

BIPARTISAN POLICY CENTER

Contributed PER data (2023) to a 2024 publication, *In the Shadows: What We Know, Don't Know, and Should Know About the Child Care Workforce*, which includes a Fact Sheet specific to New York and Aspire.

WHAT WE KNOW, DON'T KNOW AND SHOULD KNOW ABOUT THE CHILD CARE WORKFORCE

April 2024

Center for the Study of Child Care Employment

Early Childhood Workforce Index 2024 CENTER FOR THE STUDY OF CHILD CARE EMPLOYMENT (CSCCE BERKELEY)

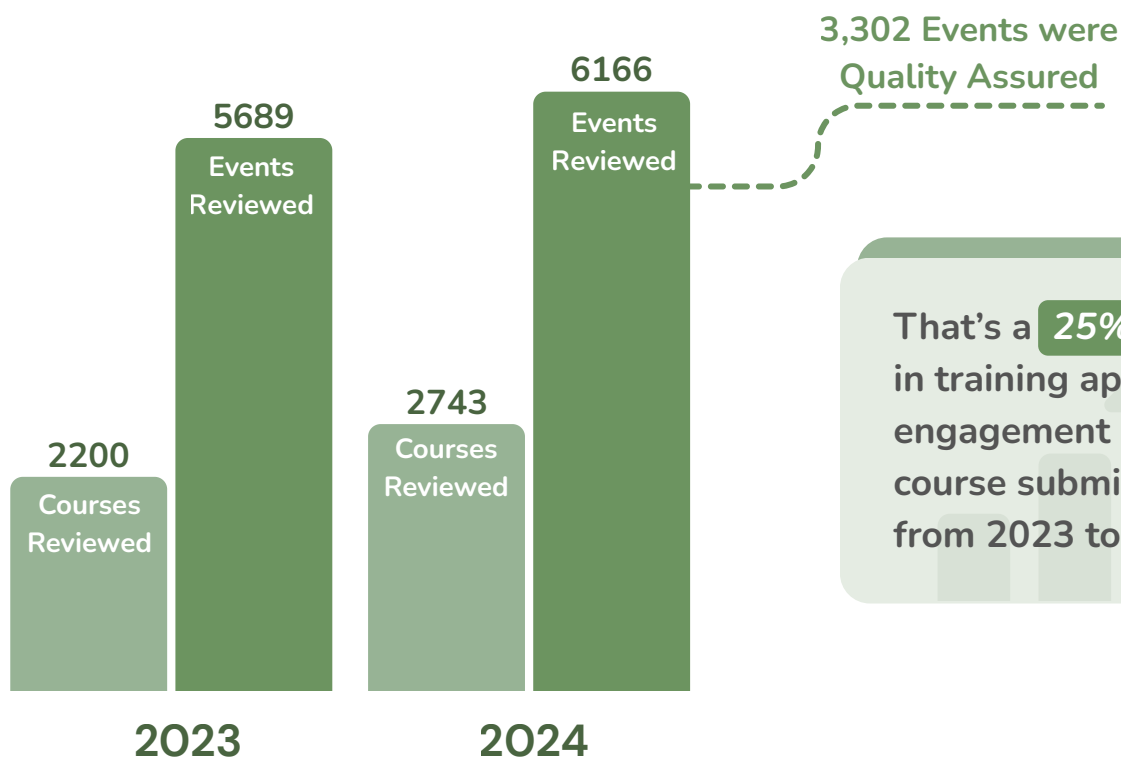
Completed survey assessing New York's policy support for quality workforce data (Workforce Registries), summarized in CSCCE's Early Childhood Workforce Index 2024.

Professional Development Quality Assurance

Last year marked a period of significant growth for the Professional Development Quality Assurance (PDQA) side of the Aspire Registry. Since 2024, Aspire has seen **consistent increases in training approval engagement, verified attendance, and the number of credentialed trainers**, reflecting the PDQA team's dedicated efforts and strategic outreach, which continue to make a positive impact across New York.

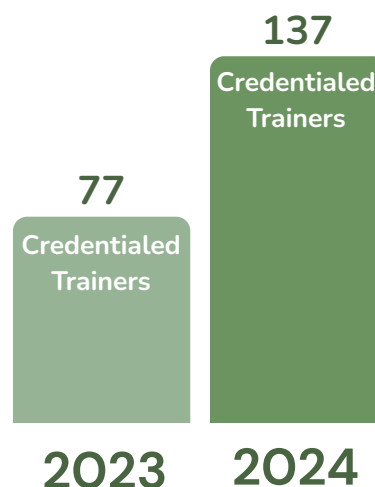


COURSE & EVENT REVIEW



With the growth of credentialed trainers in the Aspire Registry, we've seen a corresponding increase in verified training attendance. In 2024, attendance was verified for approximately 39,742 Aspire members - a **15% increase** from 33,548 members in 2023.

GROWTH IN CREDENTIALLED TRAINERS



We attribute this year's success to the Professional Development Quality Assurance team's **ongoing efforts to enhance Aspire's visibility across New York State and strengthen partnerships** with various stakeholders through conferences and targeted presentations, including:

- Network for Youth Success Host Agency Meetings
- Early Care & Learning Council Trainer Forum
- New York State Department of Health Creating Healthy Schools and Communities Grantee Meetings
- Aspire 301 for Professional Development Providers, QUALITYstarsNY regional meetings, and quarterly public training sessions

PDQA 2024 Updates

Enhanced Email Notification System

To support timely training renewals and minimize service disruptions, we launched an enhanced email notification system for course owners in Q4 2024. This system enables trainers to proactively adjust schedules or provide alternative options to participants, ensuring continuity in training delivery.

Teaching Strategies API

We successfully collaborated with Teaching Strategies to join the growing list of OCFS-approved distance learning providers, enabling automatic attendance verification in the Aspire Registry.

Policy Revisions

In line with new policies from New York Association for the Education of Young Children (NYAEYC) and SUNY Professional Development Program (SUNY PDP), we revised our Ethical Obligations and Professional Responsibilities for trainers registered with Aspire. These updates included a requirement for trainers to maintain good standing with all Aspire partner agencies and provisions for the revocation of trainer status in cases of non-compliance. These revisions help maintain the quality and integrity of the Aspire Registry, benefiting the broader early childhood education community.

Communications

Each year, the New York Works for Children Communications team sets goals and intentions for strategic outreach. In 2024, the **primary objectives were collaboration, re-engaging members, and providing timely communications** for Aspire Registry updates, as well as sharing professional development opportunities across various initiatives.



Total Number
of Subscribers

111,438



Average Email
Open Rate

45%



Top Performing
Email Campaigns

1. Changes to Coaching Levels
2. Changes to Teacher/Director Position
3. Active with Files Re-engagement
4. The New School Family Child Care Provider Survey
5. Open Status Re-engagement

COLLABORATION FOR QUALITY

In 2024, several key updates were implemented in the Aspire Registry system in collaboration with partners, **ensuring alignment with evolving standards** and **reinforcing a commitment to quality**. The Communications team led their notification campaigns with **timeliness and transparency**, ensuring users were informed about the nature of these changes, their rationale, and how these changes would improve work in early care and learning.



Coaching Levels Update (September 2024):

Aspire introduced revised Coaching Levels based on updated descriptions and designations from the New York Association for the Education of Young Children (NYAEYC). While all existing technical assistance levels remain valid, the new framework enhances clarity and better aligns with NYAEYC's current standards, supporting more effective coaching practices.

STRATEGIC COMMUNICATIONS FOR ENGAGEMENT

The Communications team played a key role in supporting Aspire Operations by implementing targeted outreach strategies designed to **re-engage members** with stalled participation and **improve the overall accuracy of Registry data**.

Open Status Re-engagement (Ongoing): To become an active member of the Aspire Registry, individuals must complete their profile and submit it for review. Sometimes, people start creating their profile but don't finish or forget to submit it, leaving their account in an "open" status. To encourage these members to complete the process, the Communications team launched an outreach campaign reminding them to finish and submit their profiles.

Active with New Files Re-engagement (Ongoing): Registry members can update their profiles at any time during a two-year period. Occasionally, they upload new training or education documents but forget to submit their updated profile for review. These members still appear as "active," but their new information remains unverified. The Communications team identified these cases and reached out to remind members to submit their profiles so their records could be reviewed and updated.

PUBLICATIONS AND RESOURCE DEVELOPMENT

In 2024, New York Works for Children and the New York Early Childhood Professional Development Institute published several reports offering key recommendations and insights into New York's early learning landscape, while also developing resources to help Aspire members better understand and engage with the system.

PARITY COMPENSATION REPORT

Amid national efforts to improve early educator compensation, New York has an opportunity to address wage disparities and support its early childhood workforce. In October 2024, in collaboration with the New York Early Childhood Professional Development Institute, New York Works for Children released the Parity Compensation Report, based on 2023 Aspire Registry survey data. The **report outlines recommendations for sustainable compensation reform**, such as a career ladder and pay scale tied to credentials and experience.



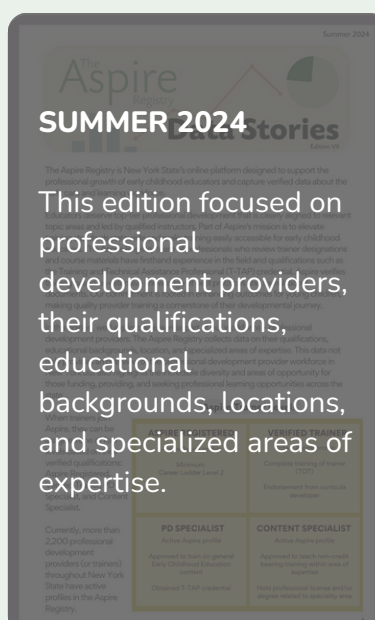
PARITY COMPENSATION

FOR NEW YORK'S
EARLY CHILDHOOD
EDUCATORS

RECOGNITION AND RESPECT
FOR A VITAL PROFESSION

Prepared by
Annie Schaeffing, Senior Policy Advisor
Joseph Kannegard, Data Analyst

ASPIRE DATA STORIES – 2024





TRAINING APPROVAL VIDEO SERIES

To diversify resource formats and ensure more accessible support for Aspire members, the Communications team partnered with the PDQA team to create a series of short, animated videos explaining the Aspire Training Approval process. Ranging from 40 seconds to 90 seconds, these videos provide a quick, visual option designed to support a variety of learning styles.

ROLE-BASED BENEFITS ONE-PAGERS

The Aspire Registry serves a diverse group of individuals in different roles and offers role-specific benefits. In response to the question, “Why Aspire?”, the Communications team developed a series of targeted one-pagers that highlight the specific advantages available to individuals based on their position within the early childhood ecosystem.

HOW DOES THE ASPIRE REGISTRY BENEFIT ME?

The Aspire Registry is New York's registry for the early care and learning workforce and part of the state's professional development system, New York Works for Children.

- **Take charge of your professional journey.**
Safely store important documents in an online profile, verified by experienced registry specialists, and showcase your academic and professional milestones all in one place. Track every step of your career growth, no matter where your path leads.
- **Embrace collaboration and efficiency.**
Work closely with your program director to nurture your professional growth, connect your Individual Profile to your employer's Organization Profile to build robust study plans and seamlessly share your most up-to-date training and credentials.
- **Elevate the quality of your practice.**
Use the [Aspire PD Finder](#) to invest in your skills and teaching practice. You can access thousands of trusted high-quality trainings that are clearly aligned to relevant subject areas to support the unique needs of your profession.
- **Be a part of something bigger.**
Contribute to a statewide data system that helps New York Works for Children inform stakeholders about the early childhood and afterschool workforce in New York. Your participation can help shape equitable policies that support you and your fellow early childhood professionals.

EDUCATORS

HOW DOES THE ASPIRE REGISTRY BENEFIT ME?

The Aspire Registry is New York's registry for the early care and learning workforce and part of the state's professional development system, New York Works for Children.

- **Support your employees' career growth.**
Use your Organization Profile to see where your staff is thriving and help them identify areas for improvement through verified education records and training summary reports.
- **Feel confident during compliance visits.**
Generate comprehensive reports containing verified employee professional development records and easily share them with licensors through your Organization Profile.
- **Elevate the quality of child care and education.**
Use the [Aspire PD Finder](#) to invest in your staff and the children they serve. You can access thousands of trusted trainings that are clearly aligned to relevant subject areas to support the unique needs of your profession.
- **Strengthen your impact in early childhood education.**
Register as an approved trainer in Aspire to contribute to your staff's professional development and enrich the quality of care they provide. Establish yourself as an expert and bolster your own professional growth.

DIRECTORS

HOW DOES THE ASPIRE REGISTRY BENEFIT ME?

The Aspire Registry is New York's registry for the early care and learning workforce and part of the state's professional development system, New York Works for Children.

- **Establish yourself as an expert in the field.**
Increase your visibility and credibility by sharing your verified credentials, earned endorsements, and professional experience through [Aspire's Trainer Directory](#).
- **Expand your professional reach.**
List your approved training events in [Aspire's Public PD Finder](#) to amplify your professional impact and empower educators across New York State to improve the quality of their practice.
- **Streamline your work.**
Enhance the efficiency, accuracy, and transparency of your professional development activities and record event attendance through a centralized, easily accessible online platform.
- **Maximize your impact.**
Effortlessly create and submit courses for review. Save yourself time with our three-year renewal cycle, allowing you to schedule as many events as you want, so you can focus on delivering quality training to the early childhood field.

TRAINERS

HOW DOES THE ASPIRE REGISTRY BENEFIT ME?

The Aspire Registry is New York's registry for the early care and learning workforce and part of the state's professional development system, New York Works for Children.

- **Take charge of your professional journey.**
Safely store important documents in an online profile, verified by experienced registry specialists, and showcase your academic and professional milestones all in one place. Track every step of your career growth, no matter where your path leads.
- **Feel confident during compliance visits.**
Save information specific to your program and licensing in a dedicated Organization Profile. Generate comprehensive reports and easily share them with licensors.
- **Elevate the quality of child care and education.**
Use the [Aspire PD Finder](#) to invest in your skills and teaching practice. You can access thousands of trusted high-quality trainings that are clearly aligned to relevant subject areas to support the unique needs of your profession.
- **Strengthen your impact in early childhood education.**
Register as an approved trainer in Aspire to offer professional development and enrich the quality of care that educators provide. Establish yourself as an expert while also bolstering your own professional growth.

FAMILY CHILD CARE

Communications

2024 Updates

Help Center Reorganization

With the release of the redesigned Individual Profile, most Help Center articles underwent significant updates to reflect system changes, including revised steps and updated screenshots. Articles were reorganized into clearer sections, and key search terms were optimized to improve discoverability and user experience.

Article Translations

To better support Spanish-speaking members, the Communications team focused on translating key Help Center articles throughout 2024, resulting in approximately 50% of Aspire Registry content now available in Spanish.

Callouts and Tips

While Aspire Registry processes are generally straightforward, some areas require additional guidance. To address this, the Communications team introduced color-coded callout boxes to highlight key steps, tips, and important notes, helping users navigate their profiles more effectively.

Aspire Partnerships

2024 was filled with connection and collaboration with old friends and new. Conferences were a great way to **expand our outreach and foster partnerships** across New York State.

New York Works for Children and Aspire were also glad to participate in other meetings including the Early Childhood Learning Council Annual meeting and the National Workforce Registry Alliance Annual Conference.



**CSEA/VOICE
Annual Conference**



**Oz Credo
CDA Graduation**



**Empower Youth Success
Annual Conference**



**NYAEYC
Annual Conference**

Awards and Recognition

In 2024, Aspire team members continued to serve in national leadership roles, actively contributing to collaborative efforts with early childhood leaders across states. These contributions were recognized through both team and individual awards at the national level.

- Aspire leadership joined the **National Workforce Registry Alliance's (NWRA) Data Standards Committee**.
- The Director of the Aspire Registry was elected to be **NWRA's Region II Representative**, serving as the liaison between Region II state early childhood leaders and serving as a voting member of the NWRA Advisory Board.
- The Director of Aspire was sworn in as a voting member of the **NWRA Advisory Board**.
- The Communications team received the **NWRA Workforce Support Award** in recognition of its exemplary service among peers, based on contributions to the Help Center, Data Stories, and resource development.
- The PDQA Manager co-chaired the **National Workforce Registry Alliance Professional Development Committee** and was honored with the **2024 Pioneer Award** for her outstanding contributions to the committee.



Looking Ahead: 2025 Goals

New York Works for Children and the Aspire Registry achieved significant milestones in 2024. We're proud of the work we've done so far and are looking forward to reaching new goals in 2025.

Machine Learning Translations

While the Aspire Registry is available in both English and Spanish, only portions of the website have been translated—previously, a manual effort led by Spanish-speaking team members. With the introduction of machine learning translation tools, Aspire can now embrace efficiency and expand access for Spanish-speaking members.

Revamp New York Works for Children Website

The New York Works for Children website houses a wealth of valuable resources and information. In 2025, our goal is to enhance navigation, highlight key support materials, and redesign the site for a more streamlined and user-friendly experience that aligns with our brand.

Revised Core Body of Knowledge

Completed in 2024, the revised Core Body of Knowledge (CBK) places greater emphasis on direct care and teaching roles, while integrating equity-focused practices, support for multilingual learners, academic content, technology use, trauma-informed approaches, and strategies for developing executive function. With official implementation set for January 2026, the Aspire team will use 2025 to collaborate with training providers to ensure their offerings align with the updated framework.

Special thanks to the entire New York Works for Children and Aspire Registry teams for their dedication and contributions to this report, and to our partners who make it possible to continue supporting New York's early childhood workforce. Most of all, we thank New York's early childhood professionals for their unwavering commitment to our youngest learners.

Contact Us



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New York Works for Children is an initiative of the New York Early Childhood Professional Development Institute, which leads the work to establish and implement an early childhood workforce system so that every young child in New York has equitable access to excellence.

New York Works for
children

The
Aspire
Registry



New York Early Childhood
Professional Development Institute

CUNY THE CITY
UNIVERSITY
OF
NEW YORK