

APPENDIX A

Community-Driven Design Process for WeVision EarlyEd

In partnership with the Bainum Family Foundation, Catapult Design applied a human-centered design (HCD) approach to reimagining the child care/early childhood education system in Washington, D.C., and beyond through WeVision EarlyEd. The process brought together a diverse group of educators, administrators, and families—our proximity experts—to highlight the challenges of the current system and reimagine one that is equitable for all.

HCD is the problem-solving process of understanding the lived experiences, as well as the context, of the people and communities in a current system, to inform decisions and solutions about new policies, processes, and services that impact their lives. It requires working directly with people in all steps of the design process to solve complex challenges and develop new ideas relevant to their specific context.

Using HCD to redesign the child care system started with surfacing the voices of the community and having those voices drive the process. This participatory approach helps communities:

1. Engage actively in a process that acknowledges their lived experiences and context, empowering them to participate in shaping the future they want to see
2. Draw on existing knowledge and provide feedback on new areas of opportunities for systemic transformation
3. Co-create prototypes that will enable a more equitable system and deliver long-term impact
4. Challenge existing mental models of how the system should operate that are harmful to the people within the system
5. Inform an integrated experience that illustrates the interconnected experiences of families, educators, and administrators

Catapult Design started by doing extensive background research and then conducted in-depth interviews with 11 D.C. leaders and visited child care programs to better understand the D.C. context. The foundation organized an in-depth recruitment effort, working closely with early childhood partners in D.C. We were committed to capturing a broad diversity of participants from all parts of the city and turned to our partners to drive recruitment.

Of the 170 applicants for the process, we selected 35 to participate in a five-month design phase. A subset of this group participated in a subsequent two-month build phase. We compensated them for their time as the bona fide experts they are. The Catapult Design team included one Spanish speaker and four women of color. Materials were presented in English and Spanish.

In all, Catapult Design conducted 13 focus groups with our 35 participating practitioners and families. Focus group schedules were fluid and responsive to what worked best for the participants. Bainum Family Foundation staff did not participate in any of the focus group discussions.

Spanning more than a year and a half in total, the design process was divided into three phases with key touchpoints.

1. The **Definition Phase** focused on cocreating the current and reimagined journeys and the Core Components needed to build a new integrated vision.
2. The **Build Phase** focused on cocreating “provocations” based on ideas identified during the Definition Phase and testing these ideas with the community for feedback to develop prototypes that address their unique needs.
3. The **Impact Phase** focused on sharing the impact of a new equitable vision through engagements with the broader child care community and exploring tangible steps to bring the vision to reality.

APPENDIX B

Sharing WeVision EarlyEd With Stakeholders Nationally

The Bainum Family Foundation’s Early Childhood team participated in more than two dozen in-person and virtual conferences and meetings between late 2022 (when WeVision EarlyEd was first introduced) and the end of 2024. The goal was to introduce WeVision EarlyEd and to solicit feedback from key early childhood stakeholders across the country. The conferences and meetings were hosted by many organizations, including those listed below. We appreciate their willingness to invite us into their spaces to share our ideas and gather their input.

The Aspen Institute

BUILD Initiative

Child Care Aware of America

Children’s Forum

Early Years (T.E.A.C.H. Early Childhood National Center)

Florida Association for the Education of Young Children

Florida Early Learning Consortium

Florida Family Child Care Home Association

Florida Head Start Association

Focus on Children Conference

Home Grown

Hope Toledo

Hunt Institute

Momentum Early Learning Summit

Montgomery Moving Forward

National Association for the Education of Young Children

National Association for Regulatory Administration

National Association for Family Child Care

National Association of School Board of Education

National Association of State Leaders in Early Education

National Workforce Registry Alliance

Ohio Association for the Education of Young Children

The Children’s Movement of Florida

Think Small

World Forum Conference on Early Care and Education