



**PRESS RELEASE
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**NEW PROGRAM HELPS EARLY EDUCATORS EARN NATIONAL
CHILD DEVELOPMENT ASSOCIATE® CREDENTIAL FOR FREE**

TALLAHASSEE, FL (February 7, 2025) The Children's Forum, in partnership with [Teaching Strategies®](#), has launched **Supported. Empowered. Equipped. Credentialed. (SEEC)**. This statewide new program, supported by a \$500,000 commitment from [JPMorganChase](#), is designed to assist early learning educators obtain the National Child Development Associate® (CDA) credential. SEEC offers free training, coaching, scholarships, a completion bonus, and other supports for participating educators.

Designed to attract and retain a strong and competent early learning workforce, SEEC allows the Children's Forum to build on the findings and achievements of previous workforce programs. The initiative will support 260 educators throughout Florida in their journey to acquire a CDA®.

"SEEC will empower educators to prepare young children from high-need communities for success in school and in life," said Erin Smeltzer, President and CEO of the Children's Forum. "I want to acknowledge JPMorganChase's commitment to the state of Florida on this initiative and Teaching Strategies® for their collaboration on improving outcomes for educators and the families they serve."

The CDA® credential is nationally recognized and is often called the "best first step" in an early learning educator's professional career growth. The process to earn a CDA® includes 120 hours of training, an exam, observation, and a professional portfolio. By earning a CDA® credential, an educator demonstrates a commitment to career advancement and professionalism.

For more information, please send an email to SEEC@thechildrensforum.com or call 850-487-6300 and ask to speak with SEEC.

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ABOUT CHILDREN'S FORUM: The Children's Forum is a statewide, not-for-profit organization with an uncompromising vision to make Florida a state where children grow and thrive in quality environments and where families have access to information, resources, and options to assist them in their parenting roles. Through a broad array of programs, services, research and advocacy, the Forum is committed to achieving our vision and expanding opportunities for success.

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