



WELCOME

to

CONNECT

Quarterly Economic
Development Meeting

June 2, 2023



THE PURPOSE



Connecting stakeholders involved in economic development within Marion County to resources, planning and initiatives which will encourage collaboration and economic growth.

AGENDA

Focus: Child Care

- 1) Call to Order and Opening Remarks
 - Marion County Board of Supervisors
- 2) Attendee Introductions
- 3) Child Car Resources:
 - Sheri Penny, Iowa Women's Foundation
 - Heidi Schlueter, First Children's Finance
 - Juliane Davis & Megan Davison, Child Care Resource & Referral
 - Amy Blanchard, Early Childhood Iowa
- 4) Discussion of Child Care Issues & Opportunities
- 5) Community & Participant Updates
- 6) Marion County Development Update
 - Carla Eysink

Adjourn





INTRODUCTIONS



IOWA WOMEN'S
FOUNDATION



Iowa Businesses and Child Care 2023

SHERI PENNEY | EMPLOYER ENGAGEMENT DIRECTOR



About Us

Iowa Women's Foundation

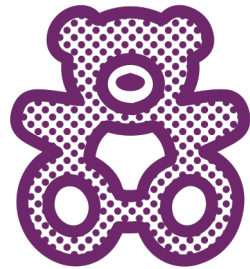
As one of 140 women's funds around the globe, IWF's mission is to improve the lives of Iowa's women and girls through economic self-sufficiency.

To achieve this, our team:

- Conducted hands-on research in Iowa communities to identify the six major barriers to economic success
- Continues to break barriers down through advocacy, education, fundraising, and grantmaking statewide
- Works to identify and implement solutions that benefit families, business, and communities



EMPLOYMENT



CHILD CARE



HOUSING



EDUCATION &
TRAINING



TRANSPORTATION



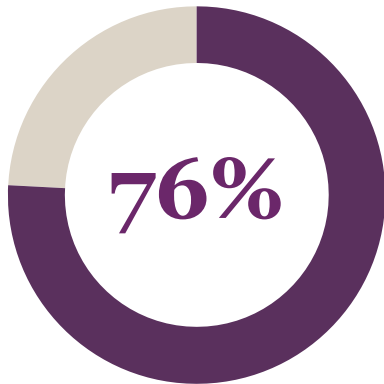
MENTORS



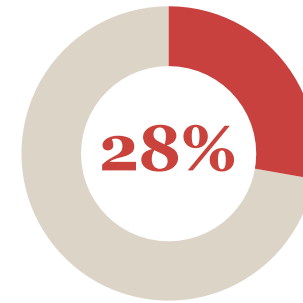
Child Care Barrier

The Child Care Crisis in Iowa

Of the six barriers, **a lack of access to affordable, quality child care** was singled out as the primary barrier to success. Now:

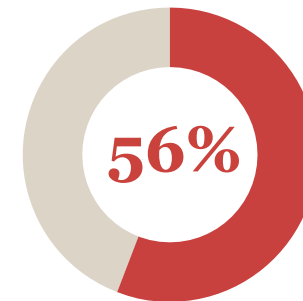


of households with children under the age of 6 have all parents working outside the home



Percentage of child care businesses lost in Iowa over the past five years

521,621 - **175,570** = **346,051**
Children ages 0-12 in Iowa Available child care spaces Shortfall of spaces



Percentage of child care businesses lost in Iowa over the past 10 years

Child Care is a Workforce Issue

When parents don't have access to child care, **they can't work.** For those who do:

CHILD CARE IS REPORTED AS A TOP 3 REASON FOR TURNOVER



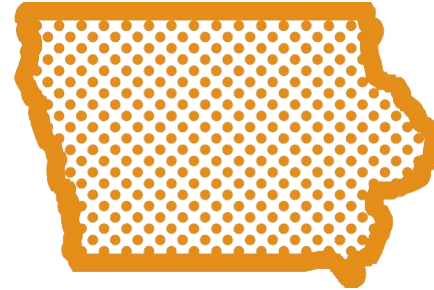
of parents would leave their jobs for one with more family-friendly benefits



Child Care is a Workforce Issue

These challenges impact businesses, communities, and the economy.

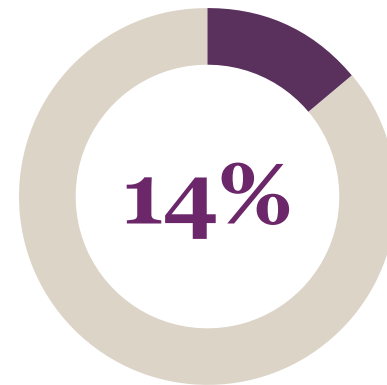
CHILD CARE CHALLENGES CAUSE NEARLY 2 WEEKS OF ABSENCES FOR PARENTS EACH YEAR



Child care costs Iowa's economy an estimated **\$935 MILLION** EACH YEAR



The percentage of an employee's annual salary that is needed for a business to find their direct replacement (SHRM)

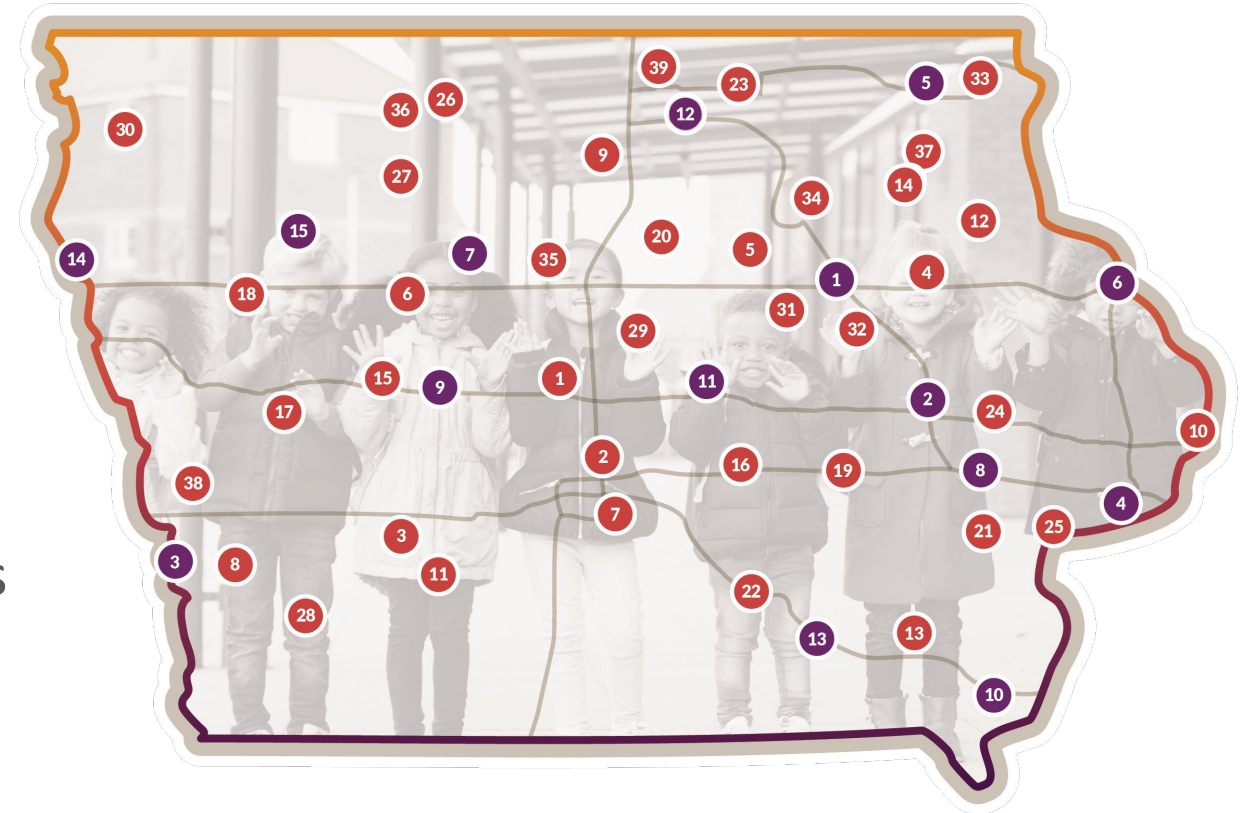


The percentage of parents' incomes used to pay for child care at registered centers each year, which is double the national rate considered affordable (7%)

Child Care is a Community Issue

It is up to everyone—parents, business leaders, educators, political representatives, and child care providers—to work together to find solutions that alleviate the child care barrier.

So far, IWF has reached 70 communities from 49 counties, partnering with 140 businesses and 35 Economic Development or Chamber leaders to alleviate child care challenges.



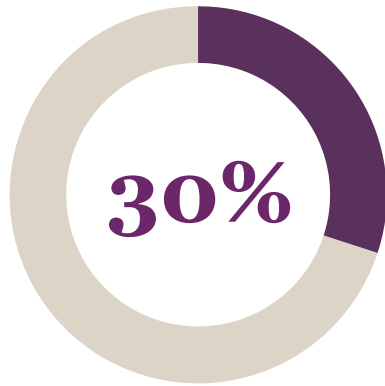
Iowa communities, counties, and districts are working together to shatter the barrier to child care for women's economic self-sufficiency.

● ORIGINAL TOUR COMMUNITY | ● ADDITIONAL NETWORK COMMUNITIES

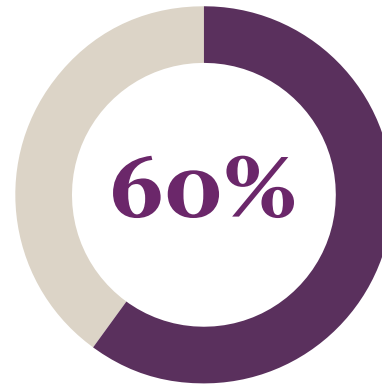
Iowa *Still* Needs Change

We know that when companies provide child care benefits:

Employee
absences
decrease by
up to



Job turnover
declines by as
much as



Source: Early Care & Learning Council

We know Iowans need:

- Improved access to affordable, quality child care in all **areas of the state**
- Access to nontraditional child care options for parents with **nontraditional schedules**

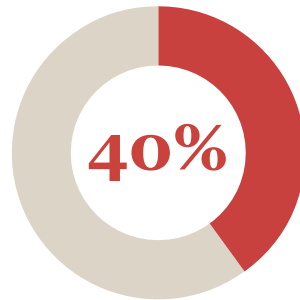
But most of all, **we need child care providers.**

The Child Care Provider Crisis

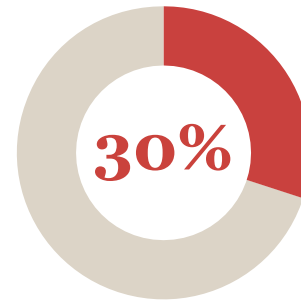
Like all lowans, child care providers need **competitive and livable wages**, yet:



The average starting wage of child care workers in Iowa is \$10.76—the **3rd lowest paid profession behind locker room attendants and lifeguards**



of child care workers in Iowa rely on at least one public benefit



utilize Medicaid



The Child Care Provider Crisis

Without **competitive and livable wages**, child care workers are forced to make a change:



of child care workers making \$12.50 per hour leave within the course of the year



of survey respondents not currently working in the field said they would like to return—but would need better compensation and benefits

Source: Iowa Early Childhood Workforce Study 2023

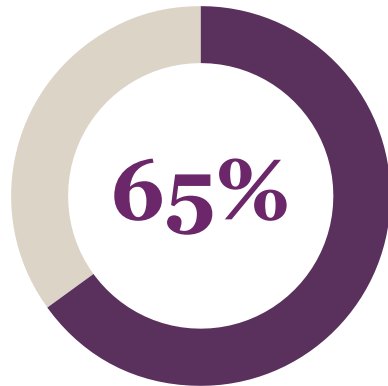


Community Solutions

Compensation is Key

Lack of fair and livable wages for child care workers in Hamilton County resulted in change:

All four centers in the county being at or below



of licensed capacity

**MORE THAN 125
LICENSED CHILD CARE
SLOTS SITTING UNUSED**

To address the need for child care workers, a public-private fund was developed to fund recruitment and retention bonuses for workers in Hamilton County's child care centers.

Hamilton County: Childcare Worker Recruitment & Retention Fund

OVER \$710,000

has been raised or pledged to the fund, including \$227,000 in public funds and \$433,078 in private funds

\$138,000 IN BONUSES

have been paid to date, with 77 child care workers receiving an average of **\$471.26 per quarter**

**\$250-\$550
CURRENT RANGE
OF RECRUITMENT
BONUSES**

and retention bonuses start at **\$2.85 per hour worked**

As of April 30, 2022, **65 additional children** were able to enroll in Hamilton County child care centers.

More Examples from Around the State

- Flexible schedules (Factory in Western Iowa)
- Stipends paid directly to child care providers (Sioux City)
- Flexible Spending Accounts
- Backup child care options (Waterloo)
- Offsite partnerships/slot purchasing (West Bend)
- Onsite child care (Norway and Pella)
- Wage Enhancement/Wage Supplement Programs (Hamilton County and Johnson County)
- Inter-generational care (Perry)
- School district Enterprise Programs (Andrew/Preston and Riceville)
- Business Coalitions (St. Ansgar)



All Iowans Can Help

When you consider that Iowa leads the nation in the number of parents who work outside the home, it becomes clear that **child care drives our economy**. Without child care, everyone suffers.

IWF is calling on Iowa businesses, churches, civic organizations, schools, nonprofits, local leaders, and individuals from every facet of our community to do their part to support local child care providers.



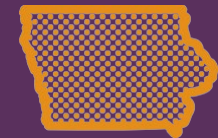
Iowa
parents
lose
**\$241
MILLION**



Iowa
businesses
lose
**\$781
MILLION**



Iowa
communities
lose
**\$935
MILLION**



State of
Iowa
loses
**\$153
MILLION**

Sharing Resources

By pooling community resources, we can make it easier for providers to access tools and support they need to make the important work they do financially viable.

- Businesses can donate goods or offer them at a reduced cost for child care providers
- Business support services can easily be replicated for another



Other Ways to Contribute



VOLUNTEER



**OFFER
SERVICES**



**DONATE
SPACE**



**SUPPLY CRUCIAL
ITEMS & MATERIALS**



**FACILITATE
CONNECTIONS**

Thank you!

LET'S CONNECT AND DISCUSS

SHERI PENNEY | SHERI@IAWF.ORG



IOWA WOMEN'S
FOUNDATION

CHILD CARE: Understanding the Issues Sharing the Solutions

Marion County CONNECT
JUNE 2, 2023

 **First Children's Finance**



First Children's Finance





Child Care Business and Financial Issues 2023

Sustainability of the Child Care Business



Affordability and Access for Families



Hiring and Retaining Qualified Workforce





Sustainability of the Child Care Business

Issues occur when:

- Tuition rates do not cover costs
- Budgeting does not include building a surplus
- Costs increase faster than tuition increases
- There is limited access to alternate funding sources
- When there is sudden loss of support



Affordability and Access for Families

The median family income in Marion County in 2022 is \$78,425.

The average center-based tuition for one infant and one 3-year-old in Marion County in 2022 is \$18,637.50.

That is 23.8% of pretax income spent on child care.

According to most sources, affordability is considered 7%.



Hiring and Retaining Qualified Workforce

Child Care Industry Wages in Iowa (2023)

Childcare Workers Entry Wage	\$8.55
Childcare Workers Experienced Wage	\$11.82
Preschool Teacher Entry Wage	\$10.08
Preschool Teacher Experienced Wage	\$18.36
Childcare Administrator Entry Wage	\$14.72
Childcare Admin. Experienced Wage	\$25.54

Iowa ECE Centers Offering Benefits (2016)

Fully Paid Health Insurance	6%
Partially Paid Health Insurance	37%
Disability Insurance	26%
Protected Parental Leave	56%
Free Child Care	13%
Reduced Child Care Fee	73%
Retirement by Employer	43%
None of the Above	6%
Paid Sick Leave	59%
Paid Vacation	76%
Paid Holidays	79%
Other Paid Time-Off	33%

Annual Turnover Rates for teachers and assistant teachers in Iowa is 27%

Annual net loss of child care programs in Marion County is 7.4%



Successful Child Care Practices and Strategies



Solution-Focused Practices





Prepare with SMART GOALS



Specific



Measurable



Assignable



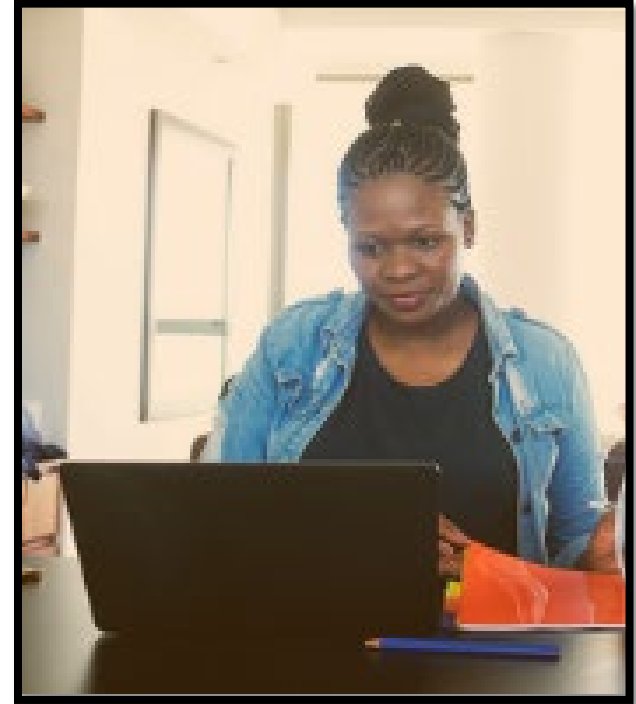
Realistic



Timely



Child Care Businesses Everywhere



Solution: Child care businesses conduct business planning and budget projections as part of their regular business practices.

- **Increasing understanding of the child care business through business planning helps to better articulate and address needs**
- **Start achieving financial goals by having them**
- **Write annual budget projections**
- **Write monthly cash flow projections**



Economic Development Partnership Jefferson County, Iowa

Solution: Partners take action toward multiple goals

Step 1: Learn- Child Care Market Analysis

Step 2: Prepare- Strategic Plan for Child Care

Step 3: Act- Community-Level implementation

Cooperative Telephone Association

Brandon and Evansville, MN

SOLUTION: Start a licensed nonprofit child care program.

- Cooperative telephone association with 40 employees.
- CEO and small group of employees identified a need for child care.
- Recognized child care as an employee recruitment and retention strategy.





Construction Company Lynd, MN

SOLUTION: Build and license an employer-sponsored child care program.

- Construction company wanted to create child care program as a benefit to its employees.
- Seasonal workers have challenging schedules.
- Company wanted to have control over program because it was a direct financial benefit to employees.

Nursing Home Crookston, MN

SOLUTION: Develop partnership to rent space and provide onsite child care.

- Nursing home staff needed accessible child care for nursing shifts.
- Child care could help attract new employees.
- Wanted to stay committed to their mission; but not interested in operating a child care business.



Education Partners

Montevideo, MN



SOLUTION: Repurpose the empty building to become a one-stop-shop child care and early education center, housing multiple partners.

- The school was facing consolidation and had an empty building.
- The community was lacking child care options, especially for infants. But starting a new infant program was costly.
- An existing nonprofit center was looking for a new facility.

Early Childhood Partnerships

Solution: Child care partners share costs and resources to achieve economies of scale not otherwise realized by individual child care businesses.

Examples include bulk purchasing, shared professional development, co-located senior centers with child care, shared accounting services, etc.





FCF Resources



BUSINESS & FINANCIAL FUNDAMENTALS[®]

FOR CHILD CARE

 **First Children's Finance**

<https://www.firstchildrensfinance.org/iowa/>



Marion County Child Care



Marion County Gap Analysis & Strategic Plan 2019

First Children's Finance

Key Findings:

Population ages 0 to 9 decreasing in some communities, increasing in others

Marion County parents are in the labor force and need child care

Parents prefer regulated child care settings

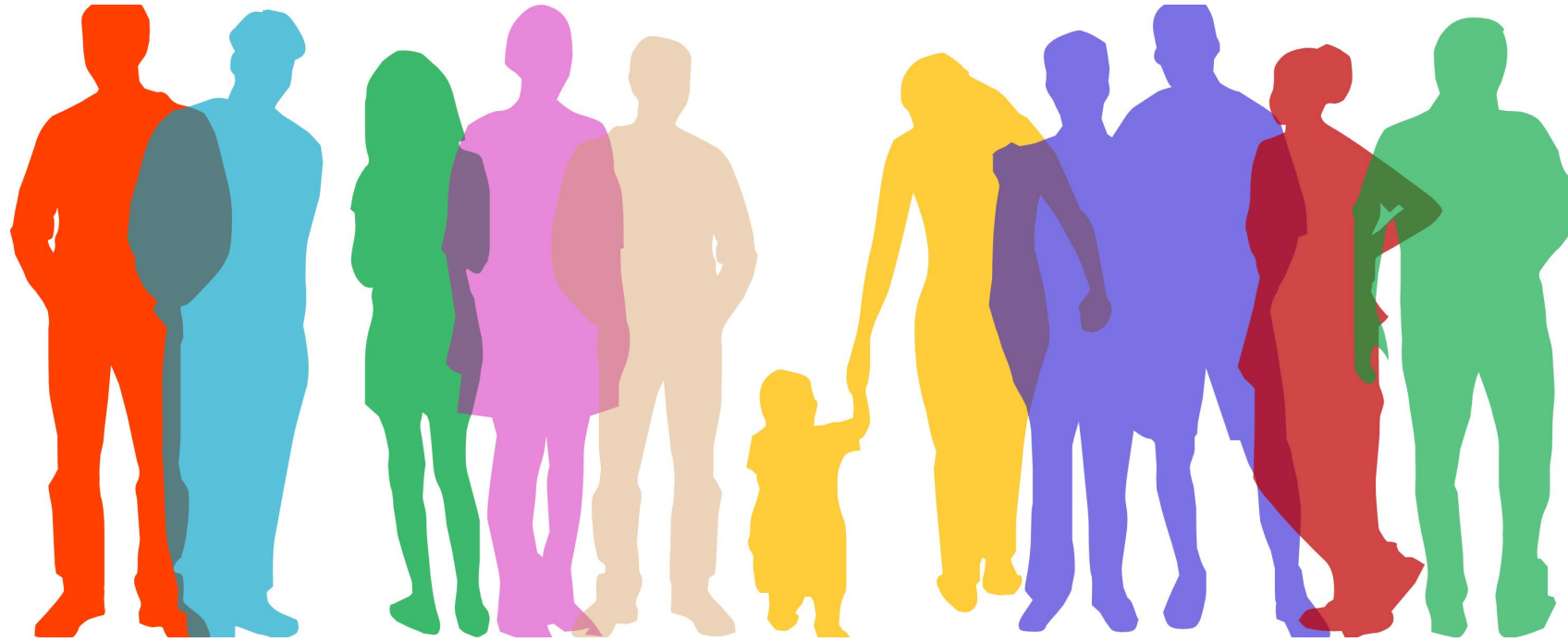
Median family incomes higher than child care assistance threshold

Child care is affecting the labor force

Finding child care in Marion County is difficult

Declining child care supply

Shortage of child care spaces



“Quality childcare is a parents’ main concern. They can not be productive at work if they are worried about the care their children are receiving.”

-Marion County, Iowa Employer



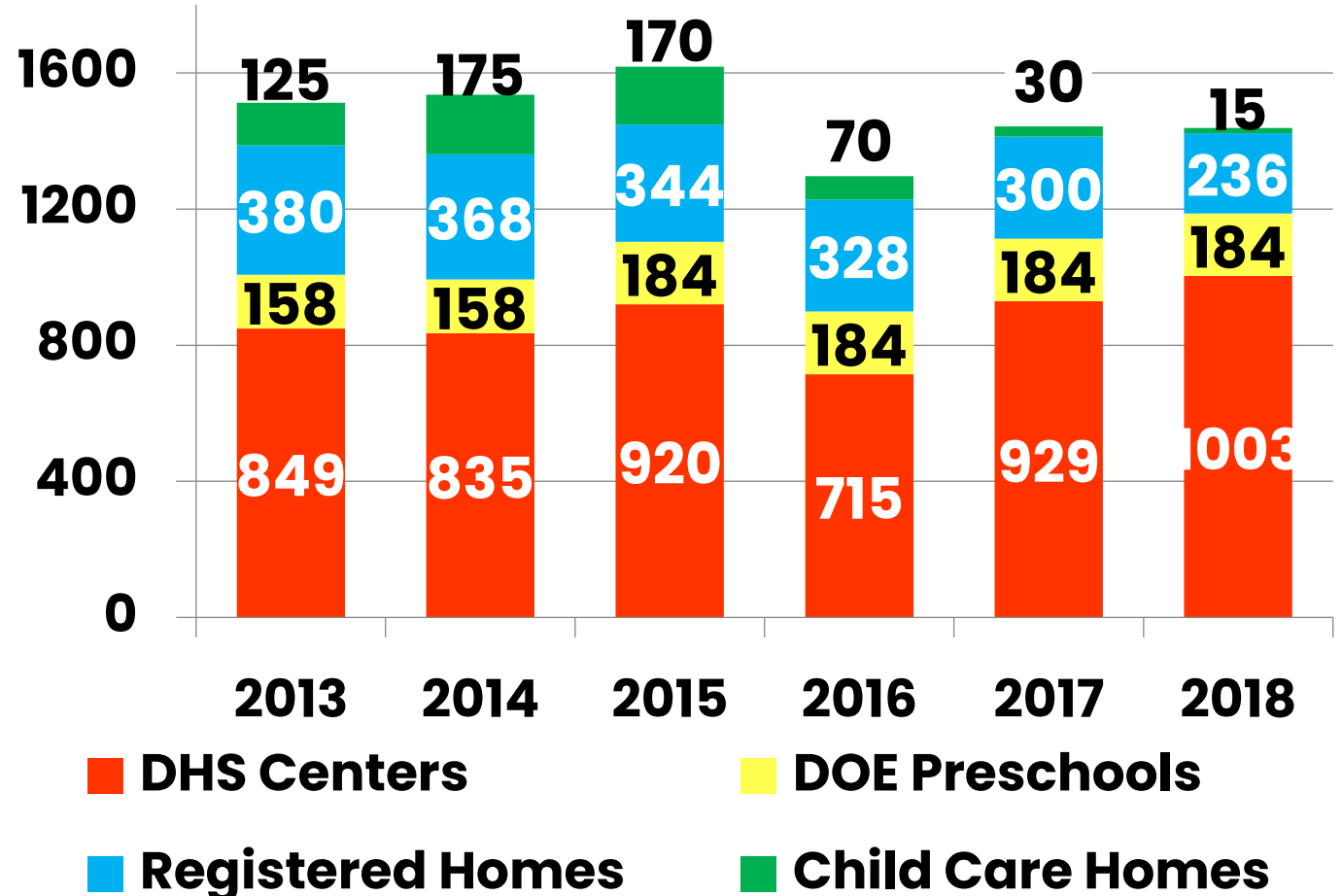
Marion County Child Care Supply is Declining

2013 to 2018

35 fewer providers listed w/CCR&R
74 fewer spaces listed w/CCR&R

As of February 2019, DHS lists:
986 spaces in licensed centers
236 spaces in Registered Homes
5 spaces in Child Care Homes
1,223 total spaces*

**Does not include Dept. of Education
Preschools not also licensed w/DHS*



Note: Data from Iowa Child Care Resource & Referral (2018)

© Firstchildrensfinance.org

2019



The overall Strategic Plan goal for Marion County is to make sure parents have access to child care.

Bussey Goal: Increase the number of quality child care spaces within Bussey.

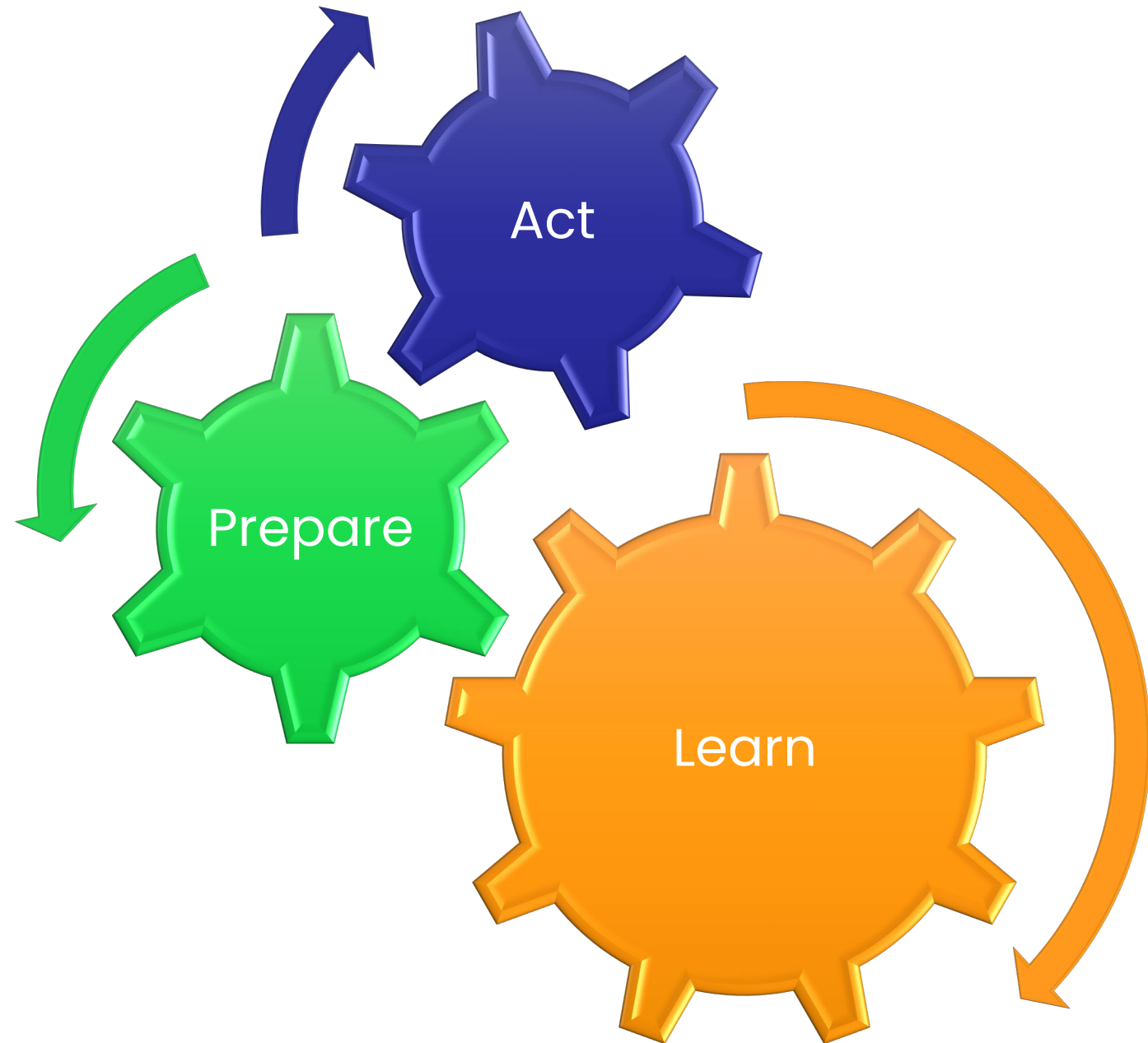
Knoxville Goal: Share and develop resources that will provide access to quality child care for Knoxville families.

Pella Goals: Increase the number of quality child care spaces in Pella. Increase the child care center labor pool in Pella through local training and partnerships. Make resources available for families that do not qualify for Child Care Assistance, but still struggle to pay for child care.

Pleasantville Goal: Use this *Child Care Gap Analysis and Strategic Plan* to inform community leaders of Pleasantville's child care needs.



Next Steps





First Children's Finance

Iowa Regional Office Connections

Web: www.FirstChildrensFinance.org

Email: InfoIA@FirstChildrensFinance.org

Social: www.facebook.com/FirstChildrensFinanceIowa



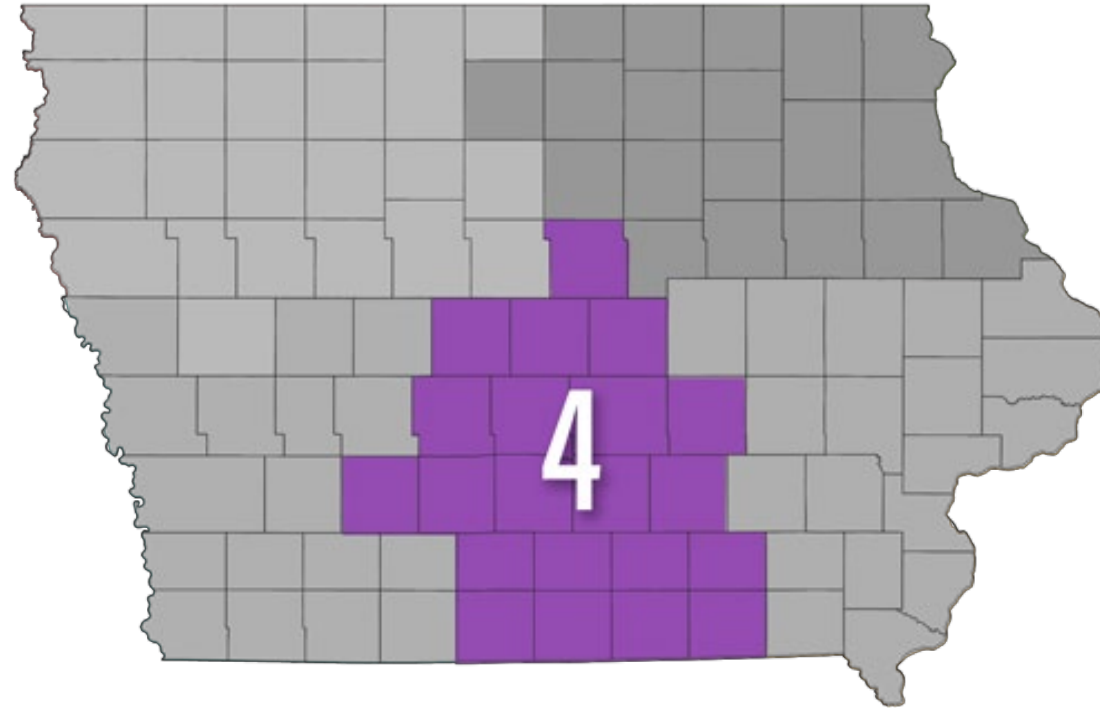
Iowa Child Care Resource & Referral

**Increasing the availability of quality child
care**

#TogetherWeWill



#161 - 1/2018



Region 4 Staff

Julie Davis – Community Development Specialist

Megan Davidson – Community Development Specialist

Lora Patton – Regional Director

Leann Andre – Child Care Consultant Supervisor

Child Care Resource & Referral (CCR&R) provides resources, education, and advocacy to support quality child care.



Parent Services:

Parent service specialists work with families to find child care that fits their family's needs.

Referrals are free to families.

1-855-244-5301

www.iowaccrr.org/families

Child Care Resource & Referral (CCR&R) provides resources, education, and advocacy to support quality child care.

Training:

CCR&R offers trainings designed to help early childhood professionals meet licensing and registration requirements. This training helps professionals become more successful in developing skills for working with children and families.

CPR/1st Aid
Mandatory Child Abuse
Reporter Training
Essentials Series
Professional Development



Child Care Resource & Referral (CCR&R) provides resources, education, and advocacy to support quality child care.

Child Care Consultation:

Consultants provide assistance to child care providers on licensing and registration for homes, centers, and preschools.



Consultants work with child care providers on policies & procedures, choosing professional development, and preparing their application for Iowa's Quality Rating System.

Child Care Resource & Referral (CCR&R) provides resources, education, and advocacy to support quality child care.



Community Development

CCR&R is a valuable asset to Iowa communities. We work with community groups, employers, businesses, and providers to promote the need for child care but also educate on the importance of quality child care.



The number of child care programs Central Iowa is decreasing!



2017

2,030 child care programs

575 centers

1,455 homes

2022

1,485 child care programs

575 centers

910 homes

The number of child care programs in Marion County is decreasing!



2017

46 child care programs

15 centers

31 homes

2022

29 child care programs

13 centers

16 homes

Why Child Care Matters to Iowa

Businesses

- Increase your productivity
- Increase the number and quality of job applicants
- Increase employee retention
- Strengthen your community and future workforce
- Your employees need your help!

Communities

- Stronger Local Economy
- Stronger Local Workforce
- Increased number and quality of job applicants
- Increased workforce productivity
- Increased workforce retention



What can YOU do to support child care?

Business and economic leaders have a strong influence on communities. Consider taking some of these steps to start advocating for access to quality child care in your community:

- Be informed
- Provide child care resource information
- Determine available employer tax benefits to support child care
- Join forces with advocates in your community
- Educate other business leaders
- Understand the issues and connect with state and local legislators
- Raise visibility



Website



Check out our website and you'll learn how to find resources for potential child care providers, families, communities and employers!



FREE INFO

**Looking for
child care?**

Call our Parent Specialists

- Customized information on child care options that match your needs
- Parent resources to help choose a quality child care provider

**Call CCR&R to discuss
your child care options:
855-244-5301**

**or visit our website for an online
selection of child care referrals
www.iowaccrr.org**



**Iowa
Child Care
Resource
& Referral**



Funding provided by the Iowa Department of Human Services through the Child Care Development Fund



**WANT A
NEW CAREER?**

Start a home child care business!

Child Care Resource & Referral (CCR&R) can help you begin to take steps towards opening a home child care business.

CCR&R can provide the foundation for your family child care home to be **successful!**



We are a FREE service to help you start and grow your child care business.

Our resources and assistance will help ensure that you provide a high-quality learning experience for children in your community.

**Start
Here!**



Funding provided by the Iowa Department of Human Services through the Child Care Development Fund

261 | 2020

**Iowa
Child Care
Resource
& Referral**

www.iowaccrr.org

**Call CCR&R and start
your new business today!**

855-244-5301



Thank You!

We need a community-wide effort of support to provide much needed child care programs and new potential staff members for our existing centers.

Julie Davis

Community Development Specialist

jdavis@orchardplace.org

(515) 371-0525

Megan Davidson

Community Development Specialist

mdavidson@orchardplace.org

(515) 401-4957





Jasper, Marion, and Poweshiek Counties
Early Childhood Iowa

Marion County CONNECT



Greater Poweshiek
Community Foundation

June 2, 2023



A state-legislated initiative that began in 1998 which seeks to achieve:



HEALTHY CHILDREN that are
READY TO SUCCEED IN SCHOOL
and live in SAFE AND SUPPORTIVE
COMMUNITIES



in SECURE AND NURTURING FAMILIES with
equal access to
SECURE AND NURTURING EARLY LEARNING
ENVIRONMENTS

JMP Early Childhood Iowa focuses on helping children, beginning at birth, to be healthy and successful.

Getting from here:

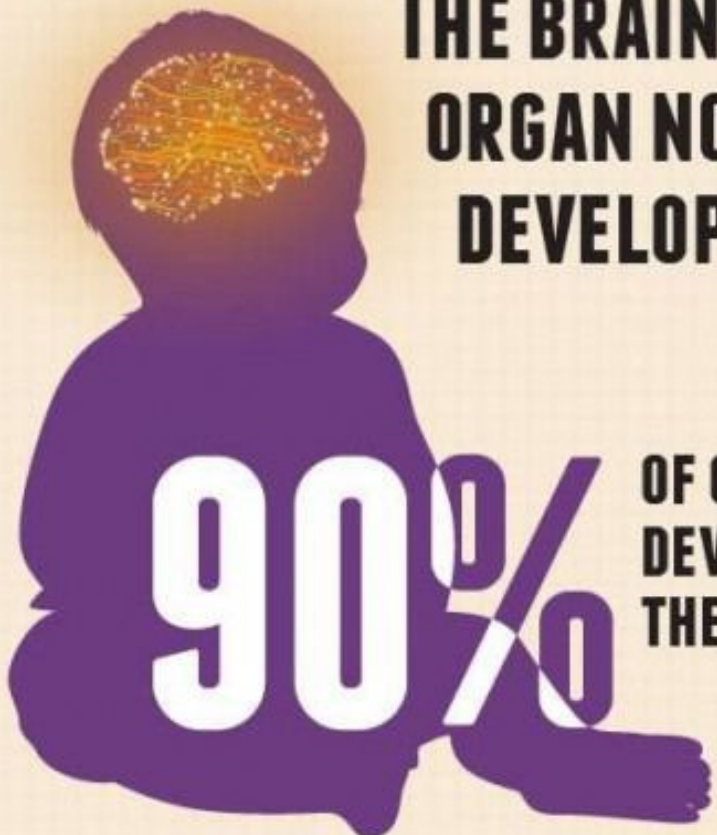


To here:





There are approximately 2,000 days between birth and when a child enters kindergarten.

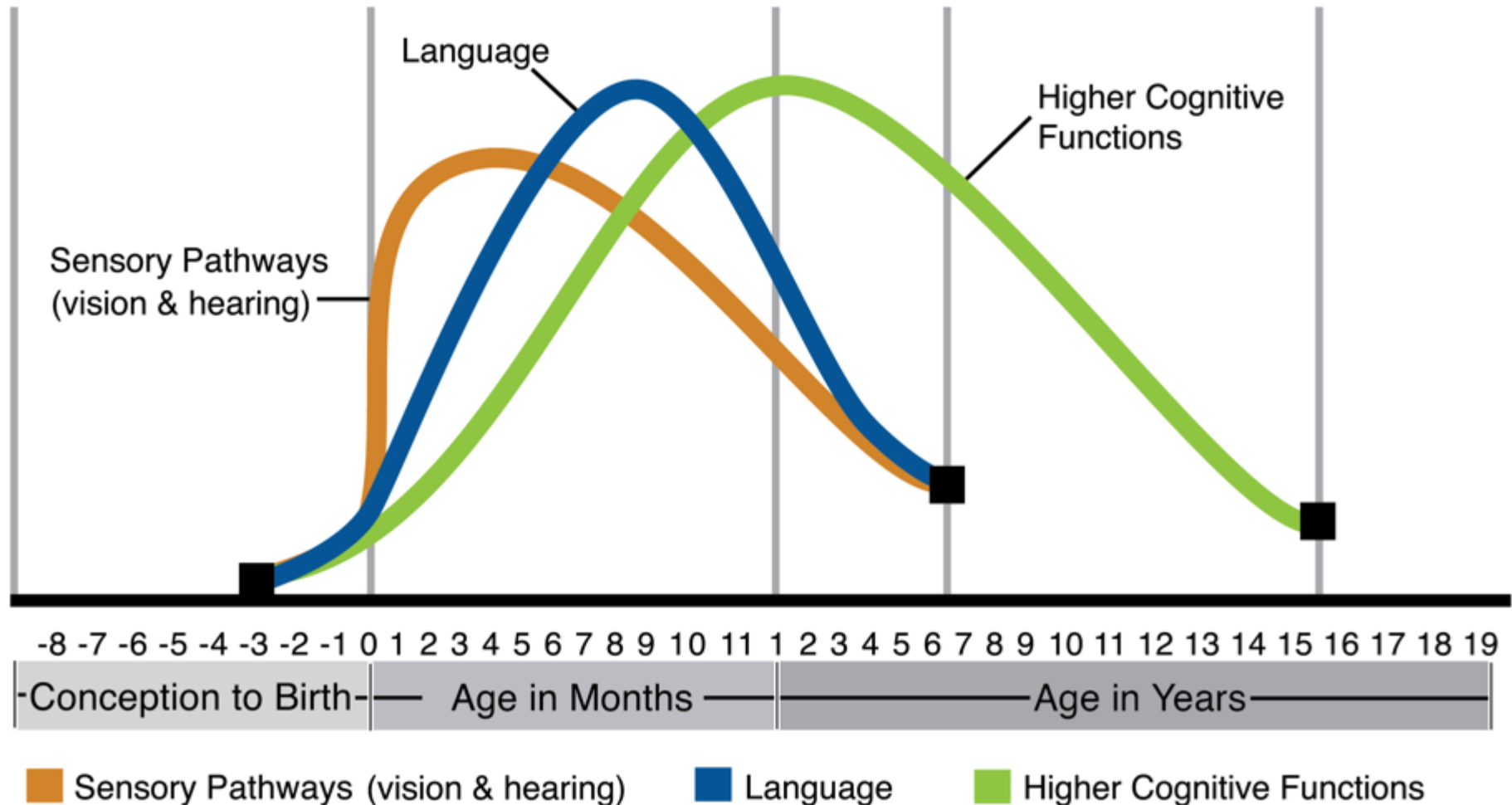


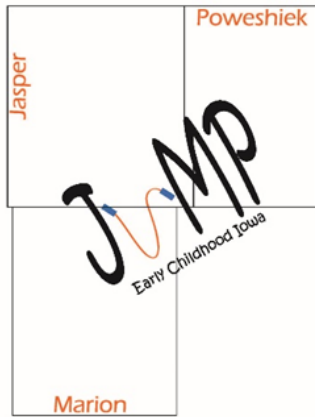
THE BRAIN IS THE ONLY ORGAN NOT FULLY DEVELOPED AT BIRTH.

90% OF CRITICAL BRAIN DEVELOPMENT HAPPENS IN THE FIRST FIVE YEARS OF LIFE.

The infographic features a purple silhouette of a child sitting down. Inside the head area, there is a glowing, golden brain with neural connections. The number '90%' is written in large white font across the child's torso. To the right of the silhouette, there is bold black text. The background is a light beige color with a subtle grid pattern.

Early Experiences Form Brain Architecture





Fiscal Year 2023 Mid Year Statistics

- **68** Children on Preschool Scholarships at 13 preschools
- **100** families received parent education via in-home visits
- **24** newborn babies received a post-partum home visit
- **83** childcare providers supported with technical assistance, training and educational opportunities
- 15 Child Care centers/home providers received support from Child Care Nurse Consultants to improve health and safety

The challenges and opportunities of early childhood in Iowa.

- Child Care workforce shortages
 - Wages and Benefits
 - Education and Training
 - Demanding bosses 😊
- Family Engagement
 - Demanding work/life balance
 - Digital Media
- Department of Health and Human Services Reorganization
- Unprecedented investment in
 - Infrastructure and Partnerships
 - WAGE\$ and workforce
 - Child Care Assistance
- New focus on Infant and Early Childhood Mental Health
 - Building connections
 - EC-PBIS and trauma-informed care
- Digital Media



Community & Participant Updates

- Housing
- Business
- Amenities
- Infrastructure
- Tourism
- Workforce

DEVELOPMENT
MARION
COUNTY • IOWA

2024 Marion County Comprehensive Housing Assessment Sponsor Opportunities





Exit Planning Workbook...



Red Rock LEADERSHIP

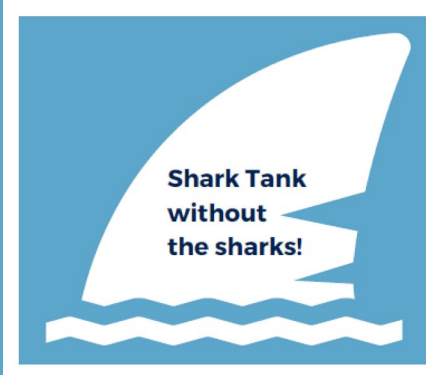


Applications open August 1



2022 Top 10 Under 40 Announced





Red Rock
STARTUP!



Young entrepreneur award



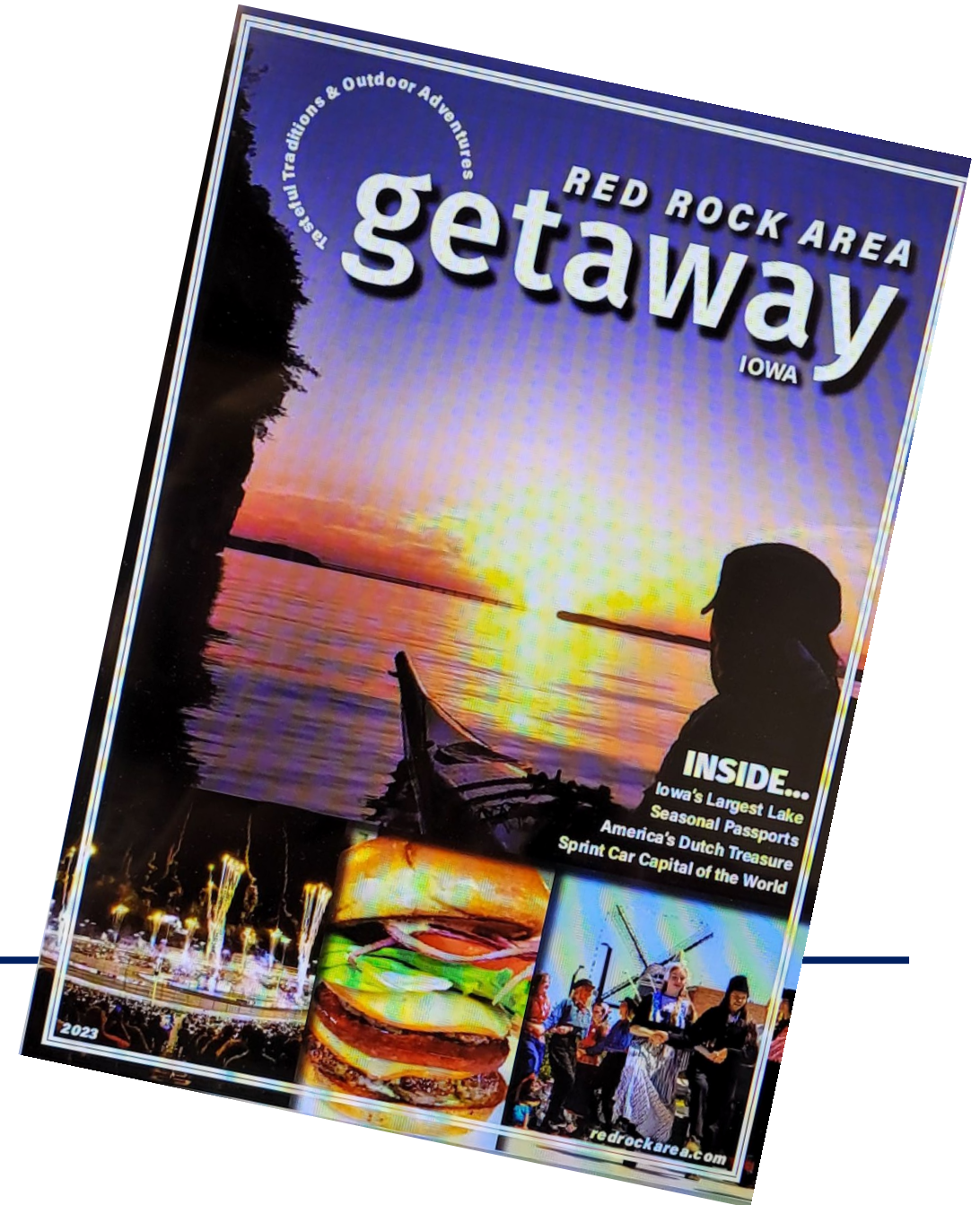
Red Rock
YEA!



Soul of Iowa 2.0

Summer, 2023

2023 Red Rock Area
Travel Guide



Passports

**A to Z
Foodie Trail**



S'More Fun



Feelin' Spicy



Twinkleland



Sheri Penny
Iowa Women's Foundation
sheri@iawf.org

Heidi Schlueter
First Children's Finance
heidi@firstchildrensfinance.org

Juliane Davis
Megan Davison
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jdavis@orchardplace.org
mdavidson@orchardplace.org

Amy Blanchard
Early Childhood Iowa
amy@GreaterPCF.org

THANK YOU

**NEXT MEETING:
Friday, Sept. 15
at 9 a.m.**

Focus: Legislative Issues

