



2030

A REGIONAL
ACTION PLAN

Cool • Creative • Connected • Prosperous



BUSINESS FORUM: CHILDCARE AS A WORKFORCE SOLUTION

September 8, 2022





THE GOLDEN CIRCLE



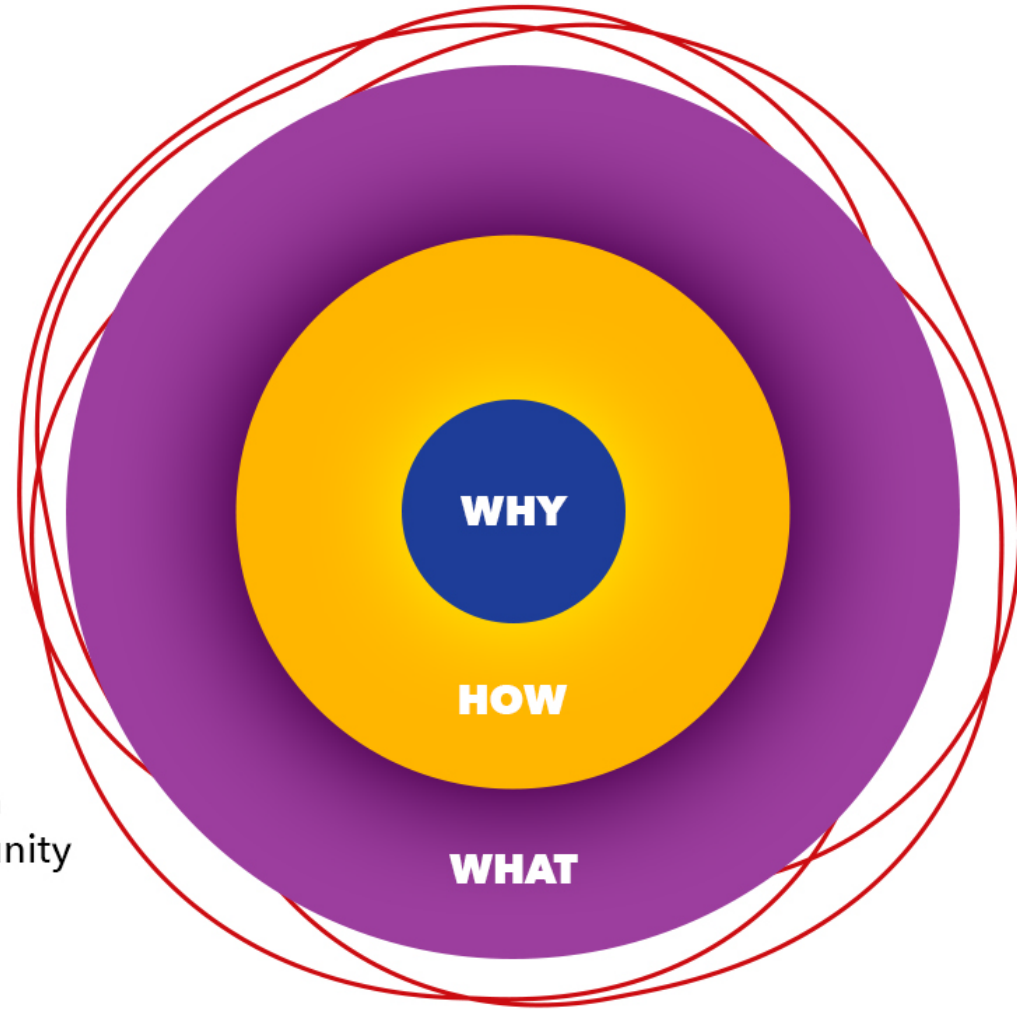
Cool, creative, connected and prosperous community



Convene, collaborate, accelerate, infuse inclusion



in-the-know advocate building a regional action plan that vision casts a more prosperous community





Purpose

By 2030 transform the Quad Cities region into a broadly prosperous and equitable community that provides a high quality of life and place for all Quad Citizens.

Vision

The Quad Cities is recognized globally in 2030 for growing and attracting talent and businesses, is energized by a diverse and culturally rich community, inspires innovation and embraces lifelong learning.

Mission

Ignite the transformational change in the Quad Cities region necessary to realize our vision which requires *intensified and focused* regional collaboration to achieve.



\$3 BILLION: 2019 IA/IL losses in productivity, revenue, and wages because of childcare issues.

60% of non-working parents say childcare is a top reason they don't participate in the workforce

80% of workers say they are likely to leave their employer for another that offers better family benefits

Replacing an employee can **cost a business 6-9 months of that employee's salary**

Every \$1 invested in high quality early childhood care yields a **\$4-\$9 return on investment**



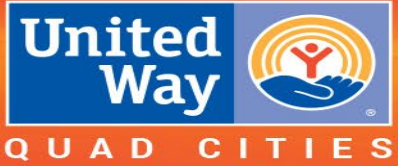
Expanding access to high quality childcare in the Quad Cities will help us to achieve our regional vision by:

- **Serving as a population growth tool for the attraction and retention of families and young professionals**
- **Helping to prepare our future workforce**



Rene Gellerman
President & CEO
United Way Quad Cities

TOMORROW'S WORKFORCE



EDUCATION

INCOME

HEALTH

19,825

children under the
age of 6.

How many need taken care
of all day, every day?

All of them.



TOMORROW'S WORKFORCE

EDUCATION

INCOME

HEALTH

Children who lack high-quality learning experiences:

**2 to 3 years
BEHIND**

when entering kindergarten.

80%

OF CHILD'S BRAIN
DEVELOPS
BEFORE AGE 5.

TOMORROW'S WORKFORCE



2X more likely to be prepared for kindergarten

- Excel in school
- Reading on grade level in 3rd grade
- Graduate high school
- Go to college
- Exhibit initiative & persistence

TOMORROW'S WORKFORCE

EDUCATION

INCOME

HEALTH

2,209

CHILDREN

helped by grant
programs

\$546,509

IN GRANTS

support early childcare
and education

TOMORROW'S WORKFORCE

1950

12%
of moms

400%

2019

61%
of moms

TOMORROW'S WORKFORCE

62%

Married couples
Both parents work

71%

Single-mothers

83%

Single-fathers

**Childcare is key to solving two
generational workforce challenges.**

TOMORROW'S WORKFORCE



Why Child Care Matters for Business

Presentation for Quad Cities Business Forum - Sept. 8, 2022

Who is ReadyNation?

- **Growing national network:**
2,000+ business leaders
(270 in Illinois)
- **Nonpartisan, nonprofit,**
no government funding
& no programs/services
 - **Goals:**
Better-skilled & well-
supported workforce,
stronger economy

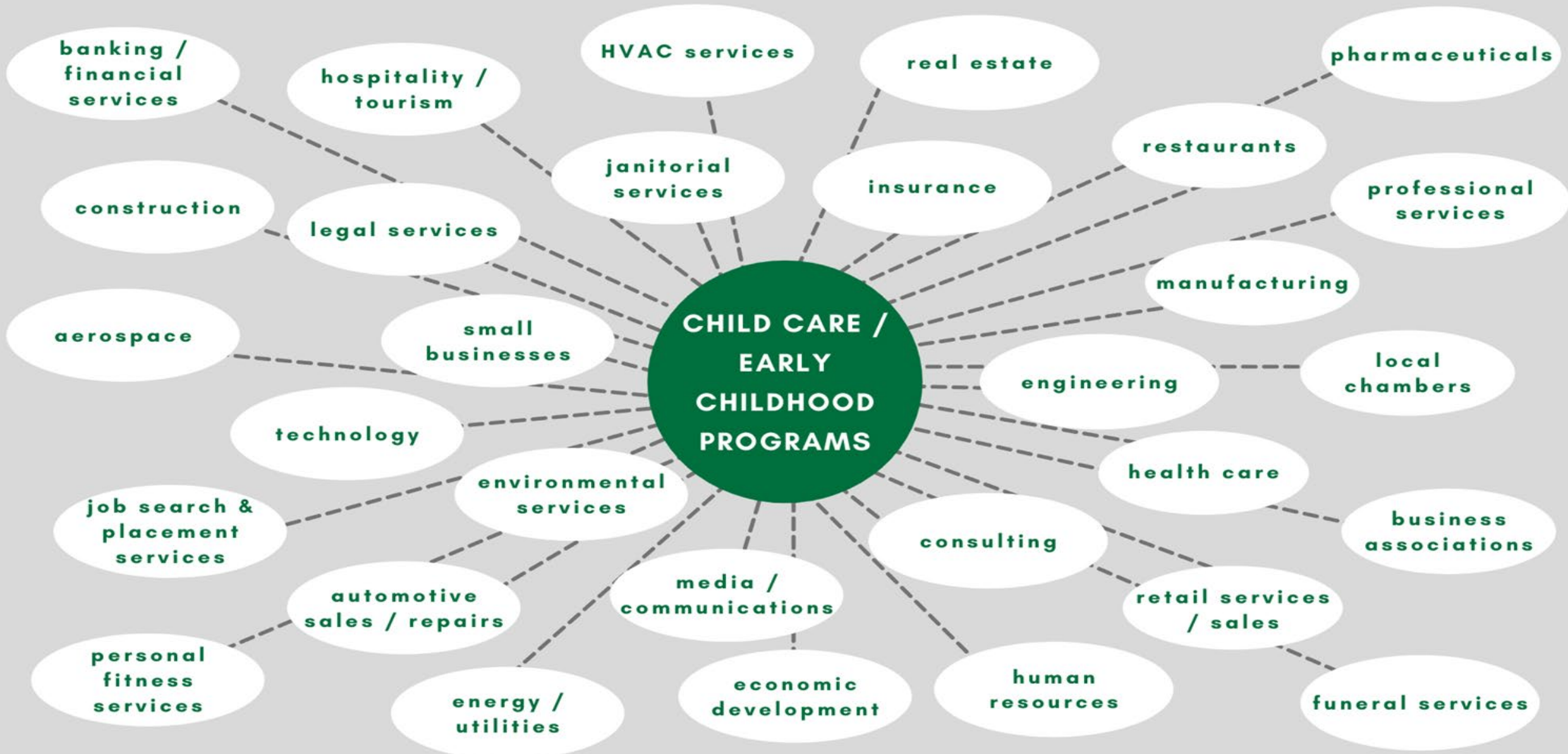


ReadyNation's work

- **Focus greater attention on ways we can improve the quality** of our workforce and economy through research-proven investments in children.
- **Bring together business leaders and policymakers to help connect the dots** between business success and early care and education.
- **Share information** with our ReadyNation members and policymakers.



Child care is the “workforce behind the workforce”



Scarcity = drain on U.S. economy, even before COVID



**\$57
billion**

the annual cost
of the US child
care crisis

- Two-thirds of these costs affect **working parents**, directly
- Nearly a quarter are costs to **employers**: absenteeism, rehiring, lost productivity
- These costs are **pre-pandemic** & specific to **infant/toddler care**, alone



Annual blow to Illinois: \$2.4 billion in losses, pre-COVID

Breakdown of costs to:

- **Working families**

\$1.6 billion

- **Employers**

\$559 million

- **Taxpayers /
federal tax base**

\$294 million

See “Strengthen Child Care, Grow Illinois’ Economy” report at bit.ly/ILChildCareCrisis

Job seekers identify child care as a chief concern



Jeff Hettrick,
Executive Director
Ottawa Area
Chamber of Commerce

**“We ran two job fairs
in 2021 and had 300
job openings in a town
of 18,000.**

**“Talking to job seekers,
healthy work conditions
and child care were top
concerns.”**

Child care availability & the workforce, post-pandemic

- **10%** of the child care supply has been shuttered due to COVID restrictions and staffing shortages
- **50%** of working parents struggle with child care
- **60%** of parents cite lack of child care as their reason for leaving the workforce
- **1 million** fewer women in the workforce than before the pandemic

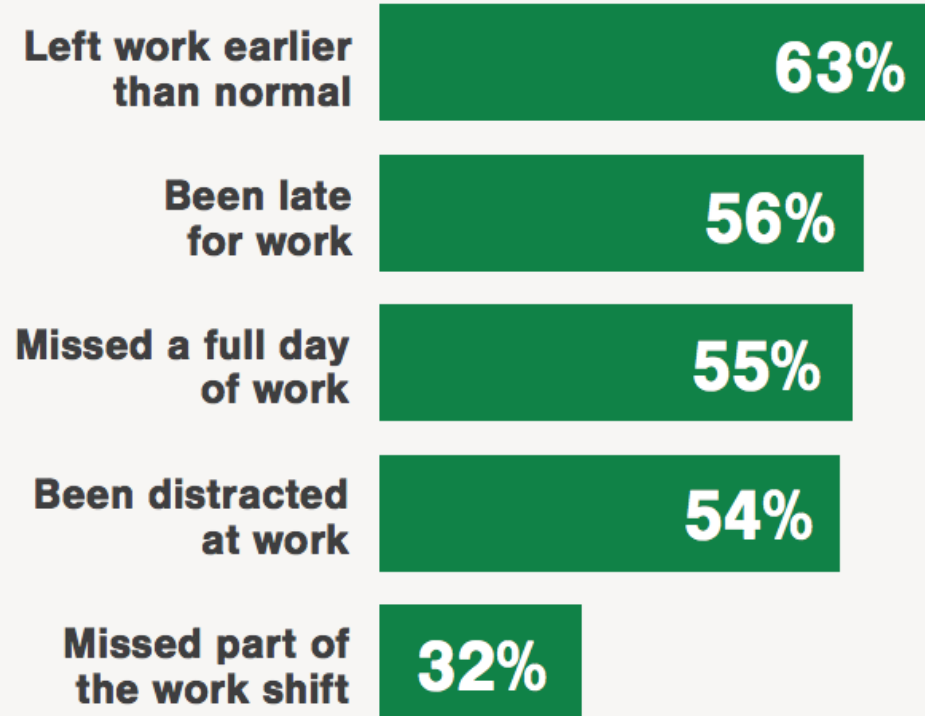


Serious effects on workers & employers

Results of national, pre-COVID survey of 800+ working parents of infants & toddlers

Time and effort at work

As a result of child care problems have you ever:



Source: ReadyNation national survey and report (2019)

The “soft skills” deficit

ReadyNation survey of 300+ execs across the country:



- **62%** reported greater difficulty finding candidates with strong “character skills”
- Yet **88%** see **increasing need** for those abilities in the workforce
- And **89%** support public investments in early childhood programs to help kids acquire these skills

Workforce of tomorrow

A 2019 overview of Illinois kindergartners found:

- **Only 56%** were ready for school in social-emotional development in 2019
- **47%** in language & literacy
- **35%** in math skills



Overall: Only about **3 out of 10 children** were entering school **prepared for success**

The “soft skills” deficit

“**Executive functioning**” skills include

- Creative thinking, problem-solving
- Working collaboratively
- Communicating clearly

Wall Street Journal: **89%** of executives **struggle** to find workers with such qualities



Help connect the dots: business leaders' valuable role



A community's lack of early childhood program capacity "is not just a crisis for kids and families. It's an emergency for our entire workforce."



*Norma Lansing, Former President & CEO
Effingham County Chamber of Commerce*

- **Speak-up** in news media
- Talk with state & federal **policymakers**
- Help foster **local discussions**



For more information, please contact:

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twitter.com/@ReadyNationIL



IOWA WOMEN'S
FOUNDATION



IOWA BUSINESSES AND CHILD CARE

2022



Dawn Oliver Wiand, President/CEO of IWF

IOWA CHILD CARE DATA

Pre-COVID



526,732 children ages 0-12 in Iowa

169,945 child care spaces available

Shortfall of **356,787** ↓ spaces



IOWA HAS LOST 33% OF ITS CHILD CARE BUSINESSES OVER THE PAST FIVE YEARS

NOW



519,713 children ages 0-12 in Iowa

173,481 child care spaces available

Shortfall of **346,232**²⁹ ↓ spaces



IOWA HAS LOST 28% OF ITS CHILD CARE BUSINESSES OVER THE PAST FIVE YEARS AND 56% IN THE PAST 10 YEARS

TOTAL NUMBER OF PROGRAMS ACCEPTING CHILD CARE ASSISTANCE DOWN 34% IN THE PAST FIVE YEARS AND 60% IN THE PAST 10 YEARS

SCOTT COUNTY CHILD CARE DATA

Pre-COVID



29,541

children ages 0-12 in Scott County

9,348

child care spaces available

Shortfall of

20,193 ↓ spaces



3.1 children needing care for every one slot available

SCOTT COUNTY HAS LOST 38% OF ITS CHILD CARE BUSINESSES OVER THE PAST 5 YEARS.

NOW



29,022

children ages 0-12 in Scott County

9,275

child care spaces available

Shortfall of

19,747 ↓ spaces



3.1 children needing care for every one slot available

SCOTT COUNTY HAS LOST 38% OF ITS CHILD CARE BUSINESSES OVER THE PAST 5 YEARS AND 60% IN THE PAST 10 YEARS.

TOTAL NUMBER OF PROGRAMS ACCEPTING CHILD CARE ASSISTANCE DOWN 43% IN THE PAST FIVE YEARS AND 62% IN THE PAST 10 YEARS

COST OF CHILD CARE CHILD CARE WORKFORCE WAGES

COST OF CHILD CARE



Iowa is currently one of the **MOST EXPENSIVE STATES** in which to raise a child, with many Iowa families not able to afford child care.



In Iowa, a family earning the median household income spends **11.9%** of their household income on child care. A family earning the single-parent median household income spends **40.7%** of their household income on child care.



7% IS CONSIDERED AFFORDABLE according to a study from Child Care Aware of America "US and the High Price of Child Care 2019"

Over the past five years, in Scott County, the weekly cost for an infant has gone up **9%** in a child development home and **17%** in a licensed center.



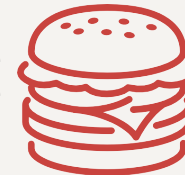
CHILD CARE WORKFORCE WAGES

Average annual income of **\$22,320** and an hourly wage of **\$10.73**

2021 Federal data shows https://www.bls.gov/Oes/current/oes_ia.htm#19-0000

Third-lowest-paid profession statewide after **LOCKER ROOM ATTENDANTS & LIFEGUARDS.**

We pay people more to take care of our hamburgers



(\$24,230 or \$11.40)
Now offering \$15.00+



Iowa's child care pay also **TRAILS THE NATIONWIDE RATES OF \$27,680** annually and **\$13.31** hourly

LOW WAGES AND A LACK OF BENEFITS ARE BARRIERS TO ATTRACTING AND RETAINING STAFF TO WORK IN THE FIELD.

CHILD CARE IMPACTS IOWA'S BUSINESSES AND ECONOMY

ACCORDING TO THE US CHAMBER OF COMMERCE FOUNDATION:
HOW CHILD CARE IMPACTS IOWA'S STATE ECONOMY REPORT

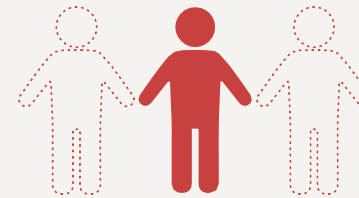


Annually, child care issues result in an estimated

\$935
MILLION LOSS
for Iowa's economy



Iowa loses an estimated
\$153 MILLION
annually in tax revenue due to
child care issues



Absences and employee turnover cost Iowa employers an estimated
\$781 MILLION
per year

CHILD CARE IMPACTS IOWA'S BUSINESSES AND ECONOMY



65%

of parents are late to work or leave early because of child care issues



Working parents miss an average of

4.2 DAYS

of work every six months and are late to work or leave early an average of

7.5 TIMES



63%

of parents say child care costs influence their careers

3



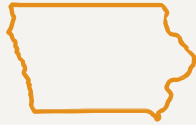
85%

wish their employer offered child care benefits



CHILD CARE AVAILABILTY, AFFORDABILITY & SUSTAINABILTY

BUILDING COMMUNITY CHILD CARE SOLUTIONS COLLABORATIVE



- The only program of its kind in the state of Iowa.



- A unique network of 45 communities, with over 750 volunteers working together to increase awareness and explore innovative ways to increase child care solutions that support families, businesses and communities, both in the short and long term.



- Solutions include: building and expanding, businesses and child care, child care entrepreneurs, BASP and summer care, community colleges and child care, and innovatively addressing child care for 2nd and 3rd shift workers.

BUILDING COMMUNITY CHILD CARE SOLUTIONS COLLABORATIVE



- **Local Community Support**
IWF, with our community partners, collaborative network, and tools, will work to stabilize and grow the child care industry.



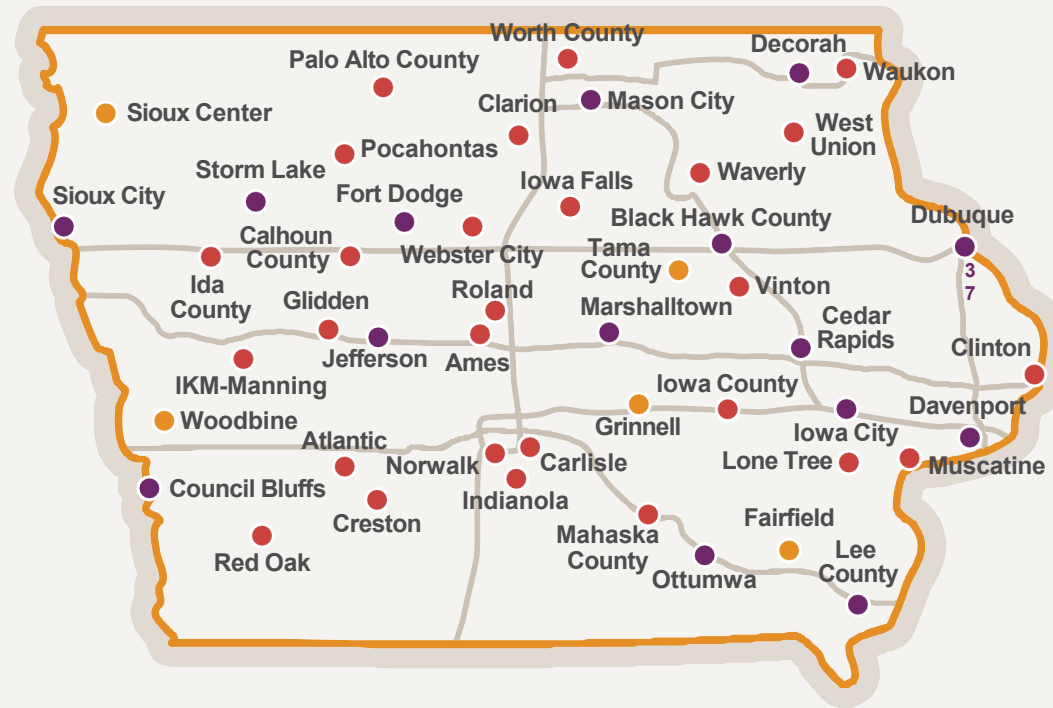
- **Businesses and Child Care**
IWF, in partnership with Iowa Economic Development Authority (IEDA), is developing a multi-touch consultative process based on the existing IWF child care awareness campaign and the Iowa Business & Child Care coalition toolkit.



- **Public Policy/Advocacy**
IWF in partnership with Iowa Child Care Coalition members and its statewide partners, support policy recommendations to create a more accessible, affordable and quality child care system sustained by a professional, competitively compensated workforce.

BUILDING COMMUNITY CHILD CARE SOLUTIONS COLLABORATIVE

PARTICIPATING COMMUNITIES



KEY

- Original tour community
- Community who asked to join the work
- Community using BCCCS materials





IOWA BUSINESSES AND CHILD CARE

HOW CAN IOWA BUSINESSES LEAD THE WAY

*RECOMMENDATIONS FROM THE US CHAMBER OF COMMERCE FOUNDATION

GET THE FACTS

and understand why child care matters to your business' bottom line and the Iowa economy.

EDUCATE

others including your executive and/or leadership team, other business leaders and elected officials about child care and its importance to your business.

ASSESS

your employees' needs are and collect data on utilization rates of your existing programs.

DEVELOP

strategies to implement company family-friendly policies and practices.

INVEST

in child care solutions³ for your employees:

- Offer flexible work arrangements
- Educate your employees about their tax and subsidy eligibility
- Create a Flexible Spending Account (FSA) and educate your employees on its benefits
- **Consider an Infant-at-Work program for employees**
- Contribute to or subsidize child care
- Provide access to a care marketplace or resource and referral service
- Provide back-up/emergency child care options
- Provide on-site child care

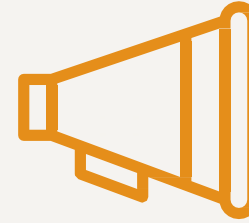
CALL FOR ACTION



Share
with three people
what you learned



Start
a dialogue with your
employees to determine
their needs



Encourage
others in your
community to get
involved and advocate
for child care solutions



Q & A



THANK YOU!

Dawn Oliver Wiand, President/CEO of IWF

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QUAD CITIES CHAMBER



Christine Caves

Vice President, Business & Economic Growth

563.823.2672



**Do you understand what childcare needs exist in your workforce?
How have you gathered this information?**

**Does your organization currently have childcare/family friendly
practices or benefits?**

**Have you already implemented any changes to address childcare
issues in your workforce? If so, please share details.**

**Have you or your organization participated in any advocacy efforts
around childcare? If so, please share details.**



You have heard ideas and ways other businesses have engaged on this issue. Please share your thoughts on the feasibility of these solutions.

What resources do you think are missing to help you implement childcare friendly practices or solutions?

Can you think of ways your organization can support current childcare providers?

What surprised you about today's presentation? What did you learn today that you will share in your workplace?



A REGIONAL ACTION PLAN



THANK YOU!

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