

Understanding The Tipping Point

Virtual Webinar | December 5, 2023

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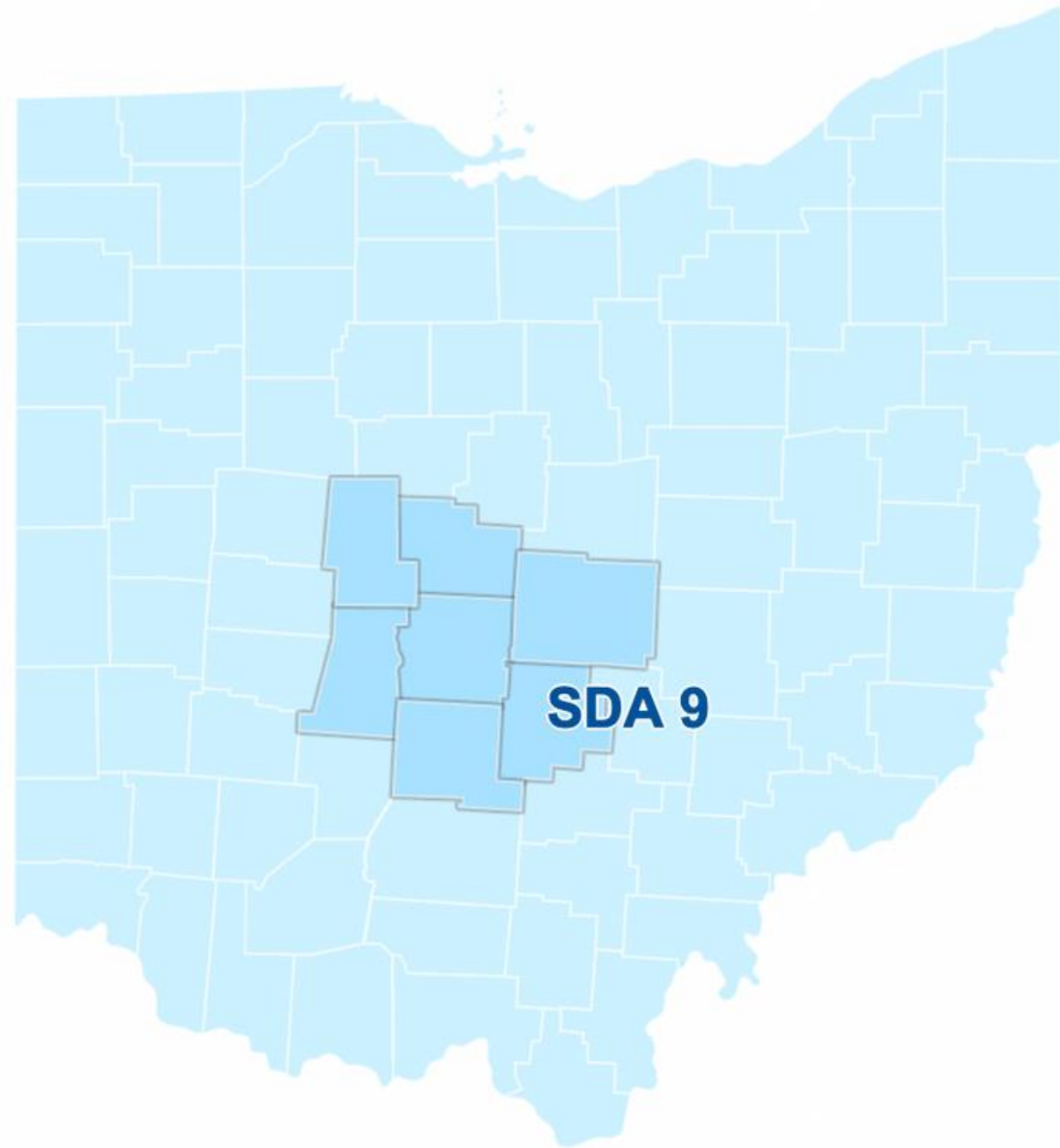


ABOUT ACTION FOR CHILDREN

Action for Children is the local child care resource and referral agency for central Ohio, and is committed to assuring quality early learning experiences for all children.

Our services focus on transforming the lives of children by supporting the everyday heroes who most influence our children's early growth; caregivers, educators, parents, and guardians.

ABOUT ACTION FOR CHILDREN



Source: OCCRRA

- Action for Children serves Columbus and Franklin County, as well as Delaware, Fairfield, Licking, Madison, Pickaway, and Union Counties.
- Some programs are also available in Allen, Crawford, Knox, Marion, Morrow, and Richland counties



Dr. Eric Karolak, PhD, CAE
CEO, Action for Children



Mary Beth Salomone Testa
Consultant, MBST Solutions, LLC

KEY TAKEAWAYS FROM THE SURVEY

Staffing challenges:

- Caregivers cannot afford to enter or stay in the field
- 70% of central Ohio's child care centers have open positions or a desire to hire staff
- Family child care providers also express a strong desire to hire additional staff

Enrollment challenges:

- If central Ohio child care programs were able to operate at full capacity, an estimated 9,925 more children could be enrolled

Tuition Increases:

- For the second consecutive year, 56% of providers have raised tuition fees, with 66% planning further increases in the next six months

More than half of providers report that their monthly revenue does not cover expenses

Child Care Stabilization Grants worked, and more is needed

LISTENING TO PROVIDERS IN CENTRAL OHIO

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Stabilization Grants worked – but what now?

\$189,500

average award for
child care centers
in Ohio¹⁴

\$33,600

average award for
family child care
programs in Ohio¹⁵

Top 3 Uses for Grant Funds (Centers)

1

Payroll

2

Staff bonuses

3

Supplies (cleaning, PPE, etc.)

Top 3 Uses for Grant Funds (FCCs)

1

Rent or mortgage

2

Supplies (cleaning, PPE, etc.)

3

Utilities and telecommunications

45% stated they'll need
to raise tuition

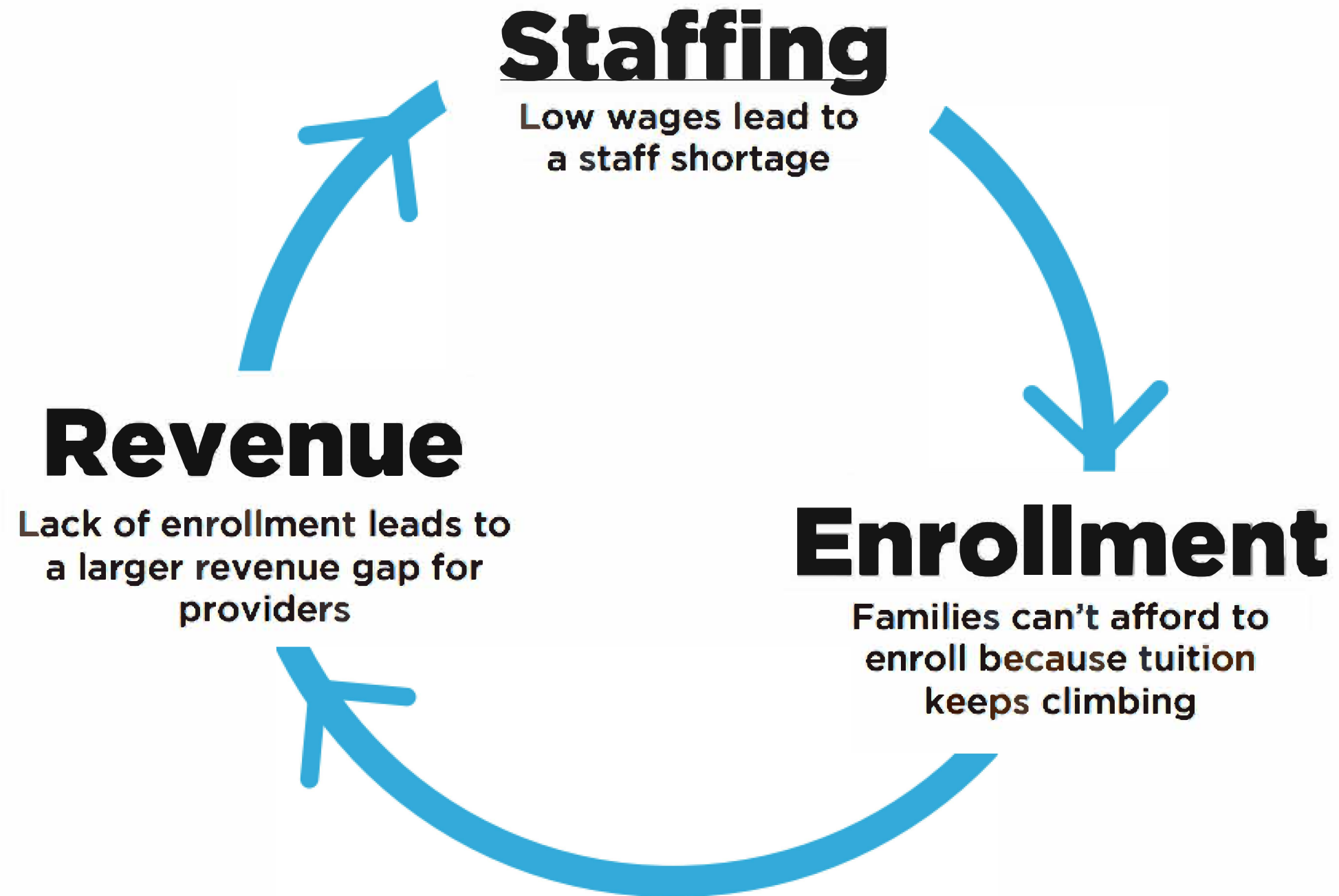
38% reported they won't
be able to cover
operating expenses

20% reported it will affect
the quality of their
program

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The cycle isn't working



Wages for the early childhood workforce in child care centers and family child care homes

Wages in a center:

- The median highest hourly wage is currently \$17.00 for a lead teacher, and \$14.25 for an assistant teacher.

Wages in family child care:

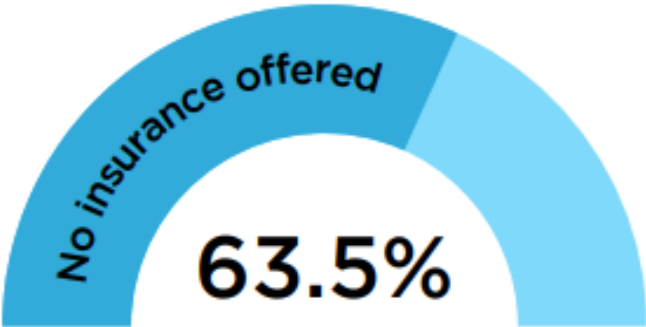
- 48% of family child care providers don't pay themselves
- If they do, the monthly wage is only \$1,454

Healthy early childhood educators?

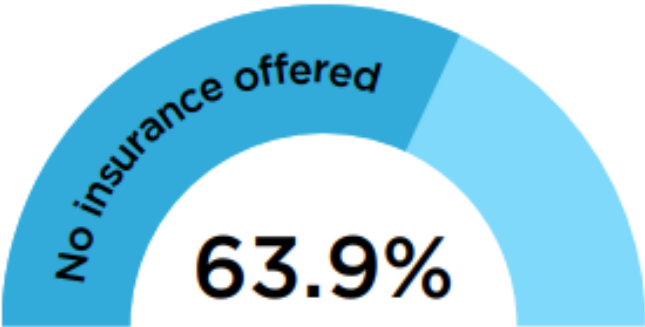
CENTER-BASED PROGRAMS



Health Insurance

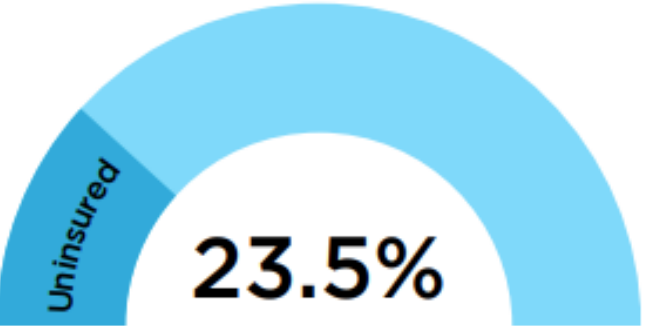


Dental Insurance

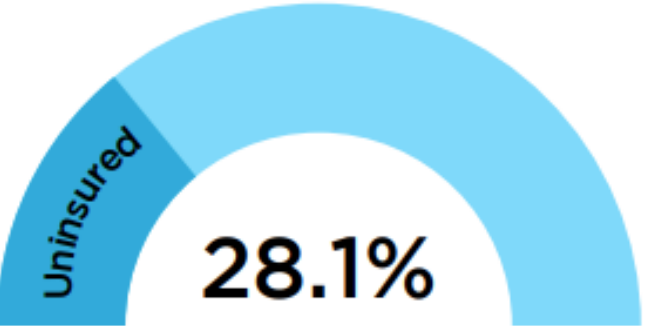


Vision Insurance

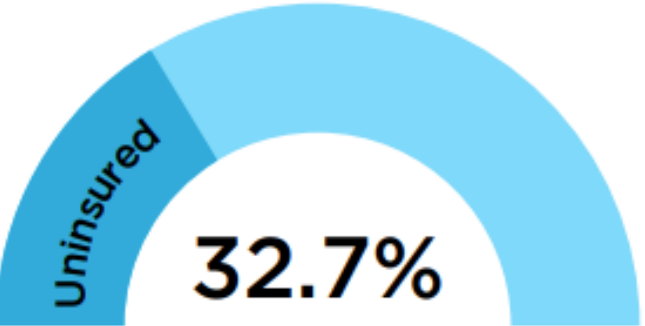
HOME-BASED PROGRAMS



Health Insurance



Dental Insurance



Vision Insurance





Brittany Jackson
Step Up To Quality Program Coordinator,
Action for Children

RECOMMENDATIONS

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Leaders should invest in family affordability

- Ohio's state leaders can expand family eligibility for PFCC to reach more families
- Federal leaders can invest so that all eligible families are served
- Employers in central Ohio can bolster families' abilities to be at work reliably by:
 - Offsetting families' child care expenses
 - Contracting or "Sponsorship" to ensure child care slots are available to employees, and caregivers are compensated at a competitive rate with health benefits
- City and County leaders across central Ohio can invest in innovations
 - Example: Franklin County RISE

Leaders should invest in program operations and compensation

- Start-up expenses and capacity-building as programs expand to meet demand
- Staff wages including compensation for substitutes and hiring/retention bonuses
- Staff benefits
- Meals and snacks in child care
- Utility bills
- Rent/fees for use of the center space, and housing costs for the home-based family child care program
- Maintenance and supplies expenses
- Transportation expenses of the provider

**We need a comprehensive approach
to solving the child care crisis,
rooted in the needs of the child care
professionals and families closest to
the challenges**

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Let's Talk

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THANK YOU!

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