



GREEN COUNTY CHILDCARE INITIATIVE

Cara Carper

Green County Development Corporation

- ▶ Need for childcare
- ▶ Partners
- ▶ Funding sources
- ▶ Projects
- ▶ Results and impacts
- ▶ Future

UPCOMING

- ▶ Pre-Covid
 - ▶ Green County = Childcare Desert
 - ▶ Broken business model
- ▶ Throes of Covid – PPP, PPE, SBDC, United Way, Toy Drive
- ▶ Why is this an Economic Development issue?
 - ▶ WORKFORCE!
 - ▶ Childcare IS a business

HISTORY (BRIEF)



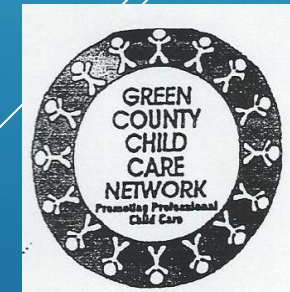
- ▶ Better business practices
- ▶ Training
- ▶ Staff
- ▶ Funding



Can you
see me?

WHAT DO CHILDCARE BUSINESSES
REALLY NEED?

- ▶ United Way of Green County
- ▶ Small Business Development Center (SBDC)
- ▶ Southwest Community Action Program (SWCAP)
- ▶ Wisconsin Early Childhood Association (WECA)
- ▶ 4Cs – Child Care Resource and Referral
- ▶ UW Extension – Victoria Solomon
 - ▶ Translation and Interpretation from UWEX
- ▶ MultiCultural Outreach Program (SWCAP)
- ▶ WWBIC
- ▶ Dept. of Children and Families (DCF)
- ▶ Green County Child Care Network



COLLECTING PARTNERS

- ▶ Support existing regulated childcare businesses
 - ▶ Incentivize existing non-regulated childcare
 - ▶ Incentivize new childcare businesses
-
- ▶ Increase quality
 - ▶ Increase quantity

PRIORITIES

- ▶ SBDC - for Training
- ▶ DCF - for Mental Health Initiative
- ▶ WEDC – for Seed Accelerator Program

APPLYING FOR GRANTS

- ▶ **Childcare Business Boot Camp (thank you SBDC!!)**
- ▶ Partners attended all classes
 - ▶ 1 night a week for 8 weeks (Entrepreneurial Training Program model)
 - ▶ 14 participants (2 Spanish speakers)
 - ▶ WECA designed curriculum and taught classes
- ▶ **Safety Saturday**
 - ▶ All day class
 - ▶ 13 participants (3 Spanish speakers)
 - ▶ 4Cs taught class

PROGRAMS



- ▶ **Infant and Early Childhood Mental Health Initiative (thank you DCF!)**
 - ▶ One-on-one mental health consultation for providers
 - ▶ Monthly professional development for providers and parents
 - ▶ Consultation and classes by Avenues Counseling
 - ▶ Peer mentoring program

PROGRAMS

Have you been feeling burnt out? Are you frustrated with always helping others but it seems you never get help in return?

Come join us for a 2 hour workshop for parents, caregivers, and child care providers to explore how we can preserve our energy while creating and maintaining strong relationships with those we care about

SETTING BOUNDARIES

For Ourselves and our Children

Parents, grandparents, caregivers:
Wednesday, August 11, 2021 6pm-8pm

Teachers, providers, staff:
Thursday, August 12, 2021 6pm-8pm

Location: Avenues Counseling, LLC
1516 11th St. Monroe, WI

***Also held via Zoom. Please see attached details for registration**



- ▶ **Childcare Business Accelerator Program (thank you WEDC!)**
- ▶ Funding for:
 - ▶ Signing bonuses
 - ▶ To get regulated
 - ▶ To join YoungStar or increase rating
 - ▶ Training and for stipends to attend
 - ▶ Equipment



PROGRAMS



▶ **Green County Childcare Recognition Program (thank you local funders!)**

- ▶ Kickoff Event
 - ▶ T-shirts, Kona Ice, Professional Development, partners attended
- ▶ Breakfasts and lunches
- ▶ Media
 - ▶ By providers & About providers
 - ▶ Radio spots
- ▶ Headshots
 - ▶ To go along with media
- ▶ Raising Awareness

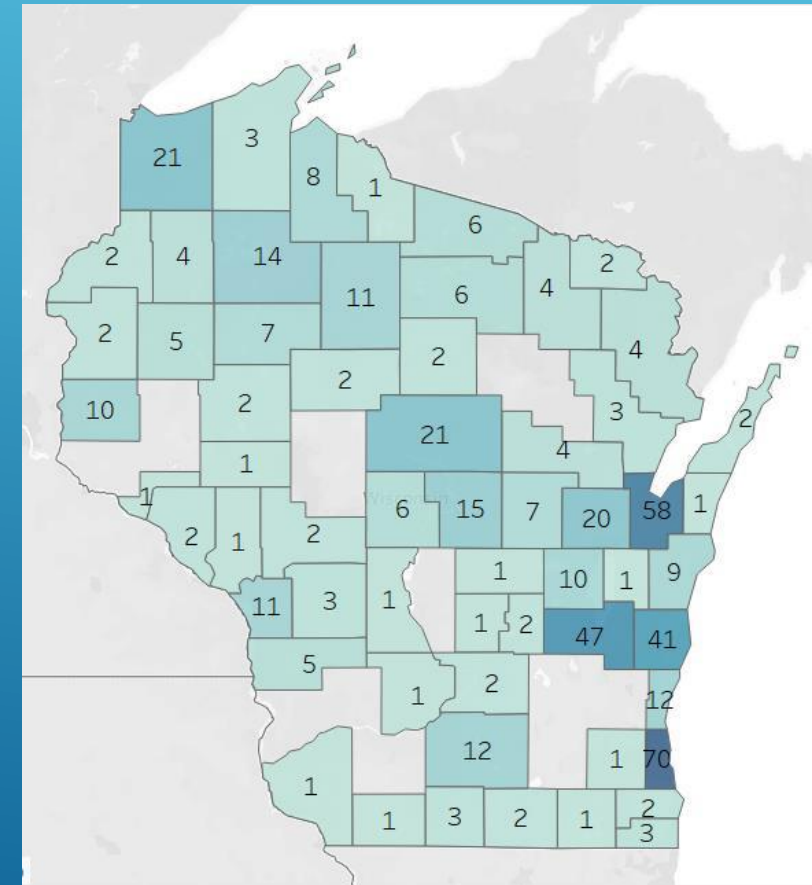


PROGRAMS



- ▶ **Childcare Business Boot Camp went STATEWIDE (thank you SBDC!)**
 - ▶ Five “Build it Strong: Child Care Business Foundations” courses offered in regions by WECA staff plus one-on-one support
 - ▶ 150 slots with 500 applicants within days
 - ▶ 103 finished the class (lesson learned: application process)
 - ▶ 72 existing businesses
 - ▶ 31 pre-venture
 - ▶ **Plus 500 participants in classes by 9 regional Child Care Resource & Referral organizations**
 - ▶ **Thanks to Brandon Hofstedt at UWEX for data**

RESULTS AND IMPACTS



► **Childcare Business Boot Camp Local Impacts**

- 2 now licensed
- 1 new center, applied for license
- 1 new center, to be built
- 1 applied for certification
- 3 signed up for Youngstar
- 5 signed up for peer mentoring/4 are mentors

RESULTS AND IMPACTS



▶ **Infant and Early Childhood Mental Health Initiative (through December)**

- ▶ One-on-one Counseling provide for 10 childcare businesses
 - ▶ 2-4 hours weekly for Centers and 1 hour weekly for Family providers
- ▶ Seven professional development classes for childcare providers
 - ▶ Held monthly – up to 11 providers regularly attend
- ▶ Seven professional development classes for families
 - ▶ Held monthly – up to 10 parent/guardians regularly attend

RESULTS AND IMPACTS



- ▶ **Childcare Business Accelerator Program**
 - ▶ 12 signing bonuses
 - ▶ 2 licensed
 - ▶ 2 YoungStar (sign up and increase)
 - ▶ Funding for 8 classes (and to attend classes)
 - ▶ Equipment for 2 new family providers

RESULTS AND IMPACTS



- ▶ **Green County Childcare Recognition Program**
- ▶ Kicked off end of September
- ▶ Breakfasts started in October (31 breakfasts; 6 businesses)
- ▶ Monthly articles in newspapers highlighting business (2 each month)
- ▶ Monthly articles by providers about various topics of the industry
- ▶ Radio ads start this month
- ▶ Toy Drive

RESULTS AND IMPACTS



- ▶ Partners meet monthly to discuss barriers and solutions
- ▶ Childcare businesses directing the recognition efforts

UNEXPECTED RESULTS



- ▶ **The childcare industry is still in CRISIS!**
 - ▶ The childcare business model is still broken
 - ▶ Plus Covid
 - ▶ Grants will run out
-
- ▶ Continue Childcare Business Recognition Efforts
 - ▶ Continue Childcare Business Accelerator; apply again for funding
 - ▶ Continue to advocate for childcare businesses

FUTURE





Order shirts here:

https://stores.inksoft.com/child_care_matters/shop/home

THANK YOU!

Cara Carper
Green County Development Corporation
Cara.gcdc@tds.net
(608) 328-9452