

# EVERGROW LEARNING CENTER

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WEDA ACADEMY WEBINAR - WORKFORCE DEVELOPMENT: OVERCOMING BARRIERS AND BUILDING  
OPPORTUNITIES PART II

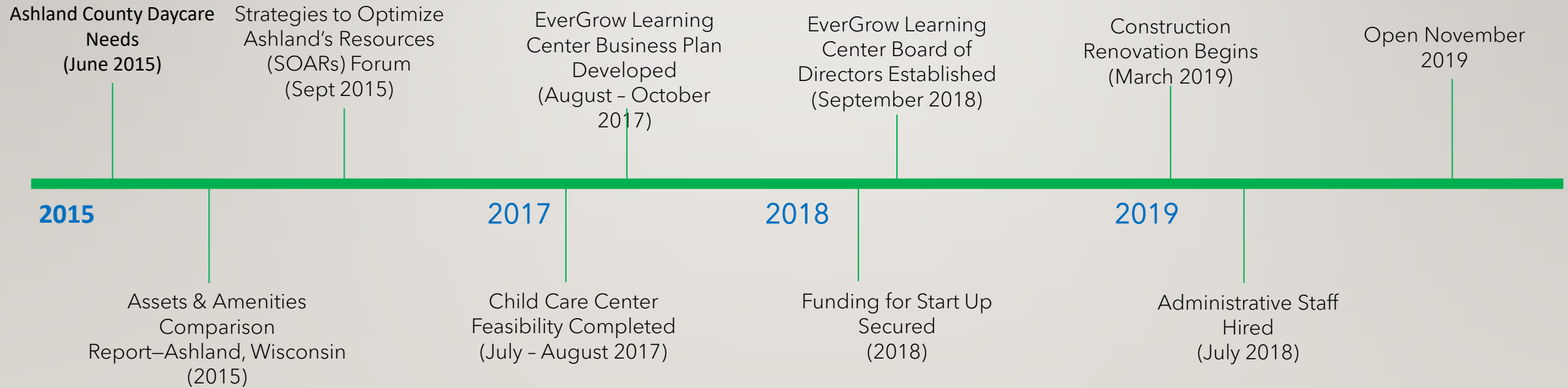
NOVEMBER 10, 2021





# EverGrow

## LEARNING CENTER







# Quantify the Demand

- *2015 University of Wisconsin-Extension Study*
- *2015 Northland College Asset & Amenities Study*
- *2016 Ashland SOAR event*
- *Local economic development group and workforce groups had been trying to find a solution*
- *Infant care nearly impossible to find = workforce issue*
- *Aging workers and impending retirements in the industry*





# Hear the Demand

*"[F]inding PAID CHILDCARE FOR INFANTS WAS ACTUALLY IMPOSSIBLE... Our youngest children were on wait lists for over a year (and we signed them up before they were born). At one point we were 27th on the waitlist at an infant daycare center. In my experience, the acutest need in Ashland is for infant day care." - Respondent to AADC & Ashland County UW-Extension Survey (June 2015)*



Washburn Early Learning  
Center  
65 children on waitlist  
(March 2018)



EverGrow Learning Center  
Survey  
73 responses indicated a  
need for care for 80  
children  
(March 2018)

# Community Development

95

Childcare slots available  
at the EGLC

51%

Of Enrollment Spots  
Reserved for Low-  
Income Families

Workers

14 FT  
5 PT

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19.1%


Of Ashland County's  
total population has  
incomes at or below the  
federal poverty level

1 in 4

Children in Ashland are  
living at or below the  
poverty line

Critical

for Talent Attraction  
and Retention



# PUBLIC FUNDRAISING CAMPAIGN

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# SUPPORT & FUNDING OF THE EVERGROW

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- Catholic Campaign for Human Development planning grant
- Private business financial support
- Private business loan from local hospital
- Individual and civic group contributions (Rotary, Lions Club, etc)
- Material donations
- Duluth Superior Community Foundation grant
- US BANK loan through the Community Reinvestment Act Network
- USDA Community Facilities Grant
- Wisconsin Economic Development Corporation
  - Capacity Building Grant
  - Community Development Investment Grant, awarded through a partnership with the City of Ashland



# WE ARE IN BUSINESS!... SORTA?

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- Center opened November of 2019 with enrollment at 79%
- COVID-19 hit in March 2020
- Enrollment fell to 16% in April 2020
- Summer care and after school care was CRITICAL in 2020
- Summer 2021 classrooms closed temporarily due to workforce shortage



# WHERE WE ARE TODAY

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- Enrollment at 86%
- Demand for infant care
- Wisconsin Shares use increasing, but many counties still have no families utilizing
- Planned expansion for additional infant care
- Classrooms have re-opened that closed in early fall

# CHALLENGES...

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- Workforce shortage
- Loss of workers to school systems
- Perception of early childhood education
- No coordinated K-12 programming in rural areas
- Innovative solutions!

# QUESTIONS/ CONTACT US:

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