Central Wisconsin Child Care
PRIVATE AND PUBLIC PARTNERSHIP
Wood County Child Care Partnership

WOOD COUNTY CHILD CARE TASK FORCE PROPOSAL
Background

Child care businesses operate at very slim profit margins

In 2012, there were 145 providers in Wood County with 2,993 slots

Today, there are 58 providers in Wood County with 2,228 slots

Affordability Crisis

A family making the median $55,879/year would pay $11,844/year for infants

That’s 21% of their income…3x more than the federal government defines as affordable

Waiting lists are extensive, with over 2,000 children in Wood County currently on them

A survey we conducted this summer indicates that a significant percentage of infants and toddlers would be on a list of 2 years

Low-income families impacted disproportionately

42% of Wood County parents we surveyed struggled to obtain child care due to barriers
Child Care Employee Crisis

Average income of a child care teacher is $23,650

In Wood County, the average hourly wage is $10.39

Why would someone want to become or remain a child care teacher?
Return on Investment

“HIGH-QUALITY EARLY CHILDHOOD PROGRAMS CAN YIELD A $4-9 RETURN PER $1 INVESTED”

UNIVERSITY OF PENNSYLVANIA CENTER FOR HIGH IMPACT PHILANTHROPY

Partners

- UW Extension
- Childcaring, Inc.
- Health Department
- Human Services
- Planning and Zoning
- Heart of WI Chamber
- MACCI

- South Wood Co YMCA
- MCHS YMCA
- WRPS
- Aspirus
- MSTC
- Child Care Providers
- Centergy
Six Strategies

Teacher recruitment, training, and financial support
Early childhood support through two Inclusion Specialists
Financial support to low-income families

Partnerships between businesses and early care providers
Start-up and expansion grants
Creation of shared services network
1. Teacher recruitment, training, support

Recruitment Specialist at Childcaring, Inc.

Further develop Pathways Program for continuing education of teachers

Scholarships and stipends

Recruitment and retention bonuses
2. Support Child Care Workforce Through Inclusion Specialists

Childcaring, Inc. would hire two Inclusion Specialists

Reduces burnout of childcare staff

Work 1:1 with children, families, and teachers to navigate and alleviate challenging behaviors

Partner with Birth to Three and local mental health professionals as appropriate
3. Financial support to low-income and ALI (limited, income strained, employed) families

Expansion of Good Start Grants Program

Currently funded by both United Way programs

Childcare cost in Wood County - $6500-13,572/year for infant

If a family has an infant and 3-year-old = $26,000/year
4. Partnerships between the business community and childcare providers

Modeled after an existing state program – Partner Up!

Requesting funds for Childcaring, Inc. to administer the program

Requesting funding for 75% of the True Cost of Care for 40 children per year

Employers would pay 25%
5. Start-up and expansion grants

- Increase the number of “slots” available
- Alleviate issue of extensive waiting lists for childcare
- Application process
  - Capital expenses, like remodeling, furniture, indoor/outdoor equipment, fencing, smoke and CO2 detectors, fire extinguishers, licensing fees
  - Cannot be used to pay off existing debt
6. Develop shared services networks

Save providers time and money, freeing up revenue for wages and other expenses.

Examples – staffing models, human resources functions, paperwork related to enrollment, business expenses, credit card processing, professional development opportunities.
Other Examples of Partnerships

Pittsville School District
  - In House Childcare Facility

Marathon County
  - Childcare Membership Model

Portage County
  - Childcare Taskforce