



Early Learning Matters

An Investment in Early Learning

Taking Steps to Protect Your Bottom Line

Every year, businesses lose \$1,640 per working parent due to lack of child care options for families. Employees miss work, have to quit their jobs, or are let go as a result of child care issues. Increasingly, businesses are turning to child care benefits and early learning advocacy to retain skilled workers and stand out in today's competitive talent market. Many employers are turning to child care benefits and early learning advocacy as a way to boost productivity and attract the best candidates.

Across Indiana, families, businesses, and local leaders can find the supports they need with child care resource and referral agencies like Child Care Answers (CCA). CCA serves Hamilton, Hendricks, and Marion Counties



Child Care
Resource and
Referral Network

Child Care Impacts Indiana's Bottom Line

Early childhood education and child care are more than a key part of children's success. They also have a direct, measurable impact on your community's vitality.

Investments of time, talent and treasure in child care can improve a community's economic vitality, a business's ability to attract talent, and a working parent's ability to thrive in their job.

Did You Know?

Each year, businesses lose **\$1,640** per working parent.

Here are some key facts that demonstrate how essential early learning is to your success.

Economic Impact

Indiana's economy loses \$2.2 billion each year due to the ripple effects of lack of child care.

Few Options

One in four central Indiana children who may need child care can't access any type of regulated child care. Barely one high-quality child care spot exists for every three children, putting many parents who want or need to work in impossible situations.

Talent Advantage

Family-friendly employers are more competitive in attracting new hires. 41% of parents reported having to turn down a new job offer due to child care problems.

Return on Investment

Comprehensive, high-quality, birth-to-five early education realizes a 13% return on investment to communities.

In Focus: Marion County, Indiana



81,714

total children ages 0-5

70%

of children under 6 needing care because all parents work

22%

Average income % a family would pay for high-quality infant-toddler care

59%

children likely needing care who are unable to access high-quality spots

Child Care Impacts Employee Well-being

When staff feel employers care about them as people, employee engagement improves. By championing child care benefits, you show you care about the whole person: both as a parent and an employee.

Child care may seem like something that's in the private lives of employees, but there's a direct impact on their productivity at work.



64% of working parents say they have been late to work or had to leave early because of insufficient child care

Absenteeism

58% of parents had to miss a full day of work due to insufficient child care, totaling 13.3 days missed.

Barrier to Entry

Many skilled workers reduce their hours or opt out of the workforce completely due to child care issues. 35.5% of Black mothers, 31.5% of Latina mothers, and 21.2% of White mothers list child care as a reason.

Loss in Wages

Due to child care challenges, working parents lose an average of \$5,520 in earnings and job searches - \$78 billion across the U.S.

Mind Share

53% of U.S. parents say that have been distracted to the point of being less productive due to child care challenges.

In Focus: Hamilton County, Indiana



25,813

total children
ages 0-5

71%

of children
under 6 needing
care because all
parents work

14%

Average income %
a family would pay
for high-quality
infant-toddler care

70%

children likely
needing care who
are unable to access
high-quality spots

How You Can Make an Impact in the Workplace

Workplaces' care and benefits policies can improve work-life balance for parents, helping them support their families and, in turn, be better employees.

Did You Know?

86%

of U.S. workers wish their employer offered child care benefits.

- **Dependent care assistance plans:** Employers typically pay a service fee for these plans, also called dependent care flexible spending accounts, and employees use them to help pay for the care of dependents.
- **Tuition support:** Through scholarships or direct reimbursement, businesses can alleviate some of the cost of care.
- **Child care services:** Employers can partner with local programs to have reserved seats at local programs, choose offices with near-site care locations, or, for large employers with a concentrated workforce, provide on-site care.
- **Supportive scheduling policies:** Parental leave, “bring your baby to work” programs, flextime, flexible scheduling, or working from home can allow parents to reduce child care costs or manage unexpected breaks in care due to illness or other factors.
- **Back-up child care:** Employers provide financial help for backup care or establish partnerships with backup care providers.
- **Child care search support:** Through human resources staff, families receive help finding child care, often through Indiana’s child care resource and referral agencies like Child Care Answers.
- **Understand staff needs:** Many businesses turn to staff surveys to understand their current employees’ needs prior to updating policies.

In Focus: Hendricks County, Indiana



11,583

total children ages 0-5

75%

of children under 6 needing care because all parents work

13%

Average income % a family would pay for high-quality infant-toddler care

80%

children likely needing care who are unable to access high-quality spots

How You Can Make an Impact in the Community and Beyond

Here are some ways you can get involved as an employer to help raise awareness of the importance of early childhood education.

- Join a local, statewide or local coalition dedicated to early childhood education, or start one by talking to your employees who are parents.
- As a company, consider your corporate philanthropy or volunteer options.
- Host a speaker or training — such as a lunch and learn — about the link between early childhood education and economic growth.
- Donate to or join an early childhood education organization near you — or become part of the board of directors.
- Write an op-ed or blog post in support of early childhood education as a way to boost economic growth and encourage other employers. Use research to build your case.
- In an industry group or in your community, share your workplace’s family-friendly practices and offer to mentor other employers looking to implement their own policies.
- Share your family-friendly practices as an employer on your website and in your marketing when appropriate.

Comprehensive, high-quality, birth-to-five early education realizes a

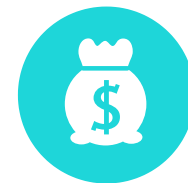
13% return on investment



Julie Randall
Executive Director
of Family Promise
of Hendricks
County

We knew we had to do something on our own to help these families who had to work. This was what our community needed.

When Providing Dollars Makes Sense



A small, family-owned manufacturing company's tuition assistance program yields an undeniable return on investment.

Family-owned and operated for more than 60 years, Indiana Stamp & Indiana Signworks' culture is rooted in the idea of family, according to President Olivia Warner. The manufacturer and distributor of stamps, inks and stamp accessories located in Fort Wayne employs a small staff of roughly 60 people, which means any attrition can have a significant impact of productivity.



In 2002, Warner's father and two business partners realized four employees were getting ready to become parents. In an effort to ensure those employees returned to work, the owners looked at different ways they could help with child care. The addition of an on-site child care center to the new company headquarters, under construction at the time, was considered, but leaders determined that the high cost meant that it was not feasible. Instead, they instituted an infant care tuition assistance program that remains in effect today. Indiana Stamp & Indiana Signworks offers to pay for 33% of child care costs for employees' babies up to 12 months. The only condition is that the parents choose a center that is rated as a Level 3 or higher in Paths to QUALITY, the state's voluntary quality rating and improvement system for child care.



Emmylou Winegarden, a finisher and engraver of signs at the company, has been employed there for four years and used the tuition assistance offered when her daughter, now two, was born. “It definitely helped, especially considering I had two other children,” said Winegarden. “Having kids is expensive, and care is a big part of that expense.”

Warner doesn’t have an exact count of the number of employees who have taken advantage of the infant tuition assistance program over the years but estimates it to be in the range of 10 to 15. She does know for certain that the average tenure at the company is 15 years – a decade more than the highest median tenure for the manufacturing industry - and credits the program as being a factor in that longevity.



It’s been a great tool that we’ve used for 17 years now. We’re not a big facility, but it’s been really beneficial to the employees that have had children and were able to take advantage of it.

- Olivia Warner, President of Indiana Stamp and Indiana Signworks

It’s so beneficial that the company may expand the program to include a “stair-step” of tuition assistance up to age five, as it looks for ways to not only retain staff but develop new talent.

“What can we do?” Warner asks, sharing the business’s forward-thinking considerations. “What’s that next step where we can push and really extend those benefits that are going to make us look attractive to our employees and attract other people as well?”

While those questions are still being answered, Warner says there’s no question about the return on investment for this kind of retention effort. The exact cost of tuition assistance for the last employee who used it was \$1900. Costs associated with replacing and onboarding a new employee? At least \$4000.

“We’re not a large corporation with unlimited resources. Those are actual, factual numbers, and you can’t argue with them.”

Welcoming Babies to Keep Employees



Creative firm Borshoff’s longstanding “Bring Your Baby to Work” program continues to be a big hit with workers and clients.

Clients of Borshoff, an advertising and public relations agency, often have the opportunity to meet an additional team member when they arrive at the company’s headquarters for meetings. Since 2000, the Indianapolis-based employer has allowed parents who work there to bring their infants between six weeks and six months of age to work with them. The “Susan F. Matthews Bring Your Baby to Work” program, named after a former managing principal who suggested the idea, is offered to all employees.

CEO and Partner Karen Alter’s now 19-year-old son, Matthew, was the second of a total 17 babies whose parents have taken advantage of this offering.



“

Basically, we had a lot of women and men that are of child-bearing age,” said Alter. “We asked, what’s a tool that we can use to make the transition back to work easier and maybe also help with retention?”

- **Karen Alter, CEO and Partner,**
Borshoff Advertising and PR

Parents who choose to participate in the BYBTW program are expected to provide necessary equipment and sign a legal agreement that releases the company from any liability. They also agree to go on a slightly reduced pay schedule to compensate for time spent with their child. Alter says this actually alleviates stress for the employee.



“It gave me the option to not have to drive here in rush hour. I could arrive at nine a.m. and leave at four p.m. We know there are things parents need to do, feedings and putting the baby to sleep. If the parent ends up working closer to 100%, we’ll accommodate for that.” says Alter

Mothers and fathers who bring their babies to work with them are offered a private office, to ensure adequate privacy for feeding and nap times. The company also has a designated room that provides more space for parents should they need it.

The program, which has no hard costs associated with it, has been a big win for Borshoff. Not only has it increased productivity and retention, it has garnered significant positive attention for the agency. Current and potential clients are impressed with the innovative practice, and it boosts staff morale.



Carrie Wood and her daughter, Saylor

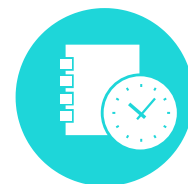
“There’s something about a baby, in terms of the environment and culture. It’s never been a burden on anyone. The baby sort of becomes everyone’s baby. We call them Borshoff babies.”

The next Borshoff baby is due to arrive soon. Carrie Wood, a senior media planner and buyer, is preparing to have her first child in a couple of months and plans to take advantage of the BYBTW program.

“It is a great benefit of working at Borshoff,” said Wood. “The fact that I get those extra months with her definitely makes me feel better. This is a way I get to go back to work earlier, while still be able to bond with her and not have to leave her with someone else so soon.”

Alter also believes the program has a positive effect on the babies themselves. She attributes the fact many of them have had “very outgoing personalities” to plenty of stimulation from adults in their first months of life.

A Big Company Focused on Individual Needs



One of Indiana's largest healthcare providers is moving away from rigid schedules and one-size-fits-all benefits for its thousands of workers.

Parkview Health is the largest employer in northeast Indiana, with more than 12,000 employees at the network of community hospitals and clinics it operates in that region. Parkview's Chief Community and Human Resources Officer Dena Jacquay is continually focused on finding ways to retain more of those employees and attract new ones.



“In this tight labor market, everyone is prioritizing talent,” said Jacquay. “That’s the sense of urgency. It’s the competitive advantage to find unique and creative ways, and they don’t always cost a lot of money. You have to listen and understand your workforce. Ask the right questions.”

The healthcare provider assembled employee focus groups, ensuring a variety of roles were represented. Input from those groups helped to influence implementation of policies that include flexible paid time off and work schedules, work-from-home options and phased-in work hours for parents returning from having a baby to “make the transition as smooth as possible.” Parkview Health locations also offer lactation rooms and prepared meals.

“We have the luxury of having a cafeteria and dining services in all of our hospitals. You can pop in and just grab a meal for 5 or 10 people, and it’s good food. People come from all over the community to have a meal from the Regional Medical Center.”



Employees also have the option of setting up flexible spending accounts for dependent care that allow for tax-free contributions of up to \$5,000. In 2021, Parkview's benefits will undergo a significant transformation to include the My CHOICES program. The adaptive benefits program will allow employees to make selections based on their needs and preference and will increase dollars available to put toward higher-quality early education for dependent children. Jacquay says there was some concern about returning to "cafeteria style" offerings, but that it makes sense for Parkview's diverse workforce, both in the present and the future.



"We have to provide options. We have so many different people in the workforce, it's not one size fits all. It's about choice. It's about how do we recruit and retain top talent. If you don't listen, if you don't provide choices, then you could miss out on key talented individuals or lose them after a short time, and all the dollars spent to recruit that person go out the window."

Dena Jacquay, Chief Community and HR Officer

Beyond benefits, Parkview is exploring additional child care supports for employees. The healthcare provider, which operated its own child care center for 18 years, now offers near-site care through Early Childhood Alliance location in Fort Wayne and is looking to create a new option for employees at its Regional Medical Center on the city's north side. Jacquay says the goal is to partner with other local employers on the project.

"There are developers and investors who know that area of town is booming. Let's get some other employers to also invest and perhaps reserve a number of spaces for each of those employers."

Parkview Health is also looking into providing child care options for children who are sick and unable to go to their regular care setting, a situation which often prevents parents from going to work. Jacquay is the first to admit she is "never satisfied" and is constantly looking for ways to expand Parkview's offerings, recognizing both the short- and long-term benefit of every effort to improve them.

"These are our coworkers, but also – to look at it from both sides – this is the future workforce we're going to employ."

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WE GROW WITH YOU

Since 1985, Child Care Answers has been a go-to resource for all things child care in central Indiana - a hand to hold for families, child care professionals, and community partners. Families turn to us to find trusted child care and quality information about their child's development. We also equip child care providers with the resources and tools they need to start their own professional care and expand their existing programs. We ensure that community partners, employers, and policy makers have access to a platform that amplifies their own work and creates awareness around a shared vision - making the essential accessible to all.



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Rely on Child Care Answers!

We're Your Partner in Increasing Access and Impact



One-on-One Employee Support

We're available to come onsite at your business to help your employees:

- Find a high-quality child care provider that meets their individual needs
- Navigate choosing a child care program and paying for care
- Get access to other community resources for help beyond child care



Leadership and HR Consultations

Let us help guide your planning to implement family-friendly policies and benefits such as child care subsidies, tuition assistance, paid leave, or flexible schedules. We also offer assistance in developing and administering employee surveys to understand what's most important to your workforce.



Employee Communication

Our staff can provide education on what to look for in quality child care, types of care, and other factors to consider when choosing a child care provider. Child Care Answers can be available at your location to consult with your employees during events such as benefits and resource fairs, new employee orientations, or parent support meetings.



Facility Guidance

If you need help setting up physical spaces that are family friendly, we can provide access to resources. Whether it's as simple as setting up New Mothers' rooms to support breastfeeding or as large-scale as providing onsite child care, we would be happy to offer assistance.

Call: 800.272.2937

Text: "partner" to 833.222.1221

Visit: childcareanswers.org



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