

# 2014 Westchester Child Care Report Card Challenge





**Welcome**

**Andy Karlen, Esq., Co-Chair, Public Policy  
Committee, Council Board of Directors**

**Priming Westchester's  
Talent Pipeline**



# Today's Program

**Kathy Halas, Executive Director**

- **Update on Westchester Child Care: Nicole Masucci, Director of Family & Employer Services**
  - **Status/Grades on Supply, Affordability, Quality**
- **NYS and National Trends: Jenn O'Connor, Council for a Strong America**
- **Q and A: Jeff Samuelson, Council Board**
- **Call to Action: Sue D'Emic, Council Board**

A child's hands are visible in the top left corner, interacting with a wooden toy tray. The tray is divided into three compartments, each containing a different colored toy: green, blue, and red. The background is a soft, out-of-focus orange and yellow gradient.

# Westchester County Families

- 110,566 families with children under 18
- 120,411 children birth to 9
- 55,221 children under 4
- 11% of children birth to 18 are living in poverty (Kids Book 2012)
- Average family size is 3.3
- Average household income is \$76,933



# Inputs into this Report

- **Our database of regulated programs and providers**
- **Feedback from parents who use our R&R dept.**
- **Our data on participation in Council programs and initiatives**
- **Communications from “the field”**
- **Westchester Parent Child Care Survey**



## **Westchester Parent Child Care Survey Respondents**

- 458 responses; 421 included in the analysis
- Representative of the county and all income levels
- 3 or 4 family members
- 8 of 10 parents working outside the home
- 2/3 in 2 parent homes; 1/3 in single parent
- Most use combinations of child care
  - 36% child care centers and 26% family/friends
- 40% of the children in grades K-9



# Executive Summary

- Supply is up, parents can find care, programs have vacancies  
“B”
- Cost is at all-time high, parents at all income levels have trouble paying, financial assistance is down  
“D”
- Programs more engaged in quality improvement, parents satisfied with care, more parents cited quality indicators as factor in selection, no QSNY  
“B”

A child's hands are shown interacting with a wooden tray containing colorful toys, including a green dinosaur, a blue ring, and a red ring. The background is a soft, out-of-focus orange and yellow gradient.

## Supply: Programs & Slots

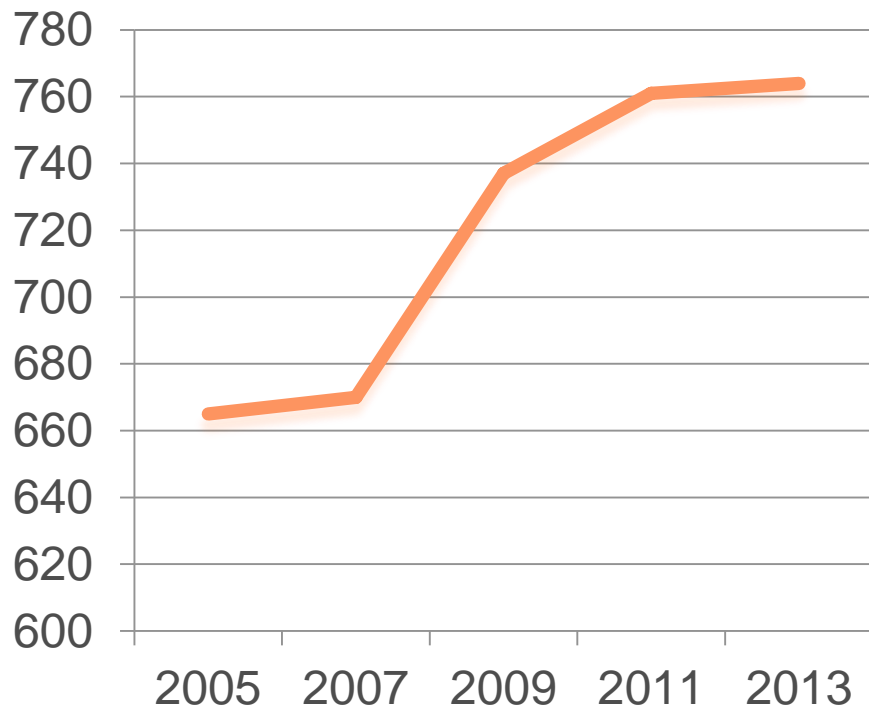
- Our child care/after school sector continues to grow despite vacancies in existing businesses
- 764 regulated businesses, up slightly over 2013
- 33,258 slots, up 3% this year and 18% in 5 yrs
- Family providers increasingly larger group family
- School age programs up slightly to 118
- “Mix” of slots by age group very stable: 8% Infant, 12% Toddler, 38% Preschool and 42% School Age



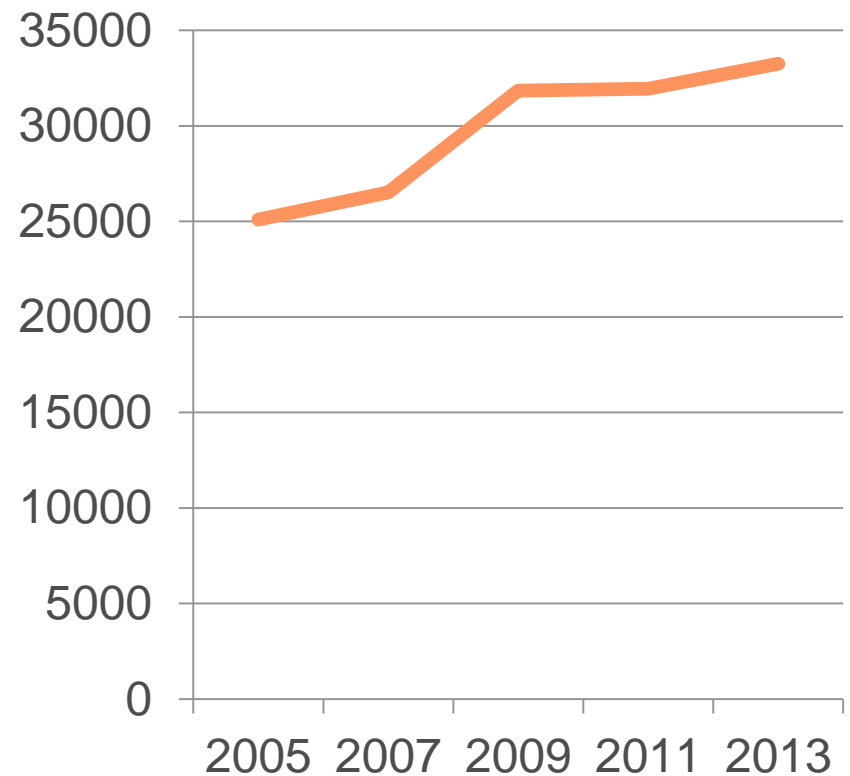


# Supply: Recent Trends

## # of Programs



## # of Slots





# Supply: Westchester Grade

- Estimated demand for full-time care = 80,000 slots
- Current supply of 33,000 slots should not be adequate  
- only 41% of demand
- High vacancies in existing programs
- R&R callers to the Council report they can find care but not always in the desired program
- No indication in Parent Survey that finding care is an issue

**“B”**



# **Affordability: High Cost of Care**

**Costs at an all-time high:**

- **Centers**
  - **Infant \$19,788; Toddler \$17,376; Preschool \$15,132**
- **Family/Group Providers**
  - **Infant \$13,884; Toddler \$12,948; Preschool \$12,532**
- **School Age Programs \$7,410**



# Affordability: Family Impact

Title XX Family: \$962 Weekly Gross Income

Spends \$733/wk. on:

~Basic Expenses~

- Rent (\$339)
- Child Care (\$156)
- Transportation (\$140)
- Food (\$138)

Leaves \$189/wk. for:

- Clothes
- Medical Expenses
- School Supplies
- Phone
- Taxes
- Etc...



# Affordability: Family Impact

300FPL: \$1,142 Weekly Gross Income

Spends \$997/wk. on:

~Basic Expenses~

- Rent (\$339)
- Child Care (\$380)
- Transportation (\$140)
- Food (\$138)

Leaves \$145/wk. for:

- Clothes
- Medical Expenses
- School Supplies
- Phone
- Taxes
- Etc...



# **Affordability: Financial Help**

## **Child Care Subsidy Program**

- **Parent share high at 27%**
- **Low Income up to 200% FPL, no wait list**
- **Title XX re-opened Feb 2014 to families on mailing list and new families mid-April**
- **Enrollment is lagging - 67 slots in use as of June**

## **Westchester Child Care Scholarship ended in 2010**

- **Lanza Scholarship Program will end June 2015**

A child's hands are visible in the upper left corner, interacting with a wooden toy box. The box contains several colorful wooden toys, including a green one, a blue one, and a red one. The background is a soft, out-of-focus indoor setting.

# **Affordability: Parent Survey**

- **Half have had trouble paying for child care in past 6 months**
- **72% cut back on household expenses**
- **43% borrowed money**
- **31% used credit cards**
- **21% cut back on work hours**
- **20% modified child care to save money**
- **Nearly 7 out of 10 eligible for Subsidy report they are not receiving it**



# Affordability: Westchester Grade

- Westchester child care is very expensive relative to NYS and the US
- Parents at all income levels have trouble paying, middle class especially
- Parents eligible for Subsidy not receiving it
- Subsidy Program income caps and 27% co-pay not realistic with Westchester high cost of living

“D”

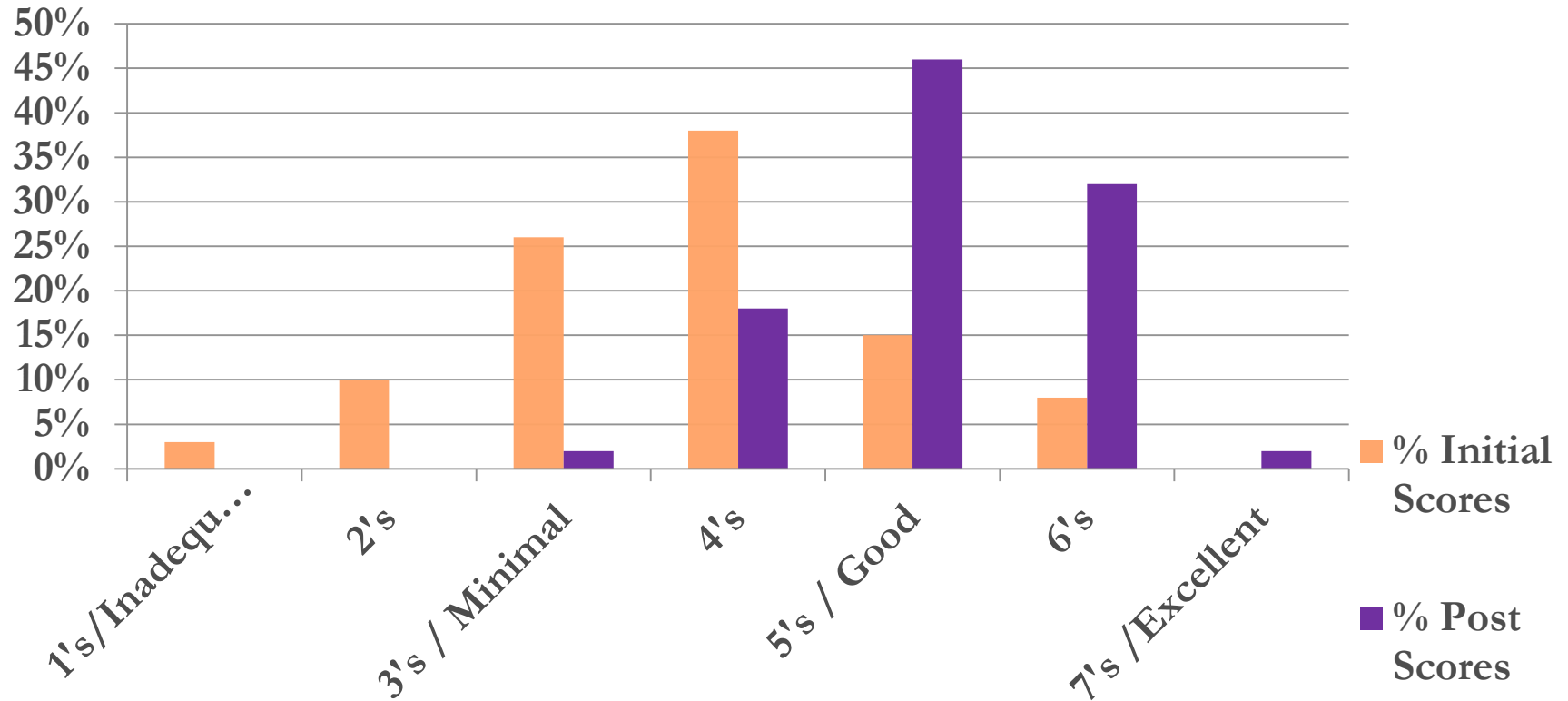


A child's hands are shown interacting with a wooden tray containing colorful toys, including a green dinosaur, a blue ring, and a red ring. The background is a soft, warm gradient.

# Quality: Encouraging Soft Signs

- **Nationally Accredited programs down 50% since 2005, now at 28**
- **Increased participation in Council's CDA**
- **Strong participation in QSNY field test and additional recruitment phase**
- **Steady growth in Council's QI projects**
- **Significant gains in program quality following QI**

# Quality: QI Results





## Quality: Grade

- High parent satisfaction per Child Care Survey (91%) and our R&R feedback
- Location still top factor in child care selection, followed by cost
- More parents cited quality indicators
- Increased quality improvement activity and interest in QUALITYstarsNY
- NY is one of 2 states in the US without QRIS

**“B”**

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**Jenn O'Connor, NYS Director,  
Council for a Strong America**

**The Business Case  
for Early Learning**

A child's hands are shown interacting with a wooden toy box containing colorful blocks and rings. The background is a soft, warm gradient.

# Council for a Strong America

- **Fight Crime: Invest in Kids**
  - Law enforcement leaders and crime survivors
- **ReadyNation**
  - Business leaders
- **Mission: Readiness**
  - Retired military leaders

A child's hands are shown interacting with a wooden toy box containing colorful blocks and rings. The background is a soft, warm gradient.

## Who Are Our Members?

- **Influential community leaders who understand that early learning is a non-partisan issue.**
- **The majority are politically conservative.**



# ReadyNation

- **Why should business leaders care about early learning?**
- **Why should anyone?**



## Some Stats

- **By age three, there is a 30 million word gap between the wealthiest children and the poorest.**
- **85% of brain development happens before age five.**
- **Children who start behind, stay behind.**



A close-up photograph of a child's hand interacting with a wooden toy tray. The tray is divided into three compartments, each containing a different colored wooden toy: a green one in the left, a blue one in the middle, and a red one in the right. The background is softly blurred, showing more of the child's play area.

## ReadyNation Cares Because...

- **One of the highest economic return on investments for businesses are programs that target children from birth to five.**



## **Buy Local**

- **In NYS, for every \$1 invested in the early learning sector, \$1.86 is returned to the community.**
- **This is more than for retail, manufacturing, and construction.**



# Short-term Impact on Employees

- In order to be productive, parents (employees) need consistent, dependable care. They need to know that their children are in a safe, developmentally-appropriate learning environment while they are at work.

A close-up photograph of a child's hands interacting with a wooden toy tray. The tray is divided into three compartments, each containing a different colored wooden toy: a green one in the left, a blue one in the middle, and a red one in the right. The child's hands are visible at the top left, reaching into the green compartment. The background is a soft, out-of-focus light brown color.

# Long-term Impact on Children (and Society)

- Children are our future workforce. High-quality early learning programs set the stage for success in school and in life.
  - Higher graduation rates
  - Higher college completion rates
  - Reduction in crime involvement
  - Improved health outcomes

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# Quality is Key

- **Example: The ROI for Pre-K programs is \$7 for every \$1 invested.**
- **This ROI only applies to *high-quality* programs.**
- **Are all Pre-K programs currently meeting consistent quality standards? Are all child care programs?**



# Keep the Promise Campaign

- Business leaders understand that a product must be of quality in order for consumers to purchase it.
- Keep the Promise (of Pre-K) focuses on *increasing access across NYS to high-quality* early learning programs.

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# Our Executive Agenda

- **Quality**
  - Invest \$20 million in increasing quality in early learning through implementation of a quality rating and improvement system, such as **QUALITYstarsNY**.



# Our Executive Agenda

- **Child Care**

- Invest an *additional* \$100 million in child care subsidies to serve at least 13,000 children who are eligible and waiting.
- Continue to expand that investment to reach \$2.2 billion annually by the year 2020 to provide universal access to the estimated 305,000 children of working parents who are currently eligible for and in need of high-quality early learning.



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# Our Executive Agenda

- **Pre-K**
  - Add at least \$150 million to the Statewide Universal Full-Day Prekindergarten Program to provide upfront funding for districts outside New York City, and fully support New York City's plan to reach universal service in the 2015-16 school year.



# On the Federal Front

- **Pre-K expansion grant**
- **CCDBG Reauthorization**
- **MIECHV Reauthorization**



# Partnering Opportunities

- Why should we work together?
- How can we work together?



**Jenn O'Connor, NYS Director**

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**councilforstrongamerica.org**



## Q and A

**Jeff Samuelson, Co-Chair, Public Policy  
Committee, Council Board of Directors**

- **Reactions? Questions?**
- **What grades would you give Westchester child care?**
- **What holds us back from a better system?**



# **Call to Action**

**Sue D'Emic, Public Policy Committee, Council  
Board of Directors**

- **Council's 2015 Public Policy Agenda**
- **Westchester County Budget Hearings**
- **Westchester Champions for Child Care Campaign**
- **Contact your elected officials**
- **Smart Child Care Campaign**



# More Info? Want to Help?

**Kathy Halas, Executive Director**

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# Thank You!

