



Welcome

RURAL CHILD CARE INNOVATION PROGRAM – COMMUNITY
CONVERSATION

"If employees can't find quality care for their children, they won't work for you. They won't move to your community, or they'll be forced to move away, or they might have to consider quitting their job to stay home with their children because they have no other option."

- Kris Bevell, Editor, Prairie Business Magazine





Work For The Evening

1. Welcome / Introductions
2. Review of Community Findings
3. Guided Group Exercise – Solutions for the Why!
4. Project Teams and Solution Development



Overview: The Rural Child Care Innovation Program



Rural Child Care Innovation Program

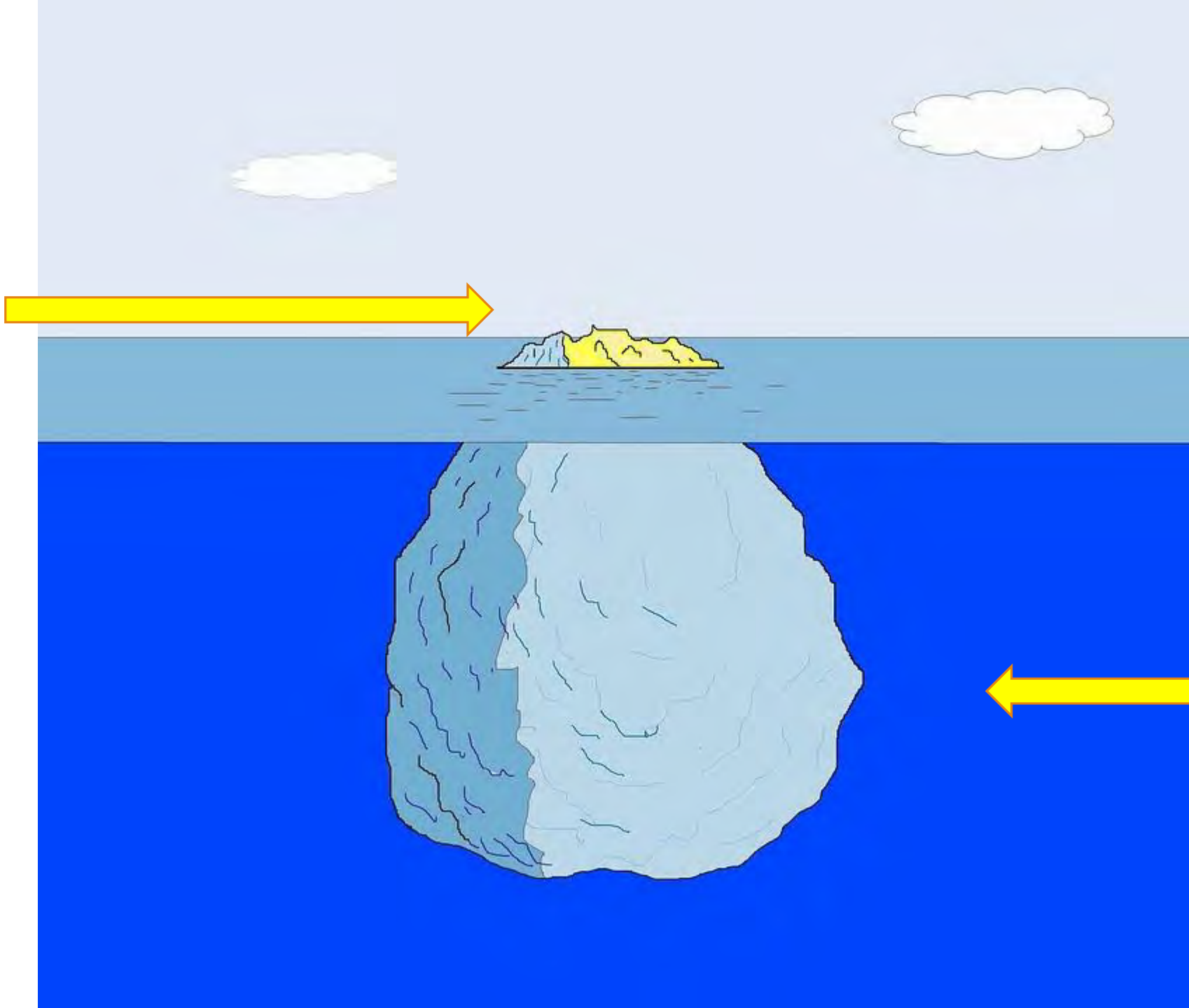
**A Community Engagement Process
Designed to Address the Challenges of Child
Care in Rural Communities.**



Meet The Kandiyohi County Core Team

- **Chery Johnson** - Kandiyohi Co. Public Health
- **Jean Duane** - Born to Thrive, UCAP
- **Michelle Kromm** - Jennie-O Turkey Store
- **Sue Tomes** - Childcare Aware, UCAP
- **Mary Lockhart-Findling** - Head Start, UCAP
- **Harlan Madsen** - Kandiyohi Co. Commissioner
- **Maryan Ali** - Childcare Aware, UCAP
- **Connie Schmoll** - Kandiyohi Co. EDC
- **Jodi Wambeke**— Early Childhood, Willmar Public School
- **Nancy Hafner** - Willmar Public Schools
- **Darala Loch** - Childcare Aware
- **Sara Carlson** - Willmar Area Community Foundation
- **Tammy Wachter**— Licensed Family Child care provider
- **Chris Stark** – Loving Arms Child care center
- **Nagi Abdullahi** - Southern Prairie Community Care
- **Bailee Hauser** – Bethesda
- **Charlotte Hand** - Kandiyohi County
- **Amanda Lager** - Kandiyohi Co. child Care Licensing
- **Les Nelson** - Mid MN Economic Development
- **Donn Winkler** - Mid MN Economic Development
- **Scott Marquardt** - Southwest Initiative Foundation
- **Rep. Dave Baker** - MN House of Representatives
- **Cindy Salfer** - Ridgewater College
- **Jenny Holweger** - Kandiyohi Co. Area YMCA
- **Debi Brandt** - United Community Action

What we
think is
happening or
what we
see...



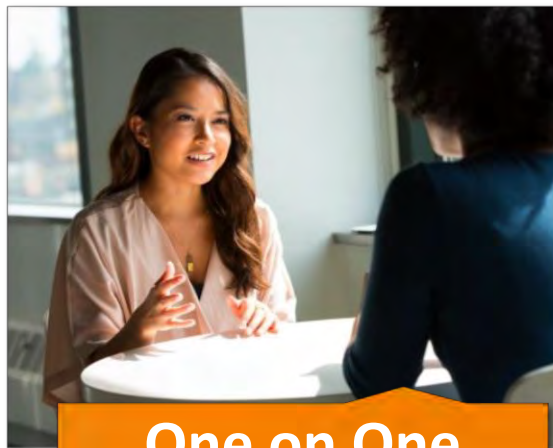
What's really
happening or
what is real...



Core Team Engagement In The Community



Focus Groups



**One on One
Meetings**



Surveys



Presentations

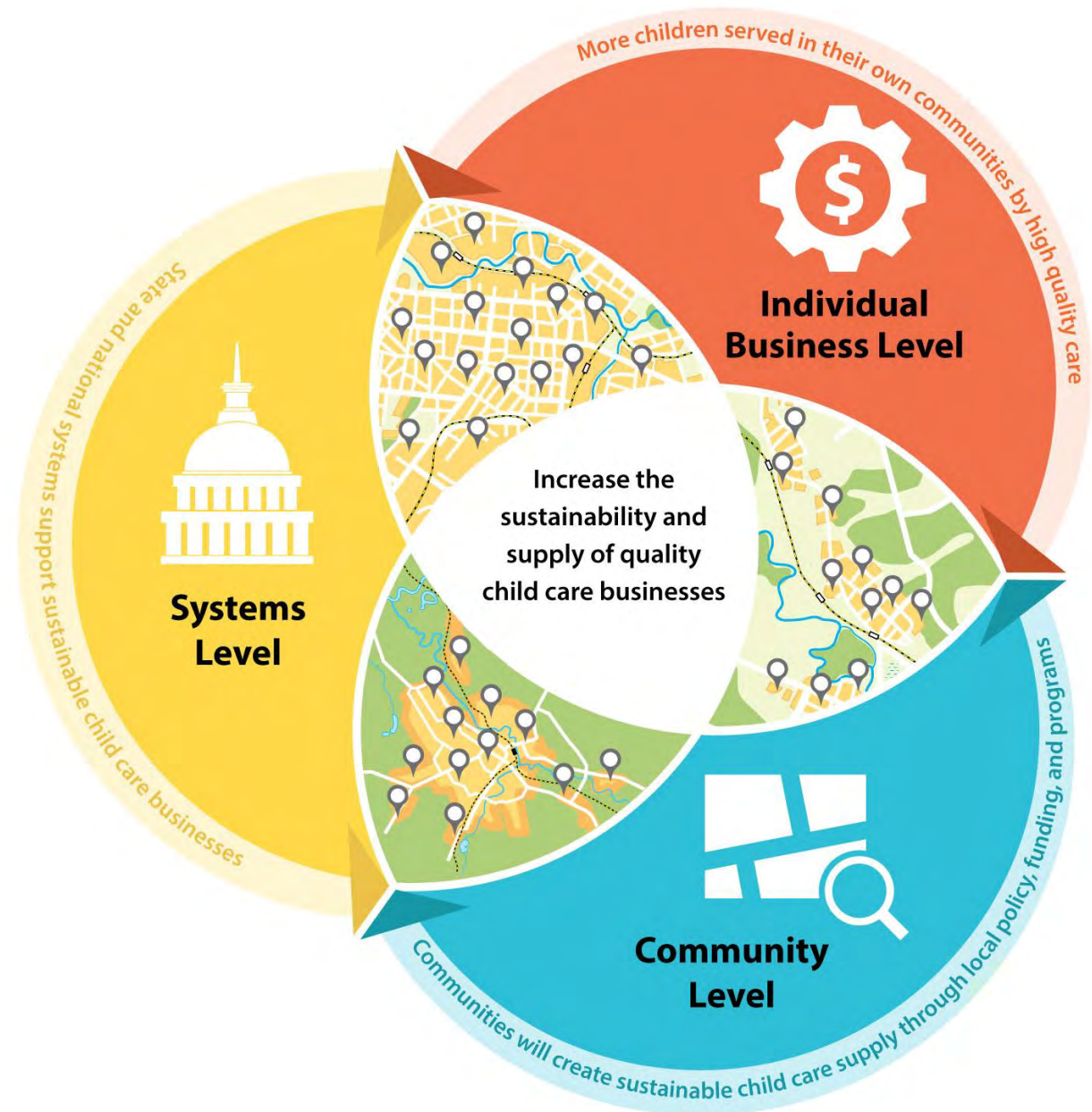


FIRST
CHILDREN'S
FINANCE

About First Children's Finance



What does First Children's Finance do?





Rural Child Care Innovation Program – Our Role



Facilitator * Educator * Supporter



What Providers Do Matters



Access to quality child care and early education is vital to individual productivity and regional economic growth.



Current Child Care Availability

Kandiyohi County





Potential Need Analysis

Kandiyohi County Total

-776



Breakout by Zip Code

| Zip Code | City | CCC # | FCC # | Plus/Minus/Total |
|--------------|--------------|-------|-------|------------------|
| 56201 | Willmar | 4 | 57 | -164 |
| 56209 | Atwater | 0 | 4 | -61 |
| 56216 | Blomkest | 0 | 1 | -37 |
| 56251 | Kandiyohi | 0 | 0 | -68 |
| 56253 | Lake Lillian | 0 | 1 | -40 |
| 56273 | New London | 0 | 13 | -112 |
| 56279 | Pennock | 0 | 1 | -52 |
| 56281 | Prinsburg | 0 | 2 | -25 |
| 56282 | Raymond | 0 | 5 | -43 |
| 56288 | Spicer | 0 | 7 | -143 |
| 56289 | Sunburg | 0 | 0 | -29 |



Family Child Care – by the Numbers

| | Local | State Avg |
|-----------------------------------|-------------|--------------|
| Total Family Child Care Providers | 91 | 8156 |
| Average Length of Service | 14.15 years | 12.7 years |
| Less than 5 years / Service | 26 / 28.6% | 2392 / 29.3% |
| More than 20 years / Service | 34 / 37.4% | 2231 / 27.3% |
| Non-Owner Occupied | 1 / 1.0% | 169 / 2.0% |
| Non-Residential Dwelling | 2 / 2.2% | 85 / 1.0% |

06/05/2018 DHS Licensing



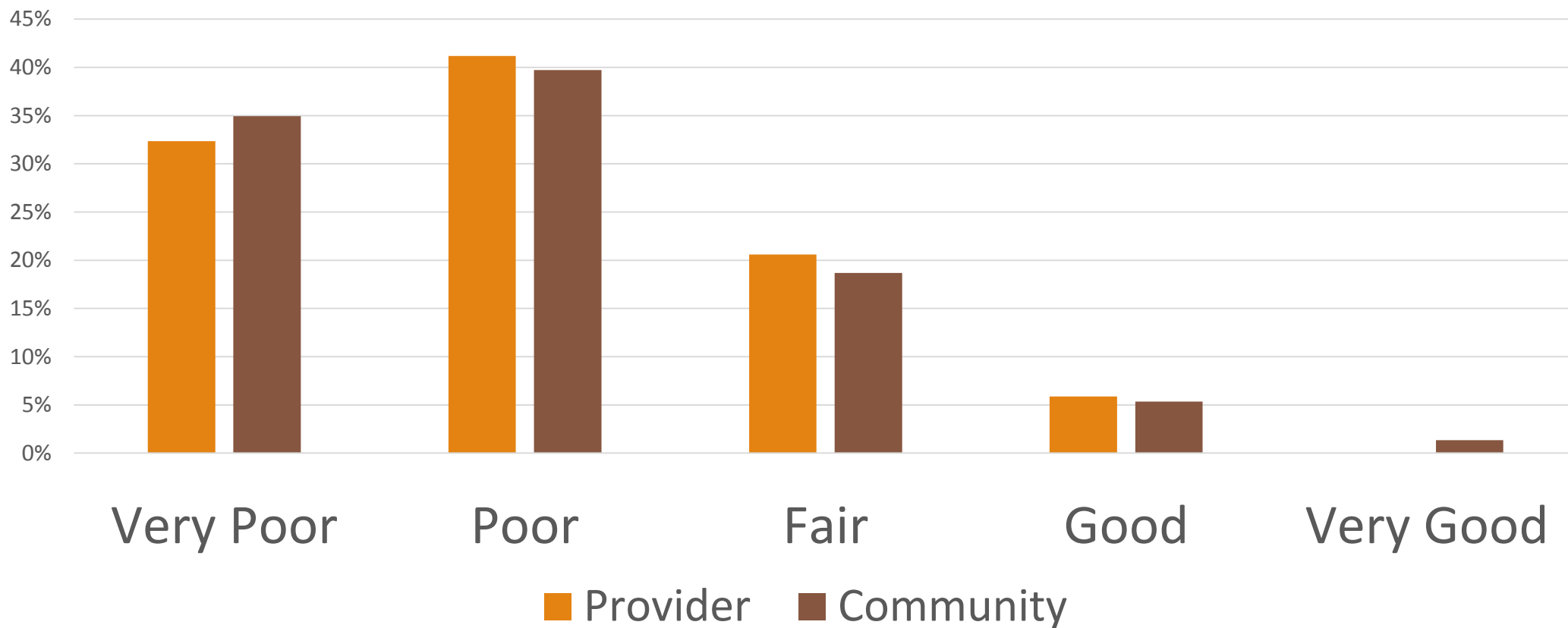
Other Excluded Care Offerings

Head Start/Preschool / Part-time Care

- 7 programs
- 238 slots

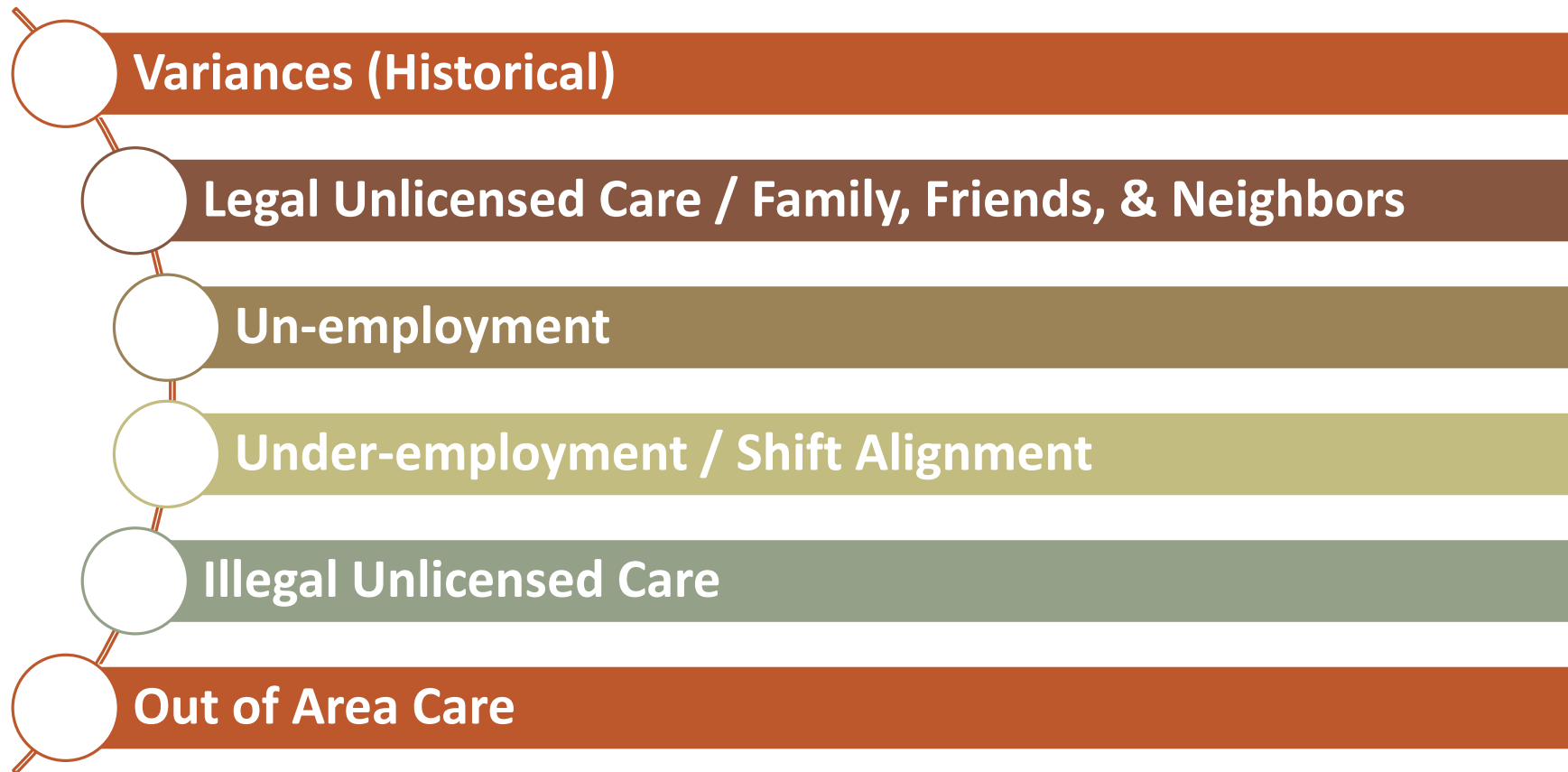


Perceptions: Availability Of Child Care In The Area





How Is The Need Supported Today?



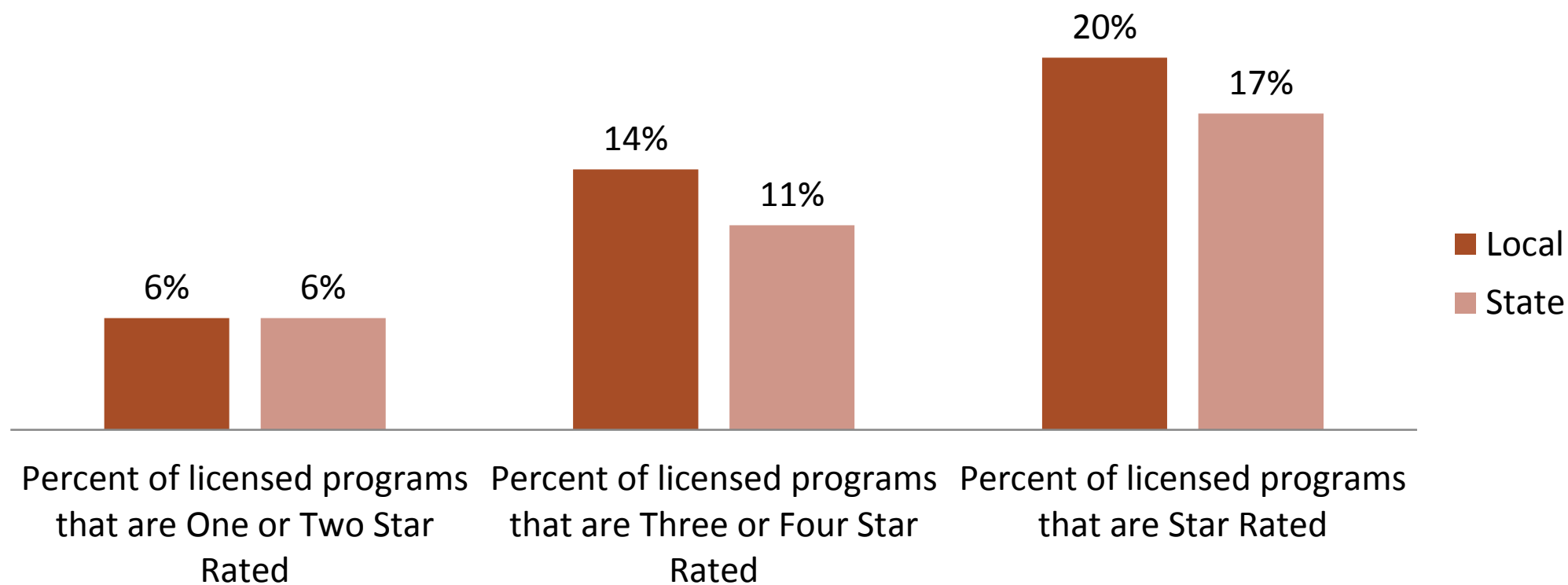


Local Area Quality & Rates

Kandiyohi County



Quality Child Care in Kandiyohi County





Perceptions:

Family Priorities Related To Child Care

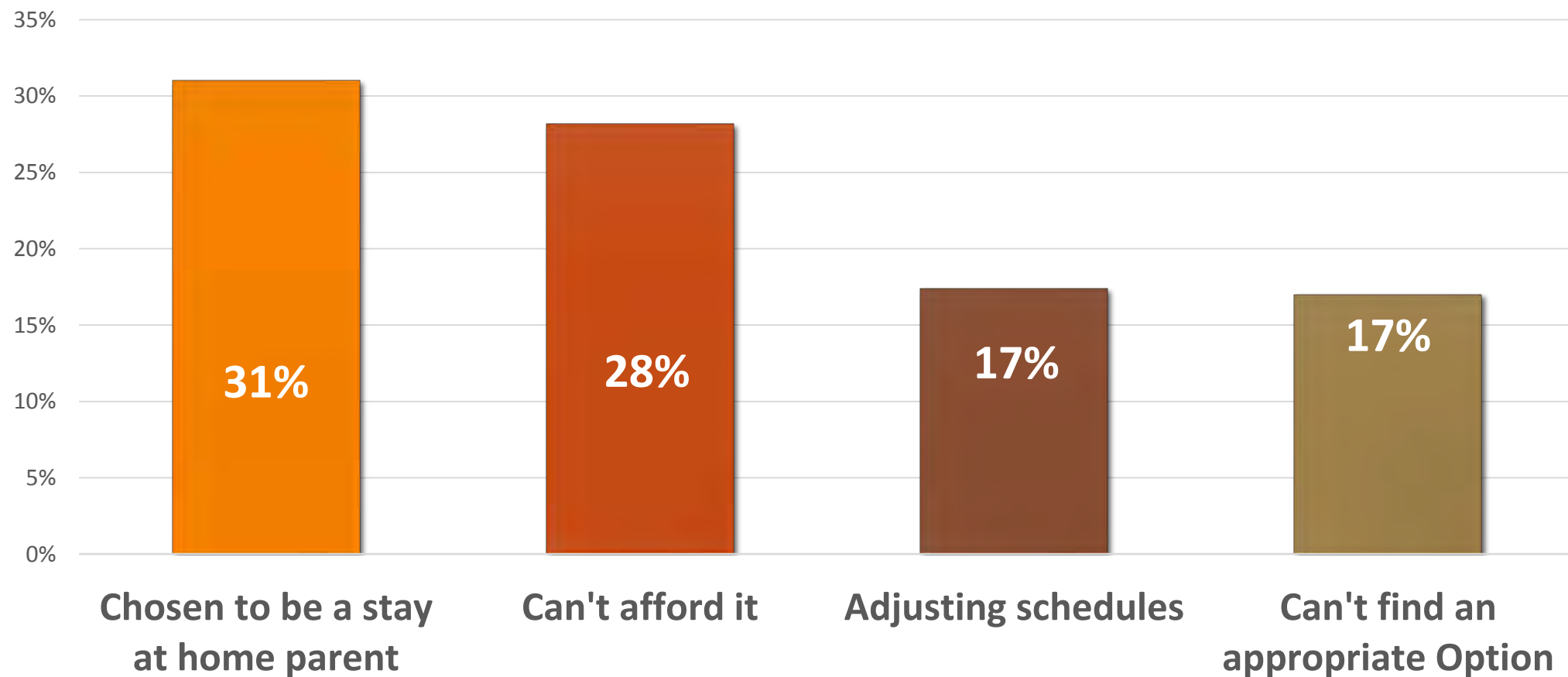
1. Safe and healthy environment
2. Licensed by DHS
3. Education curriculum
4. Conveniently located
5. Provider has high level of education
6. Provider is Parent Aware Rated
7. Provider is someone I know





Perceptions:

Reasons For Not Enrolling In Paid Child Care





Results of the 2016 Child Care Market Rate
Survey: Minnesota Child Care Provider Business
Update

Area Market Rates

| Age Group | Weekly Rate | Annual Rate |
|--|-------------|-------------|
| 75th Percentile - Infant Weekly - Center | \$ 229.00 | \$ 11,908 |
| 75th Percentile - Toddler Weekly - Center | \$ 208.00 | \$ 10,816 |
| 75th Percentile - Preschool Weekly - Center | \$ 190.00 | \$ 9,880 |
| 75th Percentile - School Age Weekly - Center | \$ 150.00 | \$ 7,800 |
| | | |
| 75th Percentile - Infant Weekly - Family | \$ 140.00 | \$ 7,280 |
| 75th Percentile - Toddler Weekly - Family | \$ 130.00 | \$ 6,760 |
| 75th Percentile - Preschool Weekly - Family | \$ 125.00 | \$ 6,500 |
| 75th Percentile - School Age Weekly - Family | \$ 125.00 | \$ 6,500 |



Local Economic Impact

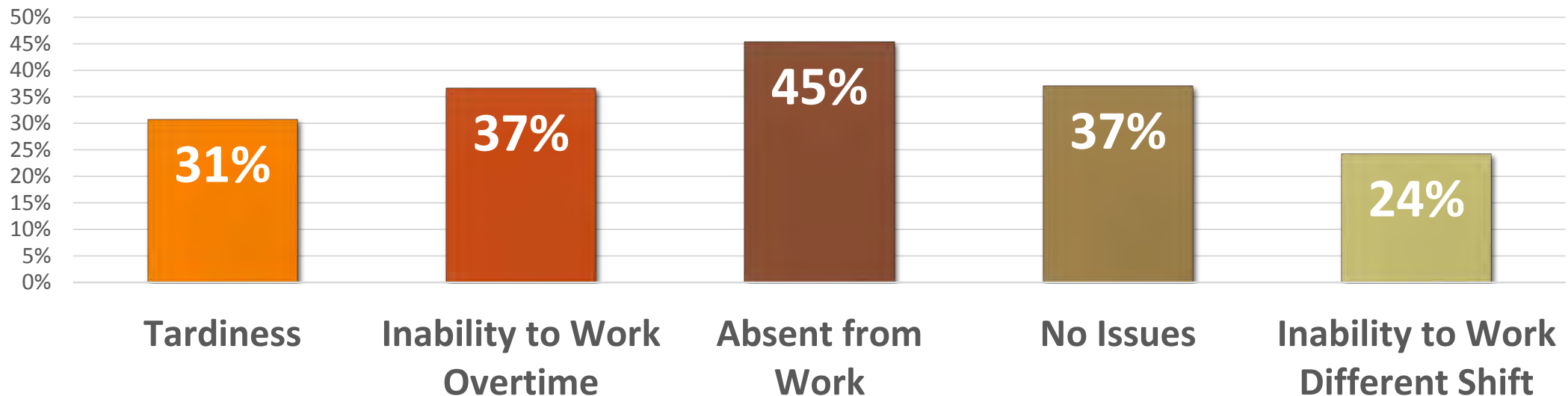
Kandiyohi County



Economic Impact Of Child Care In The Area

36% of survey respondents withdrew from workforce or declined employment due to child care arrangements

Work issues occurred due to child care arrangements in the last 12 months

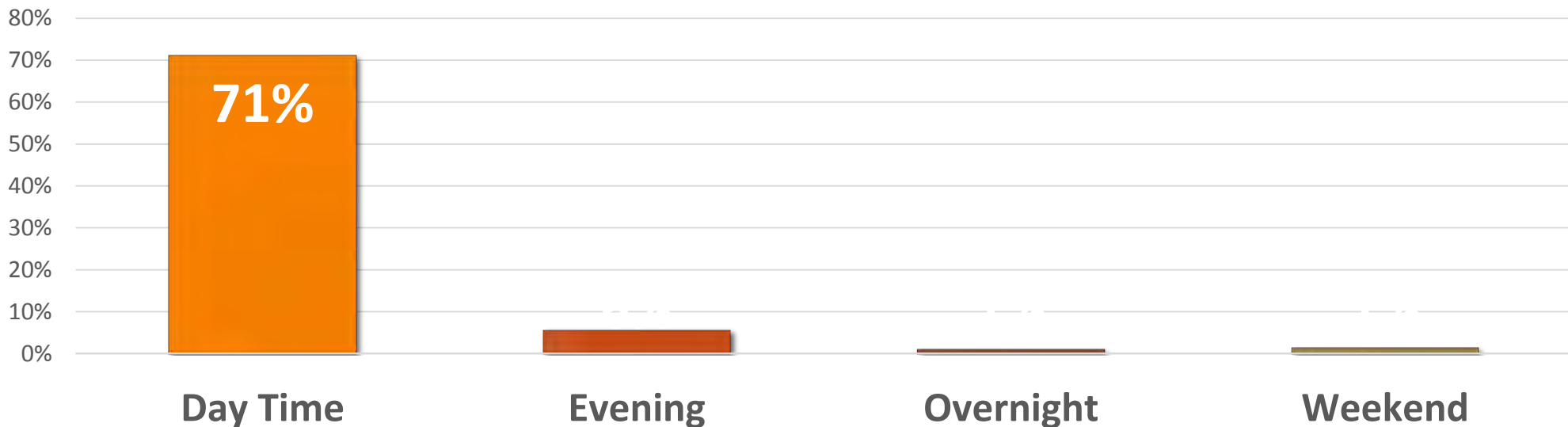




Economic Impact Of Child Care In The Area

21% of survey respondents need a mix of types of care offerings. Mostly traditional care with an occasional evening, or weekend care

What is the type of child care arrangements needed

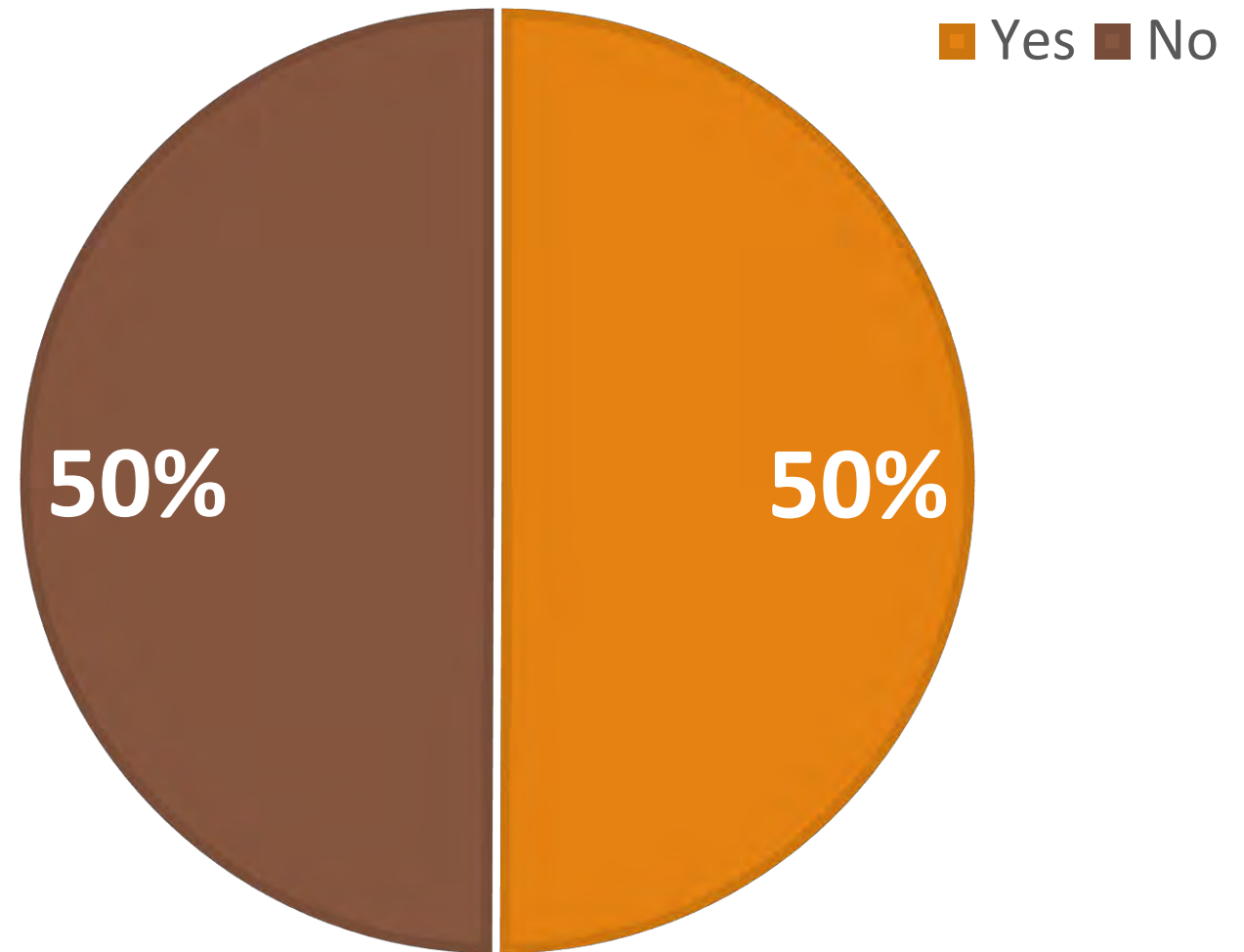




Impact On Family Planning

“We would like to have another child, but my Childcare provider won't have an opening for an infant until 2020”

—Local Parent





Why? Factors In The Community

Kandiyohi County



“I feel it is going to take a collaborative effort between the state, employers, churches, and individuals to solve this problem.”

- Local Parent Survey Comment



Community Factors :

It is challenging to be a Child Care Provider

- Parents want high quality care, but they can't pay enough to highly compensate providers
- A child care business is expensive to start and the first year may not have a positive cash flow
- Centers can't find and keep good quality workers
- Parents know providers need vacation, but it is expensive to pay for child care when not using it and they have a hard time finding replacement care during that vacation time
- No benefits: such as health insurance, retirement savings, or PTO for providers

“I found quality child care when needed, but it was a struggle. With quality comes greater cost. Child care workers should be trained, paid, and treated like professionals. Their work is valuable.

-Local Parent



“I think it is a demanding job with maybe a lot of regulations and high risk responsibilities with not as much of a financial reward.”

-Local Parent

Community Factors: Quality & Regulations: Two Sides of One Coin

- Parents have concerns about the care their children receive
- Need for low cost, local training to increase quality care
- Lack of knowledge about Parent Aware Quality Ratings
- Potential new providers are frightened of the regulations
- Experienced providers fear the impact of new regulations and fines
- Community wide frustration with paperwork and rules
- Ratios for numbers of children in younger age groups reduce the number of infants and toddlers a provider can care for



Community Factors : High Cost and Low Availability of Child Care

- Some families make too much for child care assistance but not enough to pay for care plus bills
- Employers see the need to help supplement the cost of child care for employees as well as providing flexibility to schedules when possible to accommodate lack of child care
- Parents are trying to line up infant care in early pregnancy, but some are on waiting lists for up to 2 years.
- Parents are taking longer maternity/paternity leave because of a lack of openings for infants

“Yes, the need for care is great. I have done this for a long time, and I have never seen so much warranted concern. I always have a waiting list!”

-Local Provider



Community Factors: Diversity of Care Needed

“As an employer, we have had good employees leave us or not come back from maternity leave because they couldn’t find child care.”

-Local Employer

- Somali parents are uncomfortable with non-Somali child care providers.
- Cultural differences are causing tension between Somali and Caucasian populations
- There is a need for Hispanic and Somali providers
- There is a need for all providers to be culturally sensitive to the children in their care



Factors Contributing to Child Care Challenges

**It is Challenging
to be a Child Care
Provider**

**Quality &
Regulation: Two
Sides of One Coin**

**High Cost and
Low Availability
of Child Care**

**Infant Care is in
High Demand**

**Diversity of Care
Needed**



Guided Group Exercise

DEVELOPING SOLUTIONS THAT ANSWER THE WHY



What **solutions** seem most viable to address the current challenges?

What resources could be developed in the community to support new and existing providers?

How can we help make child care a viable career choice for providers?

How can we provide more affordable and high quality programs for parents?

How can we increase and support infant slots in the community?

How can the community increase and support more diversity of care options?



Project Team Development



Questions To Answer

1. How will this idea help solve the WHY?
2. Who else needs to be included?
3. What additional resources might be needed?
4. What might be some of the action steps?
5. How would we measure success?



Next Steps

Kandiyohi County



Program Pathway

Community Conversation

- Today

Project Teams Meet

- January 11, 2019

Community Solution Action Plan

- 30 Days

Implementation Activities

- Next 18-24 months

Rural Child Care Innovation Program is a multi-layered approach that meets rural communities where they are.



Thank You!

No one has yet realized the wealth of sympathy, the kindness and generosity hidden in the soul of a child. The effort of every true education should be to unlock that treasure.

— Emma Goldman