BUILDING BRIDGES
Creating Strong Partnerships for Early Childhood Education
The Team

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Why We’re Here

- Early childhood education is a smart investment for businesses and is important to families

- How do we get ECE advocates and businesses to get on the same page to help working parents?
AGENDA

1. Summarize qualitative and quantitative research conducted with ECE advocates and businesses

2. Review the new messaging guide: **Building Bridges: Creating Strong Partnerships for Early Childhood Education**

3. Open Q&A and discussion
   • Please submit your questions at any point during the presentation through the chat function.
Research Summary
Key Insights

**Insight #1**
Employee recruitment and retention is key.

**Insight #2**
Stick to “early childhood education” over “childcare.”

**Insight #3**
“High-quality” is often equated with “high-cost.”
Key Insights

**Insight #4**
Location (high or low resource area) makes a difference

**Caution Areas**
Avoid blame
Be tailored, simplify
“career ready” or “college and career ready”
Winner: A

“High-quality childcare—whether it takes place in a childcare center, or with friends, family, or neighbors—should provide developmental experiences that are interactive and stimulating to help infants and toddlers build the strong foundation needed for future success in school and the workforce.”
Less Popular

• B...the caregiver must have a high level of preparation, training, and skills: a positive attitude, a strong understanding of child development, and a safe and stable environment.
• C...a safe, nurturing setting that meets a family's needs—developmental, educational, and financial

Which best describes high-quality childcare?

- Employers
  - A: 55%
  - B: 32%
  - C: 35%

- Advocates
  - A: 44%
  - B: 21%
  - C: 13%
Which group best captures who you think of for high-quality childcare and early childhood education?

- **Ages 0 - 5**: 52% (Advocates) - 47% (Employers)
- **Ages 0 - Preschool**: 23% (Advocates) - 25% (Employers)
- **Ages 0 - 8**: 19% (Advocates) - 21% (Employers)
- **Pre-kindergarten**: 0% (Advocates) - 3% (Employers)
- **Other**: 0% (Advocates) - 3% (Employers)
- **Infants and toddlers**: 1% (Advocates) - 6% (Employers)
Key Insights

**Insight #1**
Lean into the language we know works.

**Insight #2**
Be all encompassing, but provide tips and prompts to allow for easy tailoring.

**Insight #3**
Be positive
Insight #1

Lean into the language we know works.

• Follow the insights and data from this research, and avoid problematic messages.
Insight #2

Be all encompassing, but provide tips and prompts to allow for easy tailoring.

• Include messages and data points that speak to both short- and long-term gains, and benefits to both businesses, employees/parents and their children.

• Include tips and prompts that can help tailor/guide the conversation in the best direction (i.e. when engaging with a small business, focus more on short-term gains.)
Insight #3

Be positive.

• Avoid placing blame on working parents or the responsibility of implementing childcare solutions solely on the business community

• Include the benefits to recruitment, retention, productivity, happiness
  • “Providing childcare options increases productivity” instead of “employees without childcare are less productive”
  • “Childcare options keep employees focused at/on work” instead of “childcare options reduce employee absenteeism”
Key Insights

Insight #4
Simplify and use beginner-level language – avoid jargon and technical terms

Insight #5
Employers are busy so be direct and lead with what you want from them – set expectations early

Insight #6
Make the call to action clear and be specific with options
Key Insights

Insight #7

Bring leave-behinds such as case studies and data points, to use as conversation pieces and reminders of what was discussed.

These can be sent with an email or brought to in-person meetings.
Partnership Guide
Overview
• Introduction
• Discussion Guide
• Shared Key Messages
• Fact Sheet
• Data Points
• Case Studies
Building a Partnership

Find the Right Partner

• What makes the company unique?

• What would this company be excited to accomplish?

Find the Right Angle

• Be positive and don’t place blame

• Find the pain points that mean the most to the business (retention, recruitment, etc.)

Find the Right Call to Action

Come prepared with examples!
Maintaining a Partnership

• Help the business leader feel that aren’t being asked to solve this alone.
• Explain the many options available for taking action.
• Outline the direct benefits of those actions for employees.
• Use simple language around early education terms.
• Use data that is relevant to a businesses’ location and industry.
• Be their best resource.
Key Messages

• Businesses depend on a strong, skilled workforce, today and in the future, to compete and succeed globally. Economic losses could be economic gains if high-quality childcare is available.

• Now more than ever, providing support for working parents with young children is key to attracting and retaining high-quality employees. Parents, when making the decision to enter, re-enter, or stay in the workforce, need a trusted, safe, stimulating learning environment for their children.
Key Messages

• Businesses that invest in high-quality early education programs are both supporting the needs of the workforce today and strengthening the workforce of tomorrow.

• Business leaders have the power to bring much needed attention to this issue.
Helpful Resources

• Fact Sheet
• Key Data Points
• Case Studies
DISCUSSION

Access the report at uschamberfoundation.org/BuildingBridges