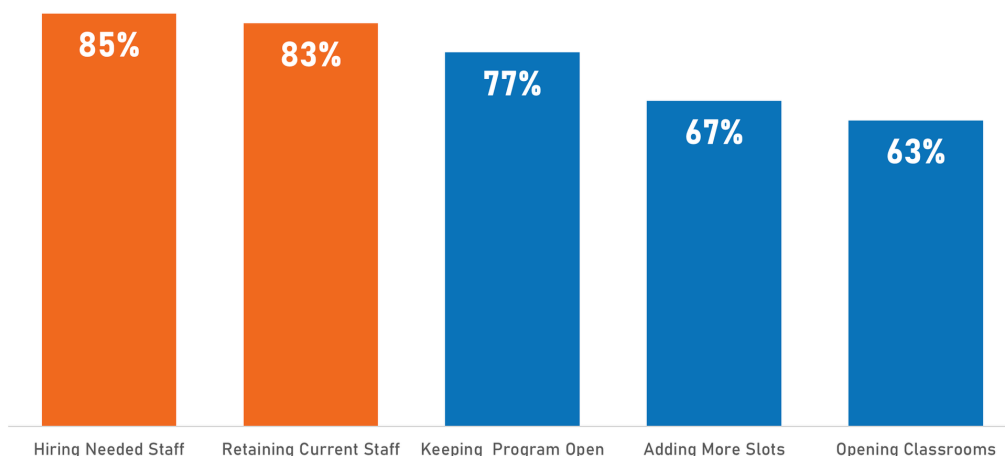


CHILD CARE PROVIDER SURVEY RESULTS

on the potential impact of a North Carolina free child care for child care workers program

MORE THAN 4 IN 5 PROGRAMS SURVEYED SAY FREE CHILD CARE FOR EMPLOYEES WOULD HELP THEM WITH HIRING AND RETENTION

Percent of providers that say a free child care for employees program would be somewhat or very helpful



ABOUT **7,300** STAFF IN LICENSED CHILD CARE PROGRAMS AND **10,500** CHILDREN UNDER THE AGE OF SIX COULD BENEFIT FROM THE PROGRAM.

61% OF CHILD CARE PROGRAMS OFFER DISCOUNTED CHILD CARE TO EMPLOYEES.

Nearly 2/3 of programs offering discounted child care to employees cover at least half of the cost of tuition.

NORTH CAROLINA CHILD CARE PROGRAMS ALREADY INVEST AN ESTIMATED \$31 MILLION PER YEAR TO ATTRACT AND RETAIN STAFF BY PROVIDING DISCOUNTS FOR THEIR CHILDREN'S CARE.

Free child care for early educators would enable providers to recoup this investment to help address needed staff compensation and program improvements.

WHAT PROVIDERS SAY ABOUT THE PROGRAM:

“We have a large number of staff children at our school that we provide discounts to. These discounts eat about \$22,000 per month in revenue which puts a strain on our budget. Freeing up this revenue allows us to put it towards teacher salaries and improvements around the school.” – Child Care Provider in Region 6

“This would make the difference in some potential teachers making the choice to work or return to work after having children. The state subsidy lists in the two counties where my centers are located have waiting lists. I help in emergency but cannot afford to supplement their childcare due to struggling to meet our expenses.” – Child Care Provider in Region 13

“We can use any help or benefits in our childcare homes. We don’t charge as much as big centers do, so it is harder to keep up.” Child Care Provider in Region 7

KENTUCKY’S EMPLOYEE CHILD CARE ASSISTANCE PROGRAM

In 2022, Kentucky became the first state to make child care workers eligible for publicly funded child care subsidy regardless of their income.

Eligibility:

- All staff members who are employed by a licensed child care program and work 20 or more hours per week.
- Applicants are first evaluated under the standard subsidy requirements and placed under the traditional Child Care Assistance Program if eligible.
- A provider cannot be paid to watch their own child, however if the applicant is a family child care provider subsidy can be paid to cover the cost of their children participating in another program.

After one year of this program, **3,200** parents employed in early childhood education and a total of **5,600** children benefited from the program.

Kentucky providers reported that this incentive is an effective recruitment and retention strategy, and as a result, child enrollment across programs increased due to additional staff capacity.