

Early Childhood Initiatives that Won't Bust the Bottom Line

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Nebraska Facts & Figures

- **First in nation** for percentage of labor force participation with single mothers with children under 6
- **2nd in nation** for percentage of married couple families with both spouses in labor force
- **2nd in nation** for share of families in poverty with a householder or spouse who worked full-time and year-round
- **5th highest** birth rate in nation



Early Childhood is a Business Issue



- Annual State Chamber of Commerce surveys routinely cite **workforce shortages** as the primary challenge to employers
- Employers need employees who possess:
 - Job-relevant technical knowledge
 - Fundamental character, critical thinking and self-regulation skills
- High-quality early learning opportunities create a more **flexible, responsive future talent pool** to meet the needs of emerging technologies and industries
- Employers report nearly **58,000 vacant jobs** in Nebraska
- Child care costs the U.S. **57 billion in lost earnings, productivity and revenue** (“Want to Grow,” 2019)

How can employers support working parents?



Be a Resource

- Survey your workforce
- Post signs or flyers on brain development
- Lunch and learn opportunities
- Include child care resources in employee handbook
- Refer working parents to Step Up To Quality (<https://www.education.ne.gov/stepuptoquality/>)
- Educate your employees about their subsidy eligibility (<http://dhhs.ne.gov/Pages/Child-Care-Subsidy.aspx>)



Policies for Healthy, Happy Employees

- Offer flexible work arrangements (telecommuting, flextime, etc.)
- Employee Assistance Program (EAP)
- Employee Wellness Program
- Flexible Spending Account (FSA)
- Private spaces for breastfeeding
- Backup care options or subsidize child care



Be a Champion for Early Childhood



- Educate leadership or executive team
- Write an op-ed or blog post
- Engage social media
- Propose child care as a topic of discussion at chamber of commerce or economic development meetings
- Advocate for public policy changes
- Invest philanthropic dollars to support early care and learning programs

First Five Nebraska is here to help.

