



Bright Horizons.



ON-SITE CHILD CARE: WHY IT'S NEEDED & HOW TO GET STARTED

About Bright Horizons



Real solutions that meaningfully support employees, advance careers, and power many of the world's best brands.

Family Solutions

On-site child care; back-up care; education and college advising; special needs; and more



EdAssist Solutions

Tuition assistance management; student loan repayment; personalized employee coaching



THIS SESSION WILL ADDRESS:

- Challenges with traditional ways of thinking about child care solutions
- The business impact of employer-sponsored child care
- A strategic approach to employer-sponsored child care





Traditional Solutions Are Not Working



Challenge: Availability

Child Care in Short Supply

- On average, there are five children under the age of three for every licensed infant and toddler child care space¹
- 67% of parents say they have limited “realistic” options for child care²
- Child care provider hours do not always align with parents’ work schedules



1. "Understanding Infant and Toddler Child Care Deserts" Center for American Progress, 2018
2. "Child Care and Health in America" NPR, Robert Wood Johnson Foundation, Harvard School of Public Health, 2016

Challenge: Affordability

Quality child care can be prohibitively expensive

- Infant care exceeds the cost of in-state college tuition in 33 states¹
- 71% of parents say child care cost has caused a very or somewhat serious financial problem for their household²
- 64% of women make the decision to leave their job *before* they have their child³



1. "Understanding the True Cost of Child Care for Infants and Toddlers" Center for American Progress, 2018
2. "Child Care and Health in America" NPR, Robert Wood Johnson Foundation, Harvard School of Public Health, 2016
3. "Motherhood in America" Ovia Health, 2017

Challenge: Quality

Expectation of Quality

- 71% of parents say quality is one of the most important reasons for choosing a program¹
- Only 1 in 10 child care centers meet national standards of high quality²
- There are significant challenges for child care providers to maintain consistent quality



1. "Child Care and Health in America" NPR, Robert Wood Johnson Foundation, Harvard School of Public Health, 2016

2. "Are Parents Overrating The Quality Of Child Care?" NPR, 2018



Creating True Business Impact



The Business Risk



32

The **age women start losing significant ground in earnings and promotions**¹

69%

The percentage of expecting dads who think **fatherhood may prompt a job change**

80%

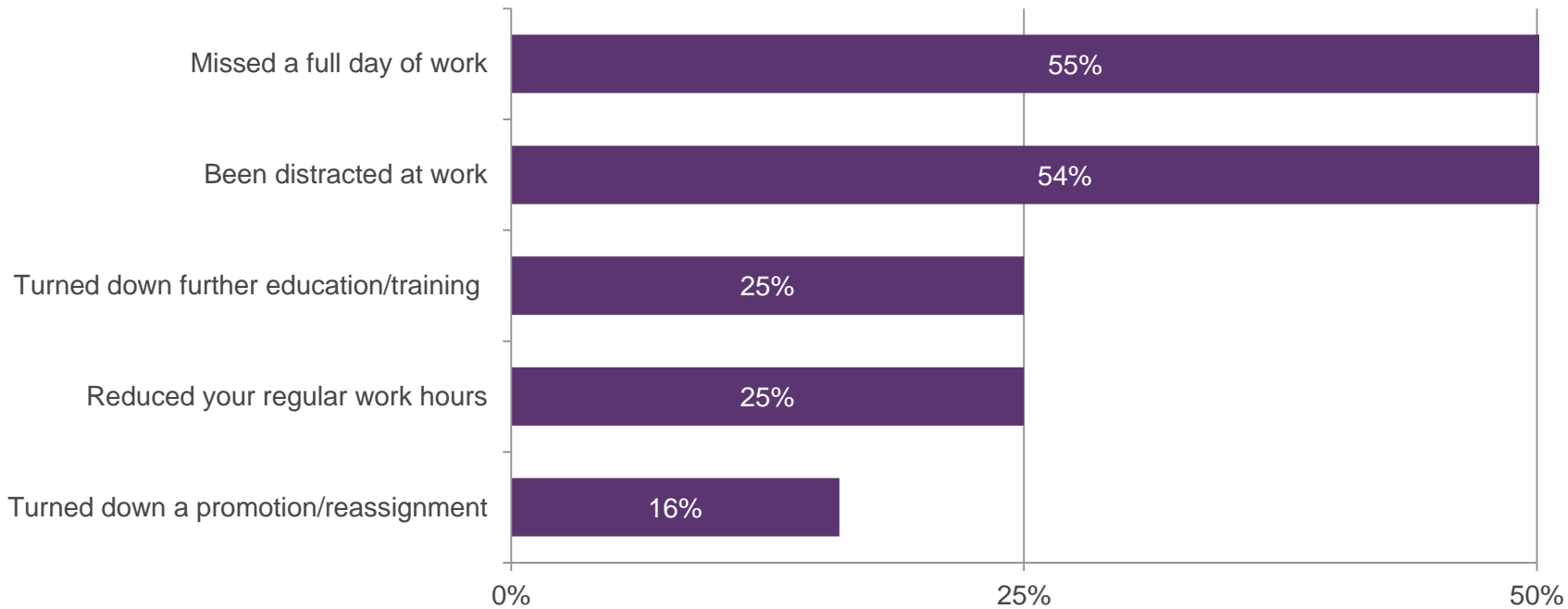
The percentage of **women who leave their employer to join another organization**²

1. "Gender Equity" Visier Insights, 2017
2. "Women in the Workplace" McKinsey & Company, 2017

Diminished Productivity / Career Opportunities



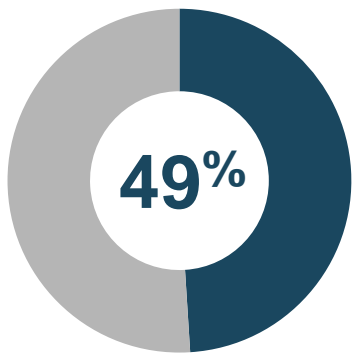
As a result of child care problems have you ever:



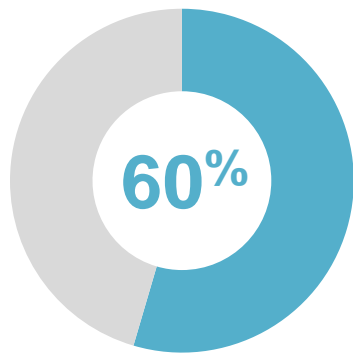
Source: "Want to Grow the Economy? Fix the Child Care Crisis" ReadyNation, Council for a Strong America. 2019

Organizational Difference Maker

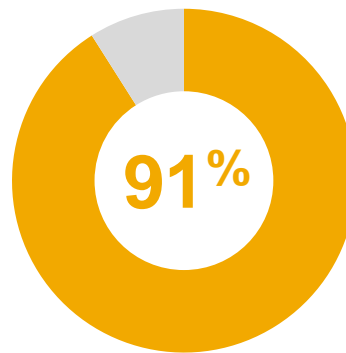
A clear impact in retention, recruiting, and employee productivity



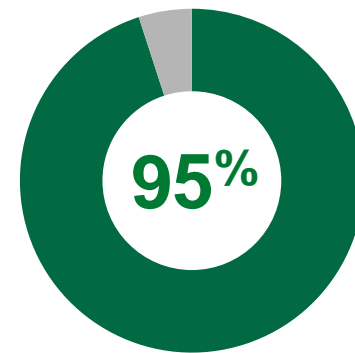
of new parents would take a job with **less money for more family friendliness**¹



reduction in turnover is seen when companies provide child care²



employees using on-site child care will **recommend their employer** to other working parents



say employer-sponsored child care **enables them to concentrate on the job**

Wide-Ranging Impact



Leadership Pipeline

84% of female managers with access to a center say it helped advance their career



Inclusive Culture

58% of center users have improved their network of support because their child is enrolled at the child care center



Breaking Down Silos

53% of center users have connected with a co-worker at the child care center that resulted in a stronger connection or relationship



Considerations For Sponsoring a Center



Key Considerations: Demand

Organizational Goals

The vision for the company and the future workforce it's trying to maintain.

Workforce Make-Up

The key to success is the ability to customize hours, curriculum, tuition, etc. that matches the needs of your unique workforce.

Economies of Scale

The economic implications of providing on-site child care based on the organization's size.



Key Considerations: Space



Indoors



Parking



Outdoors

Key Considerations: Space

Variables

- New construction vs. renovation
- Center capacity
- Full kitchen vs. warming kitchen
- Programmatic elements



Key Considerations: Physical Structure

- Not Typical Office Space
- New vs. Existing
- Custom vs. Cost Efficient
- Ongoing Structural Expenses



Key Considerations: Ongoing Operations

- Human Support
- Capacity & Age Mix
- Market & Demographic Factors
- Cost of Quality





“It’s not just the people who use the child care center, [...] it really is a message to the entire organization about what kind of culture we have...And it’s a very strong message. I’m a big believer that it does create some of the “glue” that makes people want to stay, and work in a place where the employer provides child care to their employees. We talk about things like being an employer of choice, and that is an example where we can be an employer of choice.”

**EVP HR, MASS MEDIA
CONGLOMERATE**



Key Takeaways

Key Takeaways



Child care challenges create talent challenges



The traditional company approach no longer works



Quality care requires more funding sources than just tuitions



Sponsoring your own center creates a truly 'sticky' benefit