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 space\(^1\)
- 67% of parents say they have limited “realistic” options for child care\(^2\)
- 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
**Challenge: Affordability**

**Quality child care can be prohibitively expensive**

- Infant care exceeds the cost of in-state college tuition in 33 states\(^1\)
- 71% of parents say child care cost has caused a very or somewhat serious financial problem for their household\(^2\)
- 64% of women make the decision to leave their job *before* they have their child\(^3\)

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1. "Understanding the True Cost of Child Care for Infants and Toddlers" Center for American Progress, 2018
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 program\(^1\)
- Only 1 in 10 child care centers meet national standards of high quality\(^2\)
- There are significant challenges for child care providers to maintain consistent quality

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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%\(^{1}\)
The percentage of expecting dads who think fatherhood may prompt a job change

80%\(^{2}\)
The percentage of women who leave their employer to join another organization\(^2\)

1. "Gender Equity" Visier Insights, 2017
As a result of child care problems have you ever:

- Missed a full day of work: 55%
- Been distracted at work: 54%
- Turned down further education/training: 25%
- Reduced your regular work hours: 25%
- Turned down a promotion/reassignment: 16%

Source: “Want to Grow the Economy? Fix the Child Care Crisis” ReadyNation, Council for a Strong America. 2019
A clear impact in retention, recruiting, and employee productivity

- **49%** of new parents would take a job with **less money for more family friendliness**¹
- A **reduction in turnover** is seen when companies provide child care²
- **91%** of employees using on-site child care will **recommend their employer** to other working parents
- **95%** say employer-sponsored child care enables them to concentrate on the job

¹ Estimate based on survey data by Bright Horizons Family Solutions LLC
² Data compiled from multiple studies and surveys conducted by various organizations
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
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.”
Key Takeaways
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- 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