

# Bridging the Child Care Gap

A Strategy Session Designed to Kickstart Child Care Solutions for Employers

Inadequate child care  
cost employers **\$13B** a  
year in lost productivity.



Raising WYCO

Source: Moms First & Boston Consulting Group



# WYCO Employee Survey Results

- Employees rely on a variety of child care options, including:
  - Child care centers (21%)
  - In-home child care (16%)
  - Nannies/babysitters (14%)
  - Family members (28%)
  - Afterschool programs (17%)
- Only 2% of employees indicated they qualify for Kansas Child Care Assistance (16% were unsure)
- Employees pay a range of amounts for child care, with 16% paying over \$200 per child per week

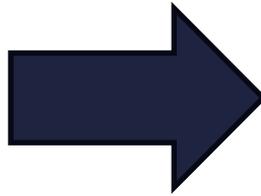
"It was the same amount that I pay for my mortgage"



# WYCO Employee Survey Results

## Child Care Challenges

Affordability = 70%  
Work Schedule = 48%  
Availability = 39%



## Impact on Employees

Late arrival/early departure	48%
Unexpected absences	37%
Rearrange work schedule	31%
Distracted/unproductive	26%
Less capacity for work	16%
Not applicable	44%



**33% of employees have  
considered leaving or  
cutting back on hours  
due to child care.**



# WYCO Employee Survey Results

**69%**  
of employees  
would utilize  
child care  
benefits if  
available  
through their  
company

## Most popular child care benefits

On-site child care	64%
Paid maternity/paternity leave:	55%
Flexible Schedule Options	54%
Back-Up Child Care	48%
Reserved child care slots through local providers	38%
Dependent Care Flexible Spending Account (DFSA):	38%
Child Care Concierge Services	26%



# Workplace Policies

Consider implementing or leveraging workplace policies that support parents and caregivers:

- Flexible scheduling
- Flexible location strategy (hybrid/remote) depending on industry
- Infants at Work policy
- Parent/family ERGs
- EAPs to disseminate information & resources (i.e. state-administered Child Care Assistance)

**Feasibility:**  
High

**Cost:**  
Low

# Child Care Benefits

**Feasibility:**  
Medium

**Cost:**  
Medium

Add child care to your company's benefits package:

- Offer "concierge" child care referral services
- Offer a Dependent Care Flexible Spending Account
- Consider contributing to Dependent Care Flexible Spending Account (joint pre-tax contributions cannot exceed IRS annual max)
- Explore other options to directly subsidize the cost of care (i.e. scholarships)
- Explore partnerships with local child care providers to offer back-up child care
- Offer paid parental leave

# Onsite Child Care

Consider offering on-site/near-site child care for your employees or explore opportunities to site-share:

- Build or purchase a child care facility on-site or near-site; option to outsource operations
- Partner with an existing child care facility to purchase slots for your employees

**Feasibility:**  
Medium/Low

**Cost:**  
High (Initially)

# Community Involvement

Child care is a multi-faceted challenge that requires an all-hands approach to make meaningful change!

- Join forces with Raising WYCO
- Champion the participation of local businesses in child care solutions
- Advocate for local, state, or federal policies that invest in high-quality child care for working families. Plug into the efforts of your local Chamber of Commerce, Economic Development Council, or other leaders championing child care

**Feasibility:**  
Medium

**Cost:**  
Low

# Child Care Tax Credits

Download Our  
Toolkit &  
Credit  
Calculator!

## Federal Credit

- Your business can claim a 25% credit if you 1) build, acquire, and operate an in-house child care center or 2) contract with a licensed child care program
- Your business can claim a 10% credit if you don't meet the above criteria but do contract with a third-party referral service to find child care
- Yearly limit is \$150,000

## Kansas Credit

- Your business can claim a state credit if you either 1) pay for child day care services for your employees or 2) locate child day care services for your employees or 3) provide facilities and necessary equipment for child care services to your employees, or 4) provide access to available child day care services for your employees



# Kickstarting Your Strategy

## Assess Working Parent Needs & Preferences

- Talk to your working parents to understand their needs. Start with the data you have and gather additional information as needed through surveys or focus groups
- Establish feedback loops to keep working parents engaged throughout the process.

## Understand Impact

- Gather internal data on the impacts of child care issues to your strategic goals. Get input from your middle managers, HR, Finance, and Ops teams
- Do your homework on the local child care landscape and any efforts currently underway to address supply challenges

## Explore Your Options

- Research the options available and learn from other businesses
- Assess leadership's interest and readiness to select and implement one or more strategies

# Kickstarting Your Strategy

## Select Strateg(ies) & Implement

- Determine your level of short- and long-term financial investment.
- Start small and build from there
- Establish & benchmark your metrics at the outset and ask for feedback from working parents as you go

## Communicate Your Progress

- Develop an internal communications plan to accompany implementation
- Start with senior and mid-managers to ensure buy-in, then communicate changes to employees
- Ensure feedback loops are in place to inform ongoing implementation

## Measure Impact

- Gather data on uptake/utilization
- Assess satisfaction from your key internal stakeholders
- Measure and track your key metrics, including those required to calculate overall ROI

# Understanding Our Challenge & Impact

What do we know about the problem we're trying to address?

- External data (child care landscape data – see handouts)
- Internal data

Data Type	Metric	#/% if Known
Workforce	#/% employees with young children <ul style="list-style-type: none"><li>• % of employees carrying dependents on health insurance</li><li>• 5-year parental leave utilization</li></ul>	
	Median employee age; projected median age	
Work Location & Hours of Work	Median employee age by location type Median employee age by shift	
Anecdotal Feedback	What else do we know about employee child care needs?	



# Readiness & Engagement

## Guiding Questions:

- How ready/engaged are senior leaders in addressing child care solutions?
- How ready/engaged are mid-level leaders?
- Who else do I need to engage if this project is going to be successful?
- How will I communicate the plan to increase readiness and effectively manage change?

**Change**  
Understanding how an organization integrates new behaviors, goals, and programs at all levels.

## Stages of Change



Key Stakeholder	Stage of Change	Plan to Move to the Next Level
Senior Leaders		
Mid-level Leaders		
Others		

# Our Vision

## Guiding Questions:

- What do we hope to achieve by addressing employee child care needs?
- How will things be different as a result of this project?
- What key organizational values inform and support this vision?
- What are the risks of investing in child care solutions?
- What are the risks of **not** investing in child care solutions?

## Our Vision Statement:

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## Vision

A clear picture of what we want to achieve. Ambitious, captures long-term goals.

# Getting Started

Guiding Questions:

- What "quick wins" can we start with?
- Based on our vision, what do need to work toward in the longer-term?

**The Plan**  
Identifying initial strategies to accomplish your vision forms the foundation of your action plan.

## Quick Wins

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_

## Longer-term Strategies

- 1) \_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_
- 3) \_\_\_\_\_  
\_\_\_\_\_

# Immediate Next Steps

Guiding Questions:

- What immediate next steps are critical to kickstarting our strateg(ies)?
- Who will be responsible for each step and what do we agree on for a timeframe?

Action Item	Person Responsible	Due Date

# Building Momentum

## 1 Customized Strategic Support

- ❑ Access to expertise & technical resources
- ❑ Monthly strategy sessions for your team
- ❑ Support to design & implement your child care plan

## 2 Connect with Colleagues

- ❑ Optional opportunities to connect with other businesses monthly
- ❑ Bring your wins and road blocks to the table for group solutioning

**January – April 2025**

# Thanks

Do you have any questions?

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