

RAISING
CHILD CARE,
RAISING
AMERICA
MAY 19-22

The Future of Child Care Business Supports



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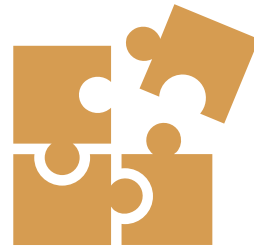
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Today's Conversation



What challenges are we seeing?



What solutions are working?



How can we have impact at scale?

Today's Conversation

The post COVID world is a challenging place for child care

We need to not only gain back the slots we lost

But replace retiring business owners and provide competitive living wages

More than ever we must do all of this at scale

Our Database

- Creating data-driven innovations for 15 years for child care and other fields
- In early 2020 we began directly supporting child care providers
- Over 80,000 interactions with family and center childcare businesses since 2020
- Reviewed more child care tax returns than any other entity or person
- Implementing impactful solutions to support business resiliency in 32 states and the District of Columbia



Most Critically...

- We are adept active listeners
- Aggregating what we hear and learn from child care businesses
- On what they want and need

Helping organizations thrive

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The Future We See

Financial Foundations: A Critical Gap



- Providers often skip financial basics, leading to cash flow issues
- Coaching starts downstream and businesses falter

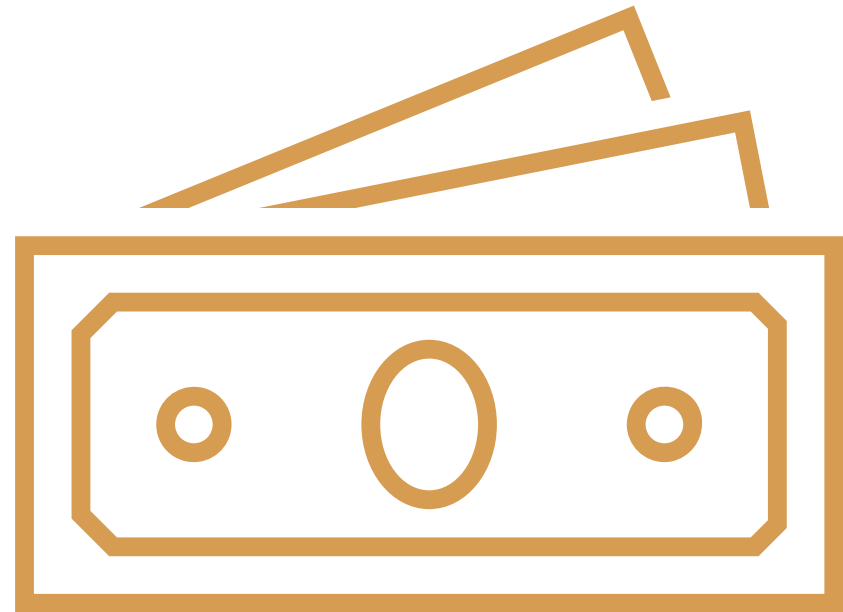
Financial Foundations: A Critical Gap



- We need an obsession with cash flow
- Not just for providers but also for coaches

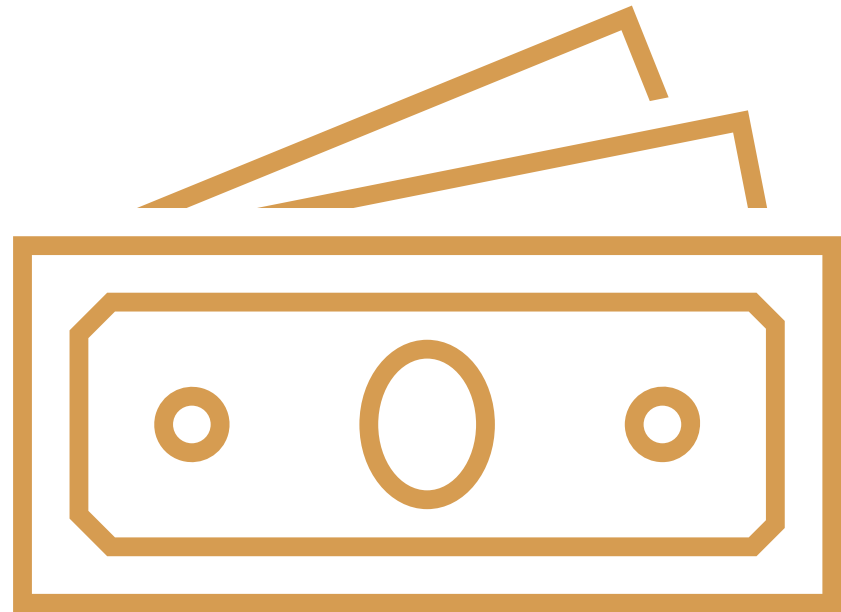
Maximizing Revenue: A Systemic Challenge

- More money is needed
- Concurrently, existing resources are not maximized



Maximizing Revenue: A Systemic Challenge

- Core strategy: pricing + Subsidy + CACFP
- Tax mitigation increases compensation



Financial Risks: Emergency Funds and Debt



- Providers lack emergency funds and have high consumer debt
- EIDLs are delayed but not gone

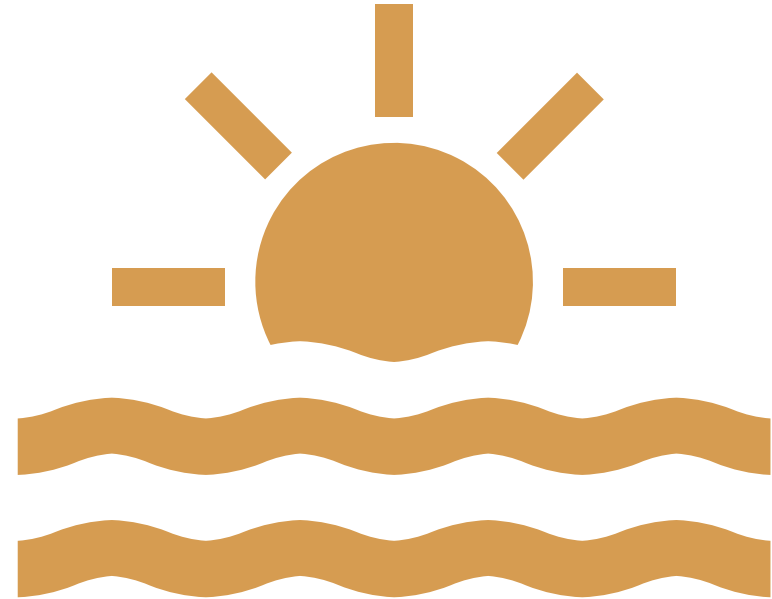
Financial Risks: Emergency Funds and Debt



- Prioritizing emergency savings creates resiliency
- Debt management strategies are key to sustainability and growth

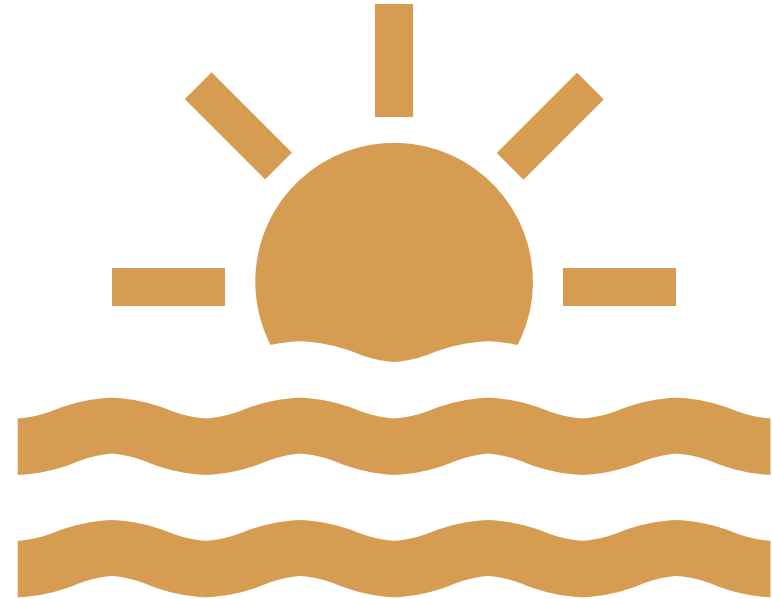
Culture: Creating Blue Oceans

- Effective recruitment and retention techniques fail without the right culture
- Families are often left out of the mix



Culture: Creating Blue Oceans

- Culture for staff can be low/no cost
- Prioritizing families first sets providers apart from competition



Technology Adoption: Moving Beyond the Binary



- Current system is provider focused
- CCMS is the sole goal

Technology Adoption: Moving Beyond the Binary



- Move beyond providers to have tech driven coaching
- Spectrum of technology based on efficiency

The Pinnacle: Coaching at Scale



- Need to move from tens to hundreds to thousands
- Need consistency and confidence in coaching
- One-size fits all

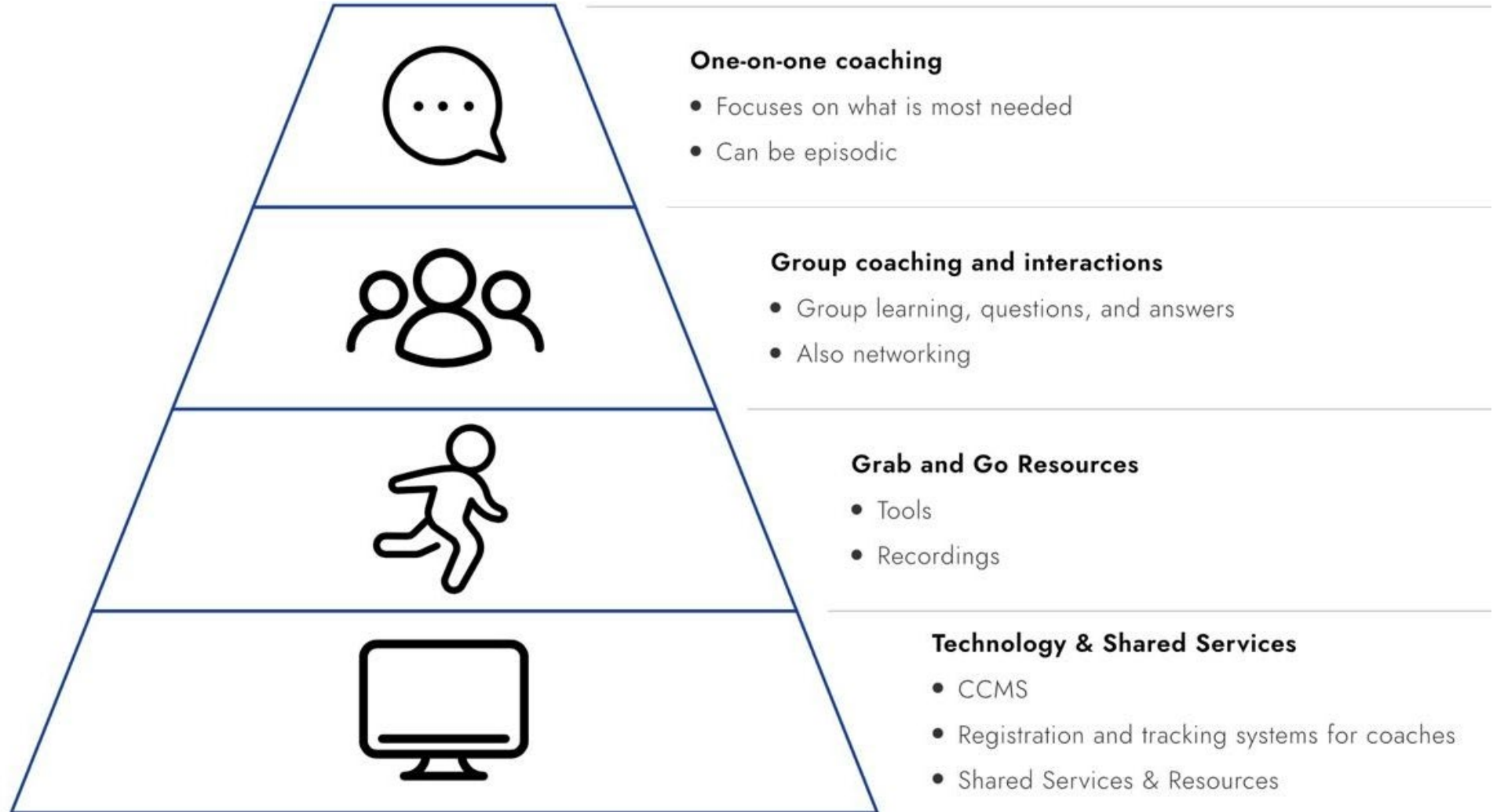
The Pinnacle: Coaching at Scale



- Coaching systems with a consistent approach
- Capacity building and resources for coaches
- Variable, dosage-based supports

Coaching at Scale

VARIABLE DOSAGE SYSTEM



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Thank you!

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