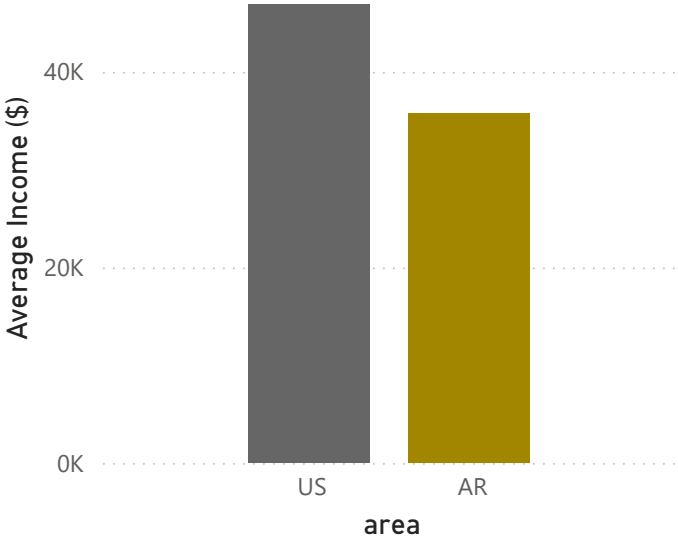
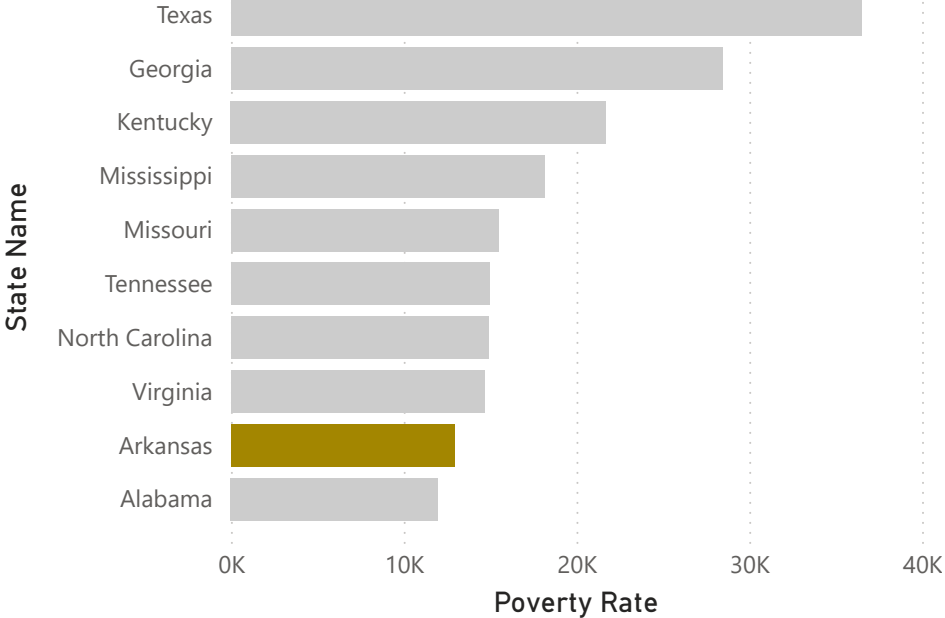


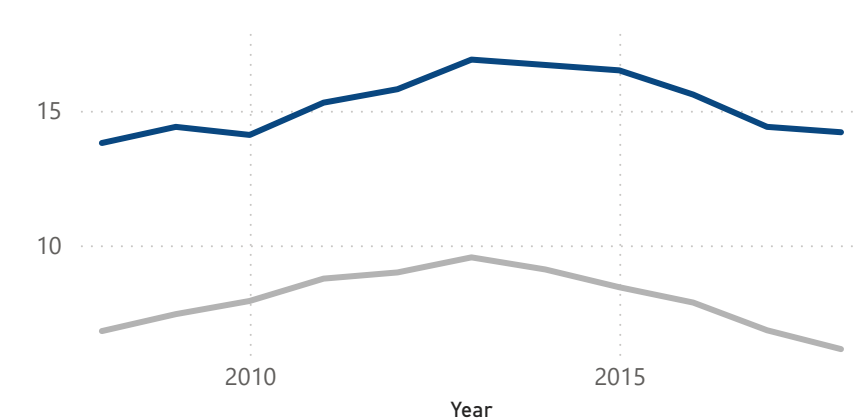
Average Income in AR vs US



Poverty Rate by State



Poverty and Unemployment Rates in Arkansas

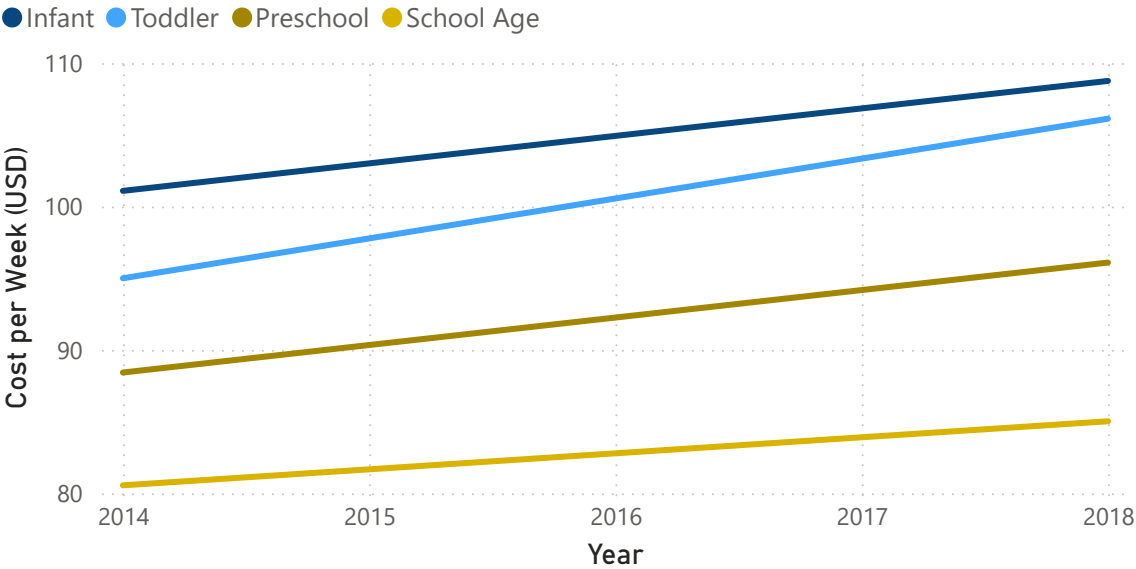


Life in Arkansas

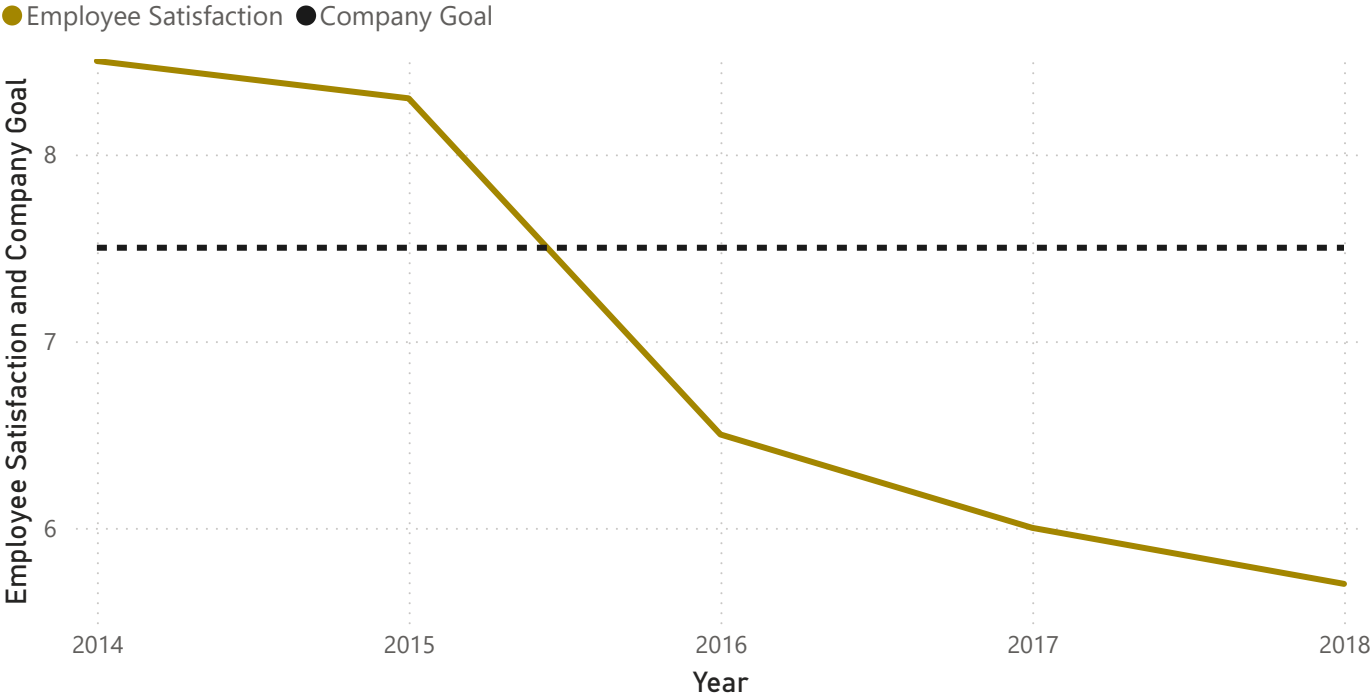
The average income in AR is significantly lower than the national average. AR also has the 6th highest poverty rate in the country. Individuals here are more likely to struggle to make a minimum wage.

Despite the unemployment and poverty rates, the cost of childcare has steadily increased over time. Infants and toddlers continue to be the most expensive age groups to provide care for.

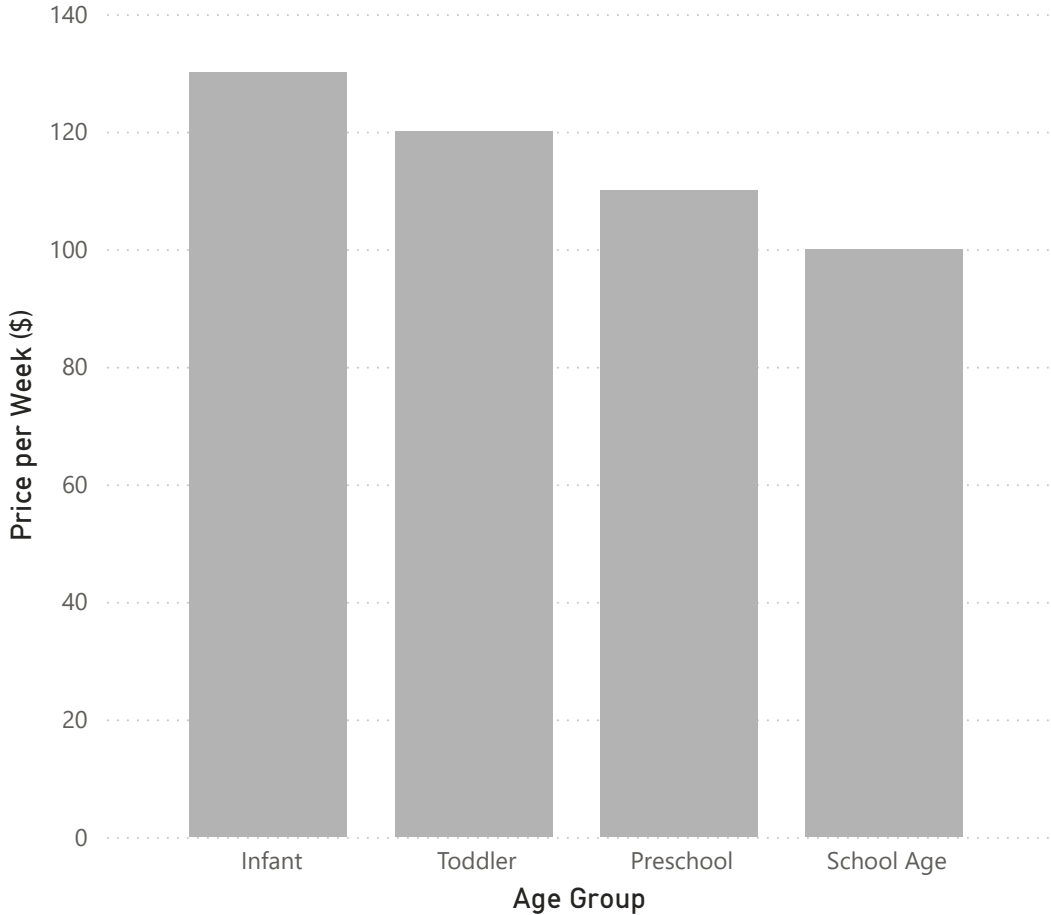
Childcare Costs for Different Age Groups in Arkansas



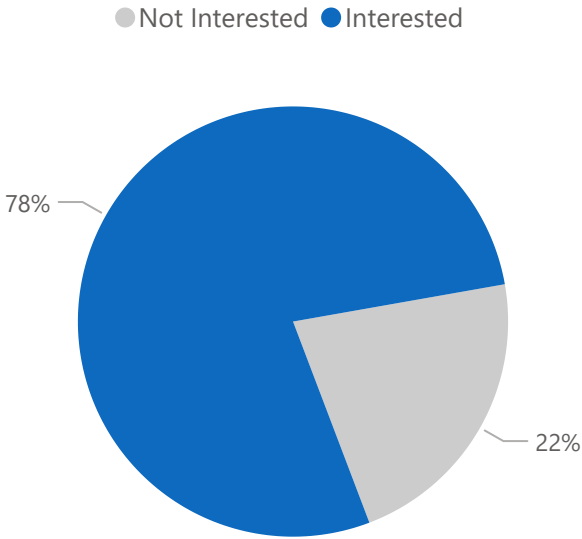
Employee Satisfaction Over Time



Cost of Childcare for Employees



Interest in Employer-Sponsored Childcare



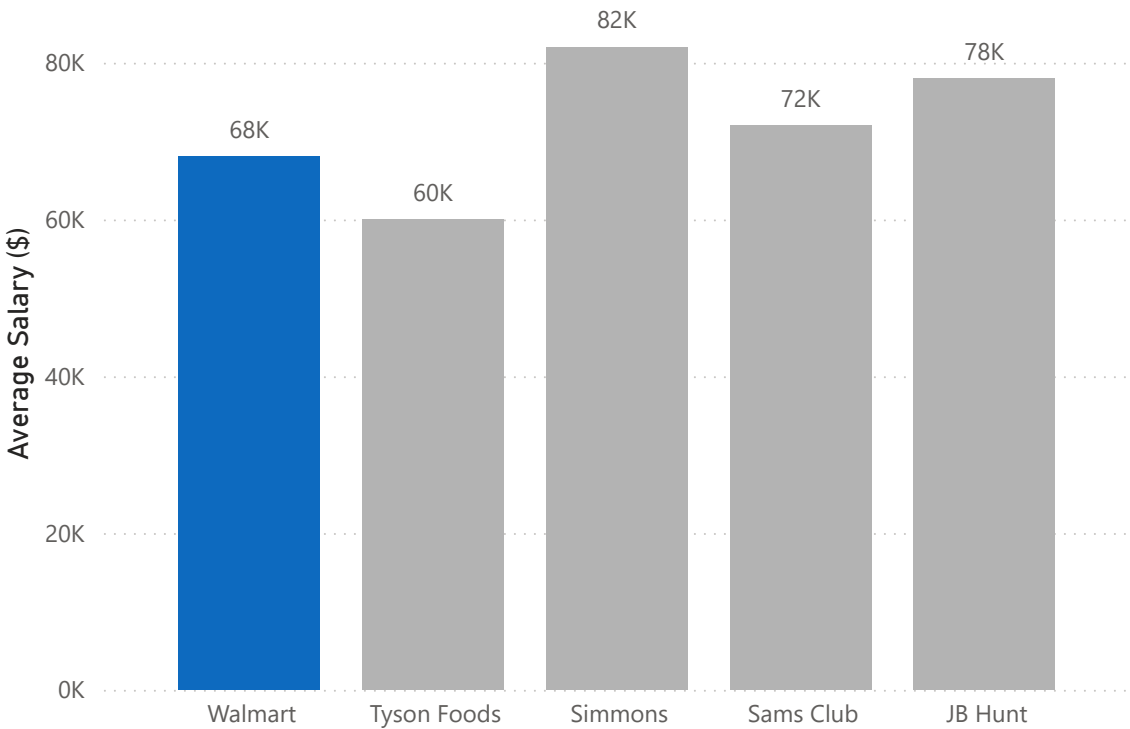
Employee Sentiment

Employee satisfaction has steadily decreased through time. We have not met our goal satisfaction rate since 2015. We must make changes to increase employee satisfaction or we risk losing top talent to other companies.

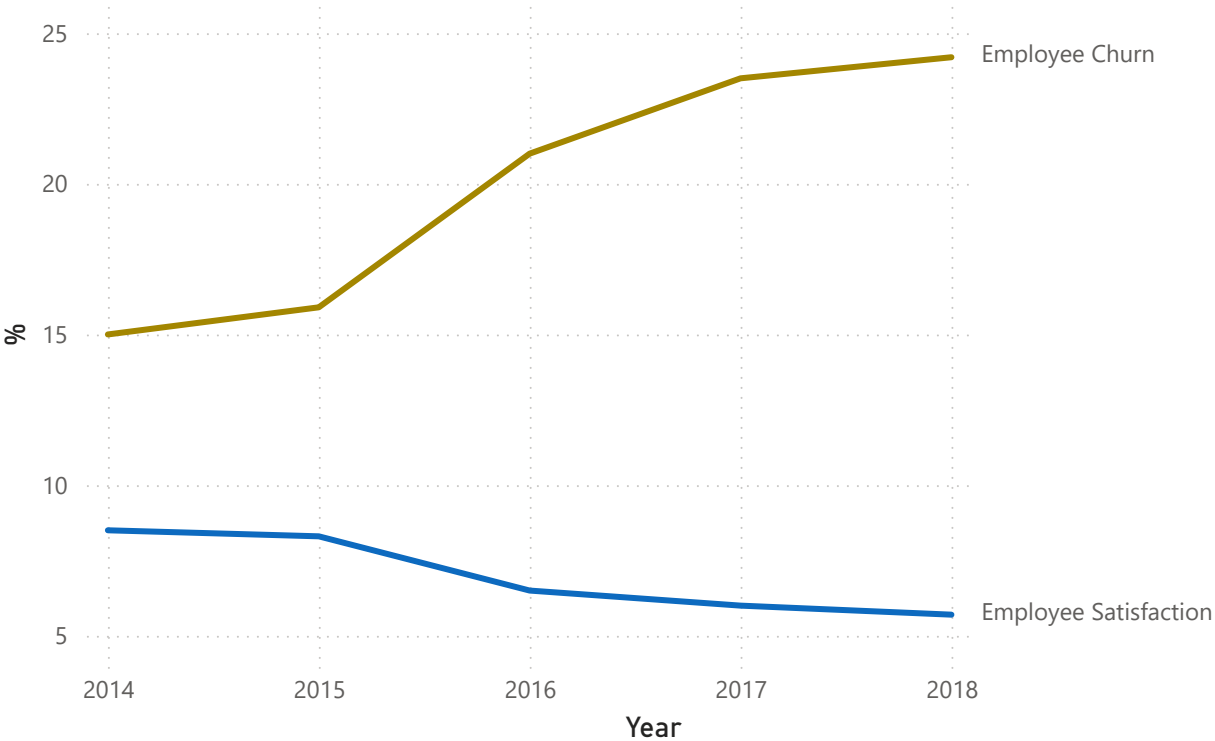
In a recent survey, employees revealed they are interested in employer sponsored childcare. This could be a way to increase employee benefits, thereby increasing employee satisfaction.



Average Salary by Company



Rate of Employee Satisfaction and Churn Over Time



State of the Company

Compared to all other major companies in the area, our average income is the 4th lowest. We continue to struggle with employee churn and employee satisfaction. This study also revealed, employee churn and satisfaction are inversely related; as employee satisfaction decreases, churn increases.

Proposal

We must combat decrease in employee churn by increasing employee satisfaction. Including this offering in the employee benefits package will help compensate for our below average salary. It will help attract new talent to our company and can work to provide needed positive PR for our company.