

EMPLOYER-SPONSORED CHILDCARE CHANGES BUSINESS FOR THE BETTER.

Better business and a better world.

BETTER EMPLOYEE SATISFACTION.

Childcare ranked higher than perks like mental health support, health and fitness discounts, commuter benefits, and more. It was the number one priority after essential benefits like health insurance and paid time off.



BETTER RETENTION.

The U.S. Chamber of Commerce Foundation reports that employer-provided childcare benefits can reduce employee turnover by up to 60%.

BETTER TALENT.

In a study from Care.com, employers shared that child care benefits have a positive impact on talent recruitment (81%), retention (80%), and productivity (82%).



BETTER RESULTS.

Research from the BCG found that childcare benefits deliver returns of up to 425% of their cost for companies across the United States.



Child Care Crisis

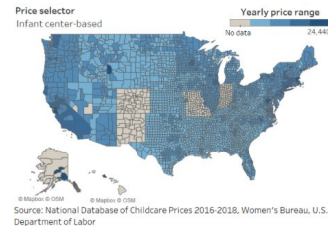
Author: Krista Knuckey

Introduction

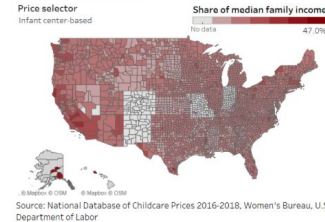
Child Care in the United States is a growing concern for many Americans. Prices continue to increase exponentially, while salaries are not matching the pace, especially for women. Data from the national database of childcare displays that child care can cost upwards of 24,000 a year, or 47% of family income. (National Database)

Although affecting home life, child care is also affecting the business sector as is it estimated that about 100,000 workers stay home every month due to child care constraints- costing about 122 billion in revenue each year. (Flynn)

[Childcare Prices by Age of Children and Care Setting](#)

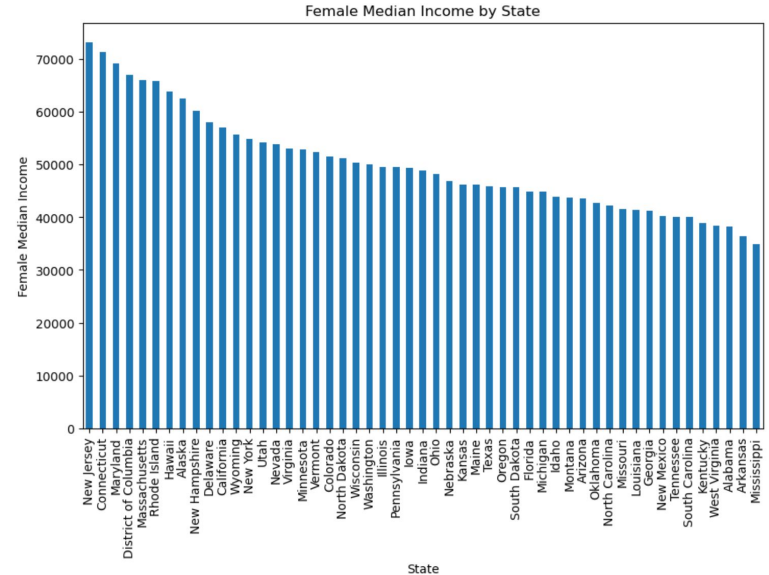


[Childcare Prices as a Share of Median Family Income by Age of Children and Care Setting](#)



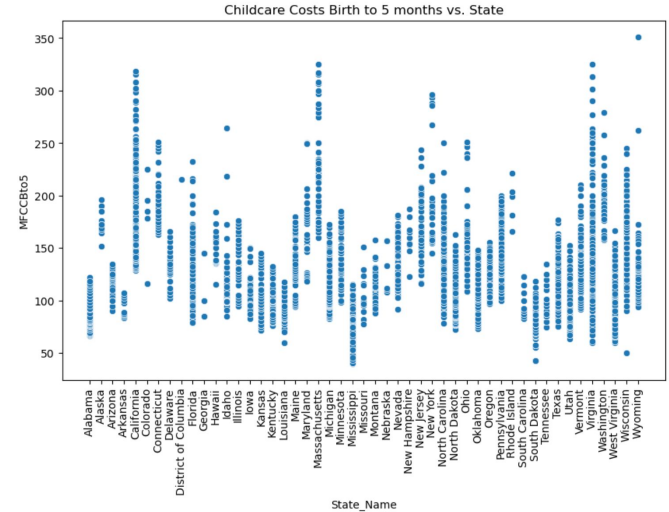
Child Care Crisis: Working Mothers

- Women consistently are paid less- from the visual it is identified that the median income for a majority of American is less than 50k a year
- CAP 20 reports that “mothers of color reported higher levels of difficulty finding child care than white mothers”
- The CAP 20 report also notes that Black families report that child care would account for 42% of their median income
- Mother’s are more likely to not participate in the workforce if there is difficulty in child care compared to male partners (Coffey)



Child Care Crisis: Soaring Costs

- Child care costs are a burden on the American community “In 32 states the cost of child care exceeds in-state college tuition... in 41 states child care costs exceed the average monthly mortgage payment. (Coffey)
- The DOL provided data that has the average weekly payment by State- on the right is a visual I created that shows the range of costs- some as high as \$350 per week



Proposed Child Care Supplement Initiative

- Company subsidized or sponsored child care will benefit the business and it's employees
- Company owned and operated child care centers in large, urban areas will alleviate the stress of finding child care with work responsibilities
- Child care PTO days incorporated into an employees benefit package will alleviate the stress of calling off while also keeping Vacation PTO intact- we need employees to use this time to refresh and relax
- Supporting political candidates that will push for universal child care benefits



Child Care Supplement Initiative: Social and Economical Benefits

- About 50% of Black and Hispanic mothers would apply for more advanced/ higher paying jobs if they had consistent child care (Coffey)
- Capping child care costs would boost economic growth and women's participation in the workforce (Schochet)
- Providing options of universal child care would decrease employment by over 10% for women with children (Schochet)



Closing

Solving the child care crisis will need government and private sector action. By providing company sponsored centers, as well as, universal options will allow for all children to have safe, reliable care while parents work. This will boost women's place in the workforce, their salaries, and overall boost the American economy.

When families thrive, the country thrives!





Sources

Coffey, M. (2024b, August 21). *Providing affordable, accessible, and high-quality child care*. Center for American Progress.
<https://www.americanprogress.org/article/playbook-for-the-advancement-of-women-in-the-economy/providing-affordable-accessible-and-high-quality-child-care/>

Flynn, M. (2023, November 7). *U.S. Child Care Crisis is holding back the workforce*. Forbes.
<https://www.forbes.com/sites/mariaflynn/2023/11/02/us-child-care-crisis-is-holding-back-the-workforce/>

National Database of Childcare prices. DOL. (n.d.). <https://www.dol.gov/agencies/wb/topics/featured-childcare>

Schochet, L. (2024, October 1). *The child care crisis is keeping women out of the workforce*. Center for American Progress.
<https://www.americanprogress.org/article/child-care-crisis-keeping-women-workforce/>

Krista Knuckey
DSC 640- Milestone 3

Overview: For the design elements of the infographic, presentation, and video, I chose blue as the basis—this appeals to males who review content and tend to be decision-makers for corporations. For the video, I used different demographics of women with children as child care affects all women but does affect women differently based on race. Also, the background music starts off slower to display the different mothers with their children and increases in beats when it gets to our call to action. The infographic was designed in mind to be easily shared in many different formats, like flyers, social posts, LinkedIn campaigns, etc. Finally, the presentation includes data visualizations I created from the data provided by the Department of Labor- this will give us talking points when presenting to teams. The color scheme is also a light blue and gray to appeal to corporate decision-makers. I kept the points brief to add commentary when presenting to the audience.

Video Sources:

Kos, E., Clark, K., Santis, N. D., & Joseph, T. (2024, March 26). *Childcare benefits more than pay for themselves at US companies*. BCG Global.

<https://www.bcg.com/publications/2024/childcare-benefits-pay-for-themselves-at-us-companies>

New employer child care survey from care.com. First Five Years Fund. (2024b, March 13).

<https://www.ffyf.org/2024/03/13/employer-child-care-survey-from-care-com/>

Supporting Employees Through Childcare Services. US Chamber of Commerce. (2018, May 4).

<https://www.uschamberfoundation.org/education/supporting-employees-through-childcare-services>