

CAMPAIGN FOR CHILD CARE

✓ Recruitment and retention for the workforce

✓ Affordability and access for families

OUR CAMPAIGN PATH



This campaign requires urgent action – and we understand that democratic processes can take time. The campaign for child care may continue beyond 2025.



EARLY EDUCATOR PLATFORM FOR CHILD CARE

With public solutions that recruit and retain a thriving workforce, our vision is that all families – beginning with those most in need – have access to high-quality early care and education opportunities with expenses capped at no more than seven percent of household income. A thriving workforce is essential for efficiently and effectively implementing child care for all and, as we create a plan for incremental expansions to WCCC eligibility, we must also address compensation, professional growth, and funding for the entire system through these policies:

1. Improve compensation, benefits, and wellbeing for early educators and their families.
 - **Provide licensed programs with resources to support hiring, onboarding, and consistent access to substitute coverage** so early educators have sustainable and balanced time for planning and professional development
 - **Preserve premium assistance and navigators for healthcare** and ensure early educators and their families don't lose access to affordable healthcare as their wages increase and their eligibility for public assistance decreases
 - **Make early educators categorically eligible for child care assistance** through Working Connections Child Care
2. Support equitable opportunities for professional growth.
 - **Scale Provider Access to a Community Equivalent (PACE)** so all early educators who choose community-based training pathways have access
 - **Streamline requirements and credentials for early educators and make additional advanced training options available** so pathways for career growth are more visible, accessible, and attractive
 - **Significantly expand scholarships and support successful program completion** including access to educational advocates, tutoring, stipends for expenses, and child care co-payment assistance
3. Increase and stabilize revenue for licensed child care programs by expanding access to small business supports.
 - **Increase reimbursement rates for WCCC to the 85th percentile and in 2025 transition to a cost of quality care rate setting model** that incorporates living wages and benefits
 - **Pay licensed child care programs based on enrollment rather than attendance** to make revenue more predictable
 - **Increase rates for infant care and non-standard hours care** to bolster the most underfunded parts of the system
 - **Scale shared services** so programs who choose to take part can benefit from business supports as part of an economy of scale and so programs can benefit from peer-learning opportunities
 - **Offer business development/startup grants and supports** to individuals and organizations launching licensed child care programs

JAN – APRIL 2025



2025 LEGISLATIVE SESSION

Strategic advocacy in support of the Early Educator Platform for Child Care including funding for the new cost of quality care rate setting model.

NOVEMBER 2024



ROADMAP FOR NEW GOVERNOR

The Early Educator Platform for Child Care, and DCYF recommendations for living wages and affordable child care, provide the new administration with a roadmap for the future. In the leadup to the 2024 election, child care is positioned as a high-priority issue and candidates are briefed in depth on policy and budget solutions.

OCTOBER 2024



DCYF DECISION PACKAGE

DCYF releases decision package with proposal to fund new cost of quality care rate setting model.

JAN – MARCH 2024



2024 LEGISLATIVE SESSION

Strategic advocacy in support of the Early Educator Platform for Child Care and readying the Legislature for DCYF's new cost of quality care rate setting model.

MAY 2023 – OCTOBER 2024



DEVELOPMENT OF COST OF QUALITY CARE RATE SETTING MODEL

DCYF develops a new rate setting model for WCCC based on the true cost of quality care. Administrative advocacy with DCYF to ensure rates incorporate living wages and benefits, per C3TF recommendations.

JANUARY – APRIL 2023



2023 EARLY EDUCATOR LEGISLATIVE AGENDA Built from the Early Educator Platform for Child Care

1. Direct and fund DCYF – in partnership with providers, parents, and stakeholders – to develop recommendations for delivering living wages and benefits to the child care workforce and for making affordable child care available to all families.
2. Raise Working Connections Child Care (WCCC) reimbursement rates to the 85th percentile, increase rates for infant care and non-standard hours care, and pay WCCC reimbursements based on enrollment rather than attendance.
3. Make more families eligible for child care assistance through full-time authorization, streamlined eligibility, and expansion of allowable activities.

APRIL 2022

COST OF QUALITY CARE STUDY



DCYF and Dept. of Commerce's Cost of Quality Care study completed. Through focus groups, interviews, and surveys, primary cost drivers for delivering care were identified and catalogued.

JUNE 2022 – DECEMBER 2022

EARLY EDUCATOR PLATFORM FOR CHILD CARE



Early Educator Design Team develops policy platform and multi-year campaign for addressing child care workforce recruitment and retention and family access and affordability.

AUGUST 2022

COST OF QUALITY CARE ESTIMATION MODEL



Based on the cost of quality care study, the excel-based tool makes it possible for policymakers to understand the fiscal impacts of various policy changes related to wages and quality enhancements.

OCTOBER 2022

DCYF DECISION PACKAGE



DCYF releases [decision packages](#) with proposals to support rates for providers and access and affordability for families.

DECEMBER 2022

C3TF RECOMMENDATIONS



Dept. of Commerce's Child Care Collaborative Task Force submits [cost of quality care recommendations](#) to the Legislature.

CHILD CARE COLLABORATIVE TASK FORCE (C3TF) RECOMMENDATIONS

1. Adopt a WCCC rate setting model in the 2025-27 biennial budget based on the cost estimation model and incorporating [living wage](#) salaries, benefits, and resources for program enhancements that support quality.
2. Distribute significant relief payments to licensed child care programs serving children from birth through age 12 and to individual members of the child care workforce.
3. Recommend and develop implementation plans for delivering publicly funded wage supplements and benefits to the entire child care workforce in conjunction with the transition to the cost of quality care rate setting model.
4. Create a comprehensive economic development and workforce development strategy, including plans for a career pipeline, in partnership with providers, parents, and stakeholders.