



First Children's Finance Dream Up! Grant Summary

Central Sands Childcare Alliance

Adams County, WI

This document is archived. It is kept only for reference purposes, so it is no longer being updated and documents may not meet accessibility standards. If you need this content in a different format, please email DCFMBDECEProjectGrowth@wisconsin.gov.

Created By:

Angie De Los Santos
Business Development Specialist
AngieDLS@firstchildrensfinance.org

Kari Stattelmann
Business Development Consultant
KariS@firstchildrensfinance.org

Amy Arena
Business Development Specialist
AmyA@firstchildrensfinance.org



TABLE OF CONTENTS

Strategic Supply Planning	1
Core Team	3
Community Insights	4
Supply Demand Gap Analysis	5
Quality Rating and Improvement System Overview	6
Workforce	7
Core Team Planning Meeting	9
Goals	10
Project Recommendations	11
References	12

Strategic Supply Planning

The Strategic Child Care Supply Planning Process is a facilitated community planning process designed to engage a Core Team of community leaders to support and expand the child care capacity in their community. First Children’s Finance works with the Core Team to understand the current child care landscape and create goals to address child care needs.

This program was made possible by Grant Number 90TP007601 from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Office of Child Care, the Administration for Children and Families, or the U.S. Department of Health and Human Services.



Background

Central Sands Childcare Alliance - Adams County, WI

The Central Sands Childcare Alliance (formerly Adams County Childcaring Alliance) was selected to engage in community consultation around the supply of child care, through the Dream Up! Child Care Strategic Supply Planning Process. Funding for this work is provided by a *Preschool Development Grant* received by the Wisconsin Department of Children and Families. In this process, a Core Team lead by Erin Schiferl at Central Sands Childcare Alliance, participated in a process that included:



- 8 hours of facilitated meetings by First Children’s Finance National Team Staff
- Identification of goals to increase high-quality child-care slots
- Planning support, facilitation, and technical assistance from First Children’s Finance
- A Strategic Child Care Supply Plan that guides Central Sands Childcare Alliance Foundation in efforts to increase its supply of high-quality childcare.

Community Information

Figure 1: Adams County Defined Zip Codes | Community Application Process

Cities	Zip Codes	Cities	Zip Codes
Adams	53910	Wisconsin Dells	53965
Friendship	53934	Nekoosa	54457
Grand Marsh	53936	Arkdale	54613
Hancock	53943	Necedah	54646
Oxford	53952	Bancroft	54921
Westfield	53964	Coloma	54930

The Central Sands Childcare Alliance is based in Adams County, Wisconsin. Adams County is a small, rural area in the Southern Region of Wisconsin with a population of about 20,654. They applied for the Dream Up! Strategic Supply Planning Process and were awarded participation with the Spring Dream Up! Strategic Supply Plan Cohort. Each application included a geographic region the Core Team planned to focus on, referred to as ‘the community’. The Central Sands Childcare Alliance included the zip codes and corresponding communities listed in Figure 1 as their geographic region and defined community. This geographic region is the focus of the Strategic Supply Plan.

Core Team

The following people participated in the Core Team meetings to address the child care supply needs in Central Sands Childcare Alliance’s defined community. The primary contact for this project is Core Team Lead, Erin Schiferl, Children and Family Services Manager at Adams County Health & Human Services.

Name	Organization Affiliation
CORE TEAM LEAD: Erin Schiferl	Children and Family Services Manager, Adams County Health & Human Services
CORE TEAM MEMBERS:	
Tina Smith	Child Welfare Specialist-Adams County Health and Human Services
Sheila Michels	Health & Wellbeing Educator-University of Wisconsin—Extension Adams County
Barbara Gransee	Pupil Services Director-Adams Friendship Area School District
Kristine Joyce	Early Childhood Consultant/Trainer-Childcaring, Inc.
Daric Smith	Director-Adams County Economic Development Coordinator
Erin Hess	Associate Center Executive SWC/Adams YMCA
Suzanne Hoppe	Executive Director-Renewal Unlimited
Audra Jackson	Administrative Support-Adams County Health and Human Services
Laurie Inda	Adams Campus Dean-Mid-State Technical College
Amber Taylor	Economic Support Manager-Adams County Health and Human Services
Kelly Borhardt	Executive Director-Childcaring, Inc.
Gayle Schiszik	Certifier/Pre-Licensing Technical Consultant-Childcaring, Inc.
Tara Meyer	Economic Support Specialist-Adams County Health and Human Services Department
Jerry Exterovich	Wisconsin Economic Development Corporation

Community Insights

Research by the Core Team was conducted and provided as part of the application process. First Children's Finance provided additional research and statistics regarding child care needs and sustainable child care solutions. During Strategic Supply Plan meetings, this data was reviewed with the Core Team to better understand their community's child care challenges.

The Adams County Childcare Alliance provided demographic data in their initial application that highlighted the community's need for affordable child care solutions.

1) According to US Census Bureau data, 11.7% of the population in Adams County (2.22k out of 19k people) live below the poverty line. In addition to higher-than-average poverty levels,

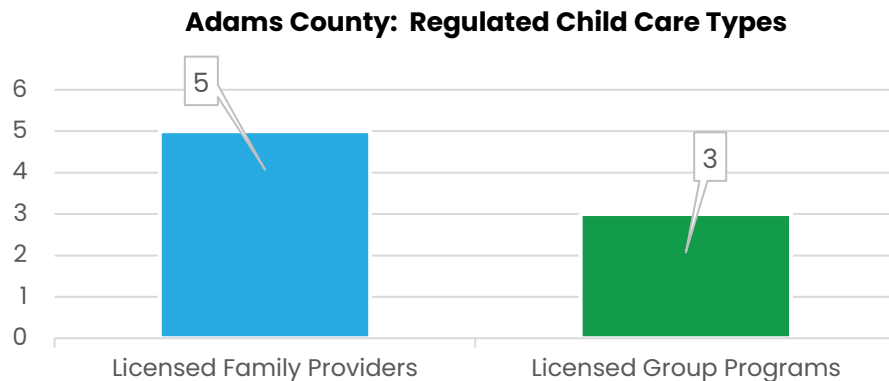
2) Adams County was ranked 69 out of 72 counties for poor health outcomes (County Health Rankings) and has amongst the highest rates of Child Protective Services reports per child population in the state.

3) As reported by the Wisconsin Department of Children and Families, Adams County received 3-4 times more CPS reports than the state average

Wisconsin Department of Children and Families' Preschool Development Grant conducted a study to evaluate early care and education in Wisconsin. This study reported that Wisconsin has a shortage of infant and toddler care and non-standard hour care (evening, overnight, weekend). Over the past decade, the number of regulated family child care programs declined by 68% and the number of licensed group child care centers declined by 9%.

The Central Sands Childcare Alliance distributed a survey in August 2021 to local school district staff and Adams County government staff; the survey results show that 64% of respondents with children under age 13 currently use unregulated providers, in addition to respondents who reportedly leave their children home unattended. Figure 2 shows the number of regulated child care types currently available in Adams County according to the Wisconsin Department of Children and Families' Sandbox Data.

Figure 2: Adams County Regulated Child Care | Wisconsin Department of Children and Families Sandbox Data



Supply Demand Gap Analysis

As part of the Strategic Supply Planning Process, the Core Team was provided with information to help them understand factors that contribute to child care challenges. First Children’s Finance leveraged different data sources to pull together an illustrative picture of the child care capacity in the community (see Figure 3). These data sources include US Census Information, Wisconsin’s Department of Children and Families Data, and First Children’s Finance research and calculations.

The Supply Demand Gap Analysis completed by First Children’s Finance for Adams County dated May 2022, shows a deficit of 1,283 slots for children birth to 5 living in households where all available parents are in the workforce. The analysis also found capacity of licensed and regulated full day year-round care in Adams County at only 52 children. Results showed multiple zip codes within the defined community with zero child care slots available.

Figure 3: Adams County Supply Demand Gap Analysis | PDG Sandbox Data

Zip Code	City	Licensed Family Child Care	Licensed Group Child Care Center	Certified Child Care	Expected Child Care Capacity	Expected Number of Children Under Age 5	Expected Child Care Need
53910	Adams	2	0	0	14	84	70
53920	Briggsville	0	0	0	0	0	0
53934	Friendship	1	0	0	7	86	79
53936	Grand Marsh	0	0	0	0	23	23
53952	Oxford	1	0	0	7	82	75
53964	Westfield	0	0	0	0	154	154
53965	Wisconsin Dells	1	0	0	7	341	334
54457	Nekoosa	0	1	0	17	254	237
54613	Arkdale	0	0	0	0	37	37
54646	Necedah	0	0	0	0	105	105
54921	Bancroft	0	0	0	0	31	31
54930	Coloma	0	0	0	0	58	58
54943	Hancock	0	0	0	0	80	80
TOTAL		5	1	0	52	1335	1283

How Is the Need Supported Today?

When there is a gap in the licensed and regulated child care slots available in a community compared to the children potentially needing care in the community, families find unique ways to meet their needs outside of licensed or regulated childcare. The following are common ways that parents may fill their need for child care and may be present in Adams County.

Legal Unlicensed (unregistered) Care / Family, Friends, & Neighbors

Friends, family, and neighbors may provide care for up to three (3) children without a license; however, under Wisconsin law, no person may provide care and supervision for four (4) or more children under the age of seven (7) for less than 24 hours a day. Care for four (4) or more children under the age of seven (7) would require a provider to obtain a license to operate a child care center from Wisconsin's Department of Children and Families.

Illegal Unlicensed/Unregistered Care

Child care is provided in a setting that requires licensing or regulation, but the provider has chosen to provide care without the proper license or following regulatory guidelines.

Under-Employment / Shift Alignment

Parents may work split shifts, work part-time, or limit their work hours to stay home with their children. There may be children in the community whose parents have left the workforce and are not looking for employment because of child care challenges. These families are not included in the data in this report, but parents may enter the workforce if viable child care options were available.

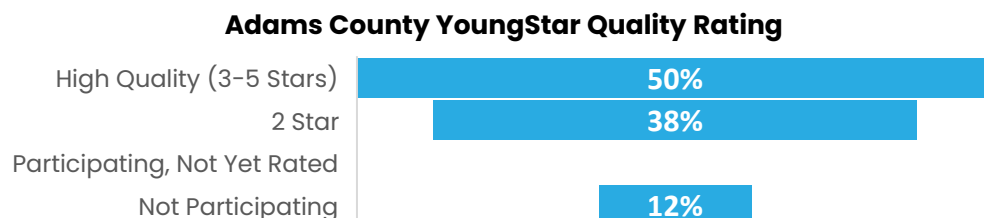
Out of Area Care

Parents with children in the region studied may take their child to care outside of this report's area. This may be due to parents' work location, access to care, or other reasons.

Quality Rating and Improvement System Overview

First Children's Finance examined state-wide information about the number of child care programs that are participating in the YoungStar Program (see Figure 4). YoungStar is Wisconsin's child care Quality Rating and Improvement System (QRIS) that identifies programs that go above and beyond the general licensing requirements to obtain higher quality in their child care program.

Figure 4: Adams County YoungStar Rating | PDG Sandbox



Workforce

Child Care Workforce

First Children’s Finance examined the child care workforce in Wisconsin. Many individuals in the workforce have formal educational backgrounds and more than a decade of experience. However, more than half of early childhood educators rely on some form of public assistance and do not receive benefits. The Institute for Research on Poverty at the University of Wisconsin-Madison reported a 40% turnover rate in the Early Childhood Education field. Figure 5 shows data collected for the Southern Region of Wisconsin and shows 24.1% of the workforce anticipates leaving the field within the next two years. The cost of care is high for families, and the cost of delivery is high for providers. Often, the impact is reflected in child care worker wages. The First Five Years Fund researched the average compensation rate for child care workers and found in Wisconsin; the average hourly rate is \$10.66. The annual salary of \$22,170.00 is below the poverty line for a working family.



Early Education Workforce Survey

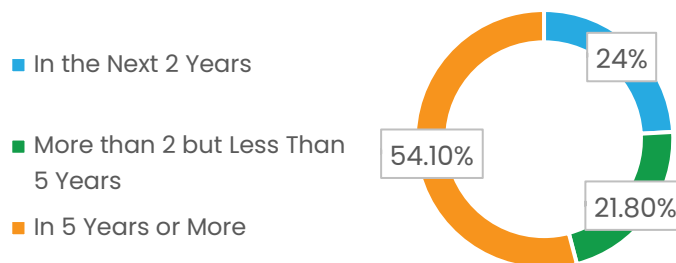


Figure 5: Survey of Center-Based Teachers | Institute for Research and Poverty

Primary Industries

Additionally, First Children’s Finance examined the top industries in Adams County within available census data. The top industries (see Figure 6) can impact child care needs based on when shift workers are needed, as well as beginning and end time of employee shifts. In Adams County, two of the top industries are manufacturing and retail trade. Often, these industries call for second and third shift employees. Without sustainable child care options during these shifts, hiring new employees and retaining current employees in fields such as manufacturing can quickly become a challenge. During Strategic Supply Plan meetings with First Children’s Finance, the Core Team was asked to brainstorm ways to address the need of child care for all types of working families within their community.

1. Educational Services and Health Care and Social Assistance

2. Manufacturing

3. Retail Trade

Figure 6: Top Industries in Adams County | U.S. CENSUS 2021

Data Overview

0 Certified Family Child Care in Adams County (DCF Licensing Data)	5 Licensed Family Child Care in Adams County (DCF Licensing Data)
1 Licensed Group Child Care in Adams County (DCF Licensing Data)	50% providers have a 3-5 Star Rating in Adams County (DCF Sandbox Data)
67% zip codes are considered child care deserts in Adams County (DCF Sandbox Data)	1,335 Children under 5 w/ all parents in the workforce in Adams County (*ACS 5 Year Estimates)
52 *Current Expected Child Care Capacity in Adams County (*FCF Calculation May 2022)	1,283 Birth to age 5 Slots needed in Adams County (*FCF Calculation)
\$870 Average Monthly Cost of Care in Adams County (DCF Sandbox Data)	20,654 Adams County Population

Core Team Planning Meeting

Throughout the summer of 2022, the Core Team, a group of community stakeholders interested in the supply and sustainability of child care, met to discuss the child care shortage in Adams County, and to develop strategies to increase the number of high-quality child care slots. Below are the primary topics addressed in the conversations and the goals developed to address the child care shortage.

Facilities

ECE Workforce

Compensation for ECE Workers

After discussing these core topics, the focus was placed on primary areas of need, where current resources should be directed, and where additional resources are needed. The Core Team created the following goals to support the child care needs in the community.



Goals



SMART Goal:

Goal 1: Identify at least three locations for expansion of the six current child care facilities and/or to support a new child care facility in Adams County within the next 6 months.

Project Team Members: Erin Schiferl, Barb Gransee, Audra Jackson, and Laurie Inda

Objective of the Goal: Central Sands Childcare Alliance will locate at least three viable locations for an expansion of child care slots with existing provider (ex. HeadStart, YMCA), and determine a suitable location for a new child care facility, such as in faith-based location.



SMART Goal:

Goal 2: The Central Sands Childcare Alliance will develop a messaging strategy to communicate the benefits (to businesses, seniors, current child care providers, the community, and to our children) of expanding access to quality care within 6 months. The CSCA will increase student interest in early childhood education by 10%, engaging in support and development of the workforce by the end of 2023.

Project Team Members: Tina Smith, Morgan Rowall, Kristine Joyce, Sheila Michels, Nikki Ripp

Objective of the Goal: Direct, community marketing will reach 10,000 people to educate them around the need for quality childcare in Adams County and educate around the resources available. This goal can be measured by the number of students who enroll or express interest in ECE courses.

Project Recommendations

Adams County, Wisconsin is a small rural area with a long history of community partnership in bringing needed services to the area. The Central Sands Childcare Alliance, located in in the Adams/Friendship area of Wisconsin has a committed Core Team of individuals that are heavily invested in the child care landscape of their community. First Children's Finance recommends that the Core Team engage in the following activities:

1

Complete a financial analysis before committing to a project – look for a broad base of support.

As new and expansion child care projects are discussed to achieve Smart Goal 1, conduct feasibility reports specific to child care programming. Having an accurate understanding of enrollment numbers, staffing needs and tuition rates are needed to create sustainability in the current child care climate.

2

Continue to engage the community in this project – many hands make light work.

As noted in the application and throughout the Strategic Supply Plan Process, Adams County has established some excellent partnerships with local resources such as Midstate Technical College and UW-Madison UniverCity. Goal 2 provides the framework for a pipeline of ECE workers for the community. Continue to partner with these organizations and engage the local community in supporting and increasing the child care workforce. Attention to workforce needs when expanding and creating child cares will be important for sustainability.

Community investment to support new child care facilities so they can maintain quality staffing is critical. Information presented during meetings showed that programs cannot afford to pay teachers a livable wage without diversified funding.

3

Continue to involve existing providers – they are part of the solution.

Ongoing support to existing child care in the area should be maintained. Efforts should be made to ensure current child care providers continue to feel supported and have access to resources they need to stay in the field; solicit the feedback of current providers. Use this information to support and attract members of the community to begin the process of opening a child care, so everyone in the field feels valued.

References

- First Five Years Fund. (2022, June). *Wisconsin – Federal Support for Early Learning & Care Opportunities*. Retrieved from https://www.ffyf.org/wp-content/uploads/2022/07/FFYF_Wisconsin_2022.pdf.
- Ros Pilarz, A., Claessens, A., Awkward-Rich, L., & Hoitling, J. (2021, September). *Wisconsin's Early Care and Education Workforce: Summary Report on the Survey of Center-Based Teachers*. Retrieved from <https://dcf.wisconsin.gov/files/childcare/pdf/pdg/wi-ece-workforce-teacher-report.pdf>.
- United States Census Bureau. (2022, December). *2021: American Community Survey - 5 year estimates*. Retrieved from <https://data.census.gov>.
- University of Wisconsin Public Health Institute. (2022). *County Health Rankings & Roadmaps*. Retrieved from <https://www.countyhealthrankings.org/explore-health-rankings/wisconsin/adams?year=2022>.
- Wisconsin Department of Children and Families. (2022, February). *Preschool Development Grant Sandbox 2 Data*. Retrieved from <https://dcf.wisconsin.gov/childcare/pdg/sandbox/data2>.
- Wisconsin Department of Children and Families. (2022). *Wisconsin Child Abuse and Neglect Report: Annual Report for Calendar Year 2021*. Retrieved from <https://dcf.wisconsin.gov/files/cwportal/reports/pdf/can.pdf>.
- Wisconsin Department of Children and Families. (2022, May). *Wisconsin Department of Children and Families: Certified Child Care Directories*. Retrieved from <https://dcf.wisconsin.gov/cccertification/cc-directories>.
- Wisconsin Department of Children and Families. (2022, May). *Wisconsin Department of Children and Families: Licensed Child Care Directories*. Retrieved from <https://dcf.wisconsin.gov/cclicensing/lcc-directories>.