



First Children's Finance

Dream Up! Grant Summary

Community Related Training

Milwaukee, WI

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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.

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Background

Community Related Training – Milwaukee, WI

Community Related Training was selected to engage in community consultation regarding the supply of child care, through Dream Up! Child Care Strategic Supply Planning Process. Funding for this work is provided by a *Preschool Development Grant (PDG)* received by the Wisconsin Department of Children and Families. In this process, a Core Team lead by Gershia Coggs, from Community Related Training, 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 National Team
- A Strategic Child Care Supply Plan that guides Community Related Training’s Core Team in efforts to increase its supply of high-quality child care.

Community Information

| Cities | Zip Codes | Population |
|-----------|-----------|------------|
| Milwaukee | 53209 | 44,586 |
| | 53216 | 31,030 |
| | 53218 | 41,775 |

Community Related Training is based in Milwaukee, Wisconsin. Milwaukee is a vibrant, urban community in the Southern Region of Wisconsin. They applied for the Dream Up! Strategic Supply Planning Process and were awarded participation with the Fall Dream Up! Strategic Supply Plan Cohort. Each application included a geographic region the Core Team planned to focus on, referred to as ‘the community’. Community Related Training included the zip codes and corresponding communities listed in Figure 1 as their geographic region and defined community. This geographic region has a population of approximately 117,000 residents and is the focus of the Strategic Supply Plan.

Figure 1: Milwaukee Defined Zip Codes | Community Application Process

Core Team

The following people participated in the Core Team meetings to address the child care supply needs in Community Related Training's defined community. The primary contact for this project is Core Team Lead, Gershia Coggs, Director of Community Related Training.

| Name | Organization Affiliation |
|---|---|
| CORE TEAM LEAD: Gershia Coggs | Director Community Related Training |
| CORE TEAM MEMBERS: | |
| Shirley Metcalf-Elder | Owner Young-Star Financial LLC Child Care Career Accountant |
| Rep. Dora E. Drake | State Representative Wisconsin State Assembly |
| Rochelle Landingham | CEO Moving Families Forward |
| Kelly Coleman | Training Facilitator Moving Families Forward |
| | |



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.

Demographic data was provided in the initial application that highlighted the community's need for affordable child care solutions.

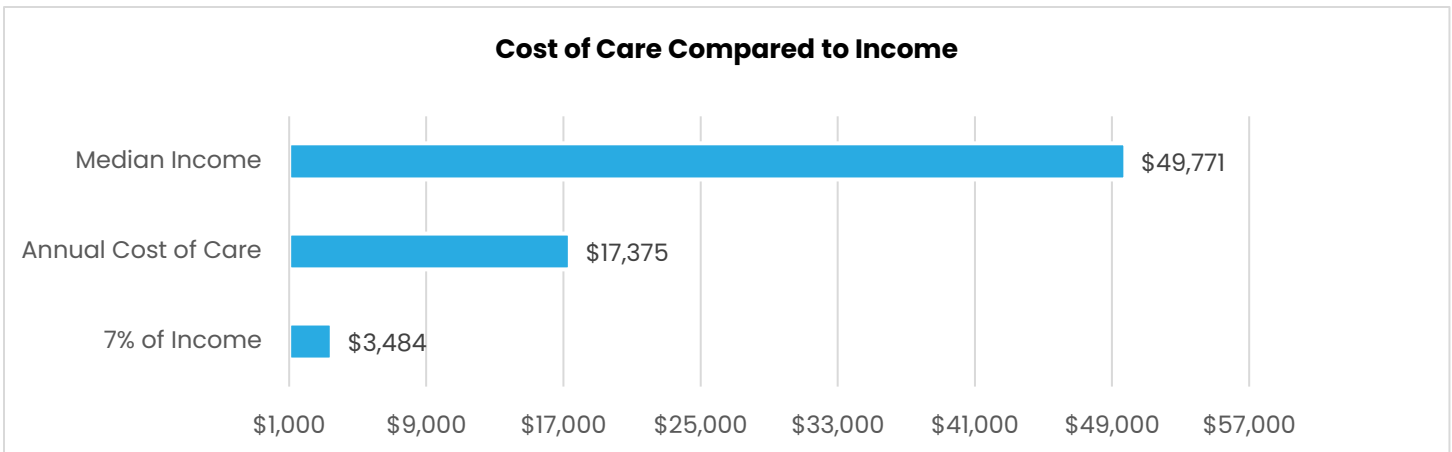
The reported data included:

- According to a report by the Greater Milwaukee Foundation, it found that 27,000 out of 47,000 children in Milwaukee lack access to three-star child care providers whose high-quality practices are required to include social emotional development training.
- As of January 2022, the U.S. Bureau of Labor Statistics reported that 25,517 or 4% of people in Milwaukee are unemployed.
- The study also shows families of color residing in central Milwaukee spend up to 31% of their income on child care. Additionally, the study found that on average, child care in Milwaukee can cost more than \$1,000 a month per child.
-

*Excerpt from Dream Up! Application

During the Strategic Supply Planning process, First Children's Finance shared with the Core Team the data regarding the annual median household income in Milwaukee County compared to the annual cost of care. Figure 2 shows that the average annual cost of care for an infant in Milwaukee County is \$17,375. This is over quadruple what is affordable according to the Federal Government but is still under what the true cost of providing high-quality care would be for a program. True cost of care is defined as the dollar value of all resources used to provide high-quality early childhood care and education. In Wisconsin, research conducted has the true cost of care at \$1,800 a month for an infant. Families simply cannot afford the true cost of care, leaving providers required to charge less than what it truly costs to provide high-quality care.

Figure 2: Cost of Care vs. Median Income in Milwaukee County | PDG Sandbox



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 create an illustrative picture of the demand for child care in the community (see Figure 3). These data sources include the U.S. Census Bureau, Wisconsin’s Department of Children and Families Data, and First Children’s Finance research and data.

The Supply Demand Gap Analysis completed by First Children’s Finance for Community Related Training dated August 2022, shows a surplus of 627 slots for children birth to 5 living in households where all available parents are in the workforce. As a result, First Children’s Finance found capacity of licensed and regulated full day year-round care in the selected Milwaukee zip codes at 6,687 children.

Figure 3: Milwaukee County Supply-Demand Gap Analysis | First Children’s Finance Analysis

| 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 |
|--------------|-----------|----------------------------|----------------------------------|----------------------|------------------------------|---|--------------------------|
| 53209 | Milwaukee | 52 | 32 | 41 | 2039 | 2313 | 274 |
| 53216 | Milwaukee | 68 | 36 | 40 | 2419 | 1985 | 434 |
| 53218 | Milwaukee | 89 | 33 | 45 | 2229 | 1762 | 467 |
| TOTAL | | 209 | 101 | 336 | 6687 | 6060 | 627 |



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 child care. The following are common ways that parents may fill their need for child care and may be present in Milwaukee 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.

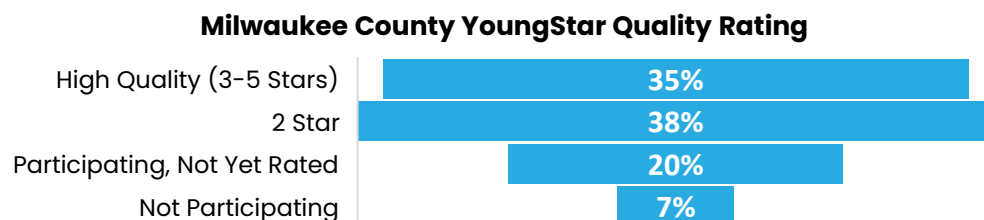
Out of Area Care

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: Milwaukee 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

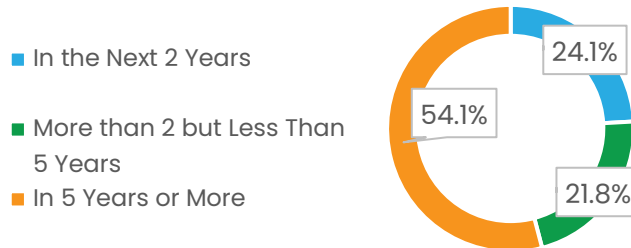


Figure 5: Survey of Center-Based Teachers | Institute for Research and Poverty

Primary Industries

Additionally, First Children’s Finance examined the top industries in Milwaukee County using 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 Milwaukee, one of the top industries is manufacturing. 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, Health Care and Social Assistance

2. Manufacturing

3. Professional / Scientific / Management / Administrative & Waste Management

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

Data Overview

| | |
|--|--|
| 336 Certified Family Child Care Programs (*DCF Licensing Information) | 209 Licensed Family Child Care Programs (*DCF Licensing Information) |
| 101 Licensed Group Child Care Programs (*DCF Licensing Information) | 35% of providers have a 3-5 Star Rating (DCF Sandbox Data) |
| 3% of zip codes are considered child care deserts (DCF Sandbox Data) | 6,060 children under 5 with all parents in the workforce (*ACS 5 Year Estimates) |
| 6,687 *current expected child care capacity (*FCF Calculation August 2022) | 117,391 Community Related Training's defined community population |
| \$1,448 average monthly cost of care (DCF Sandbox Data) | \$17,375 average yearly cost of care (DCF Sandbox Data) |

Core Team Planning Meeting

Throughout the winter of 2023, 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 the community, 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.

Training

Quality

Partnerships

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:

Collaborate with Milwaukee Area Technical College (MATC) Practicum Placement Coordinator to place second year child care practicum students in qualifying child care centers located in the 53209, 53216 and 53218 zip codes. After students meet course requirements, a \$375 stipend for students and a stipend of \$300 for teachers will be awarded.

Project Team Members: Gershia Coggs and MATC Practicum Placement Coordinator

Objective of the Goal: The Goal 1 objective is to place 25 practicum students into child care centers to increase workforce and retention in the child care industry.



SMART Goal:

Increase the quality level of child care providers and their staff located in the 53209, 5316 and 53218 zip codes. Support providers to become Registry Level 15 with the State of Wisconsin Registry, as well as increase their YoungStar ratings upon receipt of grant funds.

Project Team Members: Gershia Coggs

Objective of the Goal: Increase the level of quality of child care providers in Milwaukee by further professional development and advancement of home-based and group child care workers.



SMART Goal:

Working with *Moving Families Forward* to provide behavioral training for parents and teachers of the selected child care facilities in zip codes 53209, 53216 and 53218. The goal is to reach approximately 85 to 100 child care providers in these zip codes upon receipt of grant funds.

Project Team Members: Rochelle Landingham and Kelly Coleman

Objective of the Goal: Increase the knowledge of parents and teachers to be able to better understand a child's behavior at home and in the classroom. This goal's intent is to decrease staff turnover and decrease providers leaving the industry.

Project Recommendations

Milwaukee, Wisconsin is a vibrant, urban area with many potential partnerships to help in bringing needed services to the area. Community Related Training, located in Milwaukee, 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

Expand on Goal 1 and pursue partnerships with local high schools and other higher educational institutions to address the Early Childhood workforce pipeline. Staffing for child care centers has had a tremendous impact on child care businesses in the community, and by pursuing potential partnerships past the involvement of Milwaukee Area Technical College (MATC), will help strengthen the promotion of the early childhood educational industry and can lead to a more robust pipeline. Furthermore, this can draw interest from high school students as well as individuals in the community to go into the field of child care.

2

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

As noted throughout the Strategic Supply Plan Process, Community Related Training has established some excellent partnerships with local resources in the child care field. The goals provide the framework for a pipeline of Early Childhood Education (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 addressing quality for child care centers will be important for sustainability.

Community investment to support new and existing 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 all types of existing child care in the area should be considered to retain providers and build quality in the available programs. As stated in Goal 2, increasing professional development could increase YoungStar ratings, but also further professional offerings would ensure current child care providers have the resources they need to provide high-quality accessible child care. This would help providers meet the cultural and linguistic needs of this diverse community. By developing resource programs that address program needs, providers will feel supported and valued by their community.

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