



Be a Local Child Care Champion

Customizable Employer Survey

While some employers may be already aware of issues related to child care, some may be brand new to the conversation. As such, before you complete the development of your survey or send it to local businesses, you may consider reaching out to your local Chamber of Commerce (visit www.wmc.org/wisconsin-chamber-of-commerce-executives/local-chambers-of-commerce), the Wisconsin Economic Development Corporation (visit wedc.org/wp-content/uploads/2024/09/REDD-Map-0924.pdf) or a regional Small Business Development Center (visit wisconsinsbdc.org/centers). They may be able to provide you some insights into local conversations or the goal-setting businesses may already be doing on this topic, and/or related issues you should be aware of. These organizations may also be helpful to you in providing lists of local area businesses for your survey, and/or be willing to help promote your work and survey to local employers.

Below you'll find an email message template that introduces your survey to local business leaders as well as sample survey questions.

Email Template

Dear [NAME],

[COMMUNITY GROUP NAME] wants to understand how the ability of local families to access child care is impacting our workforce and [COMMUNITY] businesses. It's a complicated issue, and our community can't reach its full economic potential unless we learn more about the child care experiences of local employers and employees. That is why we wanted to hear directly from you, and ask:

- › How are you impacted by current or prospective employees' ability to send their children to reliable, local child care providers?
- › Are you currently supporting or considering ways to support working parents with their child care needs?

Your voice matters! So please complete this short survey [LINK TO ONLINE SURVEY] by [DEADLINE].

[The survey is anonymous and your personal responses will not be shared publicly.] Your feedback will be combined with other responses to reveal the broad experiences and needs of businesses in our area. If you have any questions about this survey, please contact [TEAM CONTACT] at [CONTACT INFO].

Interested in doing even more? Contact [COMMUNITY GROUP NAME] at [CONTACT INFO] to learn how you can get involved today!

Thank you for doing your part to strengthen our community.

Sample Survey Questions

What is your role at your organization?

- ☐ Owner or proprietor
- ☐ C-suite/leadership role (such as CEO, COO, CFO)
- ☐ Manager or supervisor
- ☐ Human resources
- ☐ Employee

How many employees does your organization have?

How aware are you of your employees' parenting and child care needs?

- ☐ Very aware
- ☐ Somewhat aware
- ☐ Not aware

What do you think an employer's role should be in its employees' parenting and child care needs?

How has your employees' access to dependable child care impacted your business within the last year? Select all that apply.

- ☐ Employees took more paid leave
- ☐ Employees took more unpaid leave
- ☐ Employees left the workforce temporarily/took a leave of absence
- ☐ Employees permanently left the workforce
- ☐ Employees changed or reduced hours
- ☐ Employees changed roles for greater flexibility
- ☐ Employees worked remotely more
- ☐ My business had to reduce hours open due to staffing shortages

- ☐ My business had to close a location or end a service due to staffing shortages
- ☐ My business lost revenue due to staffing shortages
- ☐ My business had difficulty hiring new employees
- ☐ My business had difficulty retaining current employees
- ☐ Other (please describe):

What support or benefits do you offer employees who have child care needs?

- ☐ Remote work
- ☐ Flexible working hours
- ☐ Flexible working days/shifts
- ☐ Family-centric work policies
- ☐ Employer-sponsored flex spending account (FSA)
- ☐ Employer FSA contribution and/or matching
- ☐ Paid parental leave
- ☐ Partnership with an off-site child care provider
- ☐ Child care provider subsidy or vouchers
- ☐ On-site child care (owned and operated by a partner)
- ☐ On-site child care (owned and operated by the business)
- ☐ Other (please describe):
- ☐ None of the above

Sample Survey Questions (continued)

Are you considering increasing support or benefits for employees' parenting needs? Why or why not?

What are the main barriers you face when considering supporting child care or parental benefits?

- ☐ Lack of time to implement programs or benefits
- ☐ Lack of personnel to implement programs or benefits
- ☐ Cost
- ☐ Difficulty securing partnerships with child care providers
- ☐ Low availability of child care options in the community
- ☐ Employee need for child care outside of traditional child care hours

- ☐ Increased risk for our business
- ☐ Increased responsibility for our business
- ☐ Lack of leadership support
- ☐ Lack of employee support
- ☐ Lack of employee need
- ☐ Lack of support from the government
- ☐ Difficulty determining what types of resources to provide
- ☐ Other (please describe):
- ☐ There are no barriers facing my organization

Do you have any other comments about the impact of employees' child care needs on your business?



The Department of Children and Families is an equal opportunity employer and service provider. If you have a disability and need to access services, receive information in an alternate format, or need information translated to another language, please call the Division of Early Care and Education at 608-422-6002. Individuals who are deaf, hard of hearing, deaf-blind or speech disabled can use the free Wisconsin Relay Service (WRS) – 711 to contact the department.