JK--

* Here's the summary memo on child care financing ideas from around the country.

* We'll also forward a memo to you today on home child care providers problems with getting insurance.

* We also have a memo about a child care financing development bank in Boston that got merged, but looked promising at first. (Also attached).

* I'd love to be helpful, we'll keep nosing around, tell me how I can help.

Regards, Tom.

MEMORANDUM

TO: TOM FREEDMAN, MARY L. SMITH

FROM: DREW HANSEN

RE: CHILD CARE FACILITIES LOAN FUND

DATE: JULY 9, 1997

SUMMARY

In 1986, the Massachusetts Industrial Finance Agency (MIFA), a quasi-public organization (although it receives no state funding) that was founded in 1978 to stimulate private investment and job creation through a variety of financing incentives for growing businesses and institutions, established a Child Care Facilities Loan Fund to provide low-interest loans to corporations to build their own child care facilities. At the time, the Fund was an outgrowth of Governor Dukakis' Day Care Partnership Initiative, a program began in 1985 to create a model day-care system in cooperation with schools, businesses, and local government.

PROBLEM

The Child Care Facilities Loan Fund was established to address two related problems:

1. Need for child care for the children of all working mothers. In 1987, 50% of Massachusetts mothers of children under 6 were employed, and 70% of Massachusetts mothers of all school-age children were employed.

2. Need for child care for the children of mothers who have recently left welfare. The Massachusetts Employment and Training Program (ET) provides job training and placement to former welfare recipients. In order to enable former welfare recipients to work, ET subsidizes the child care costs of program participants so that the participant pays $1/day in child care costs while the program pays the remaining $24/day.

STRUCTURE

The Child Care Facilities Loan Fund provides low-interest loans of up to $250,000 to businesses to build on-site child care facilities for their employees. The loans are structured like mortgages with a 5-year maturity.

Between 1986 and 1988, the original $750,000 capitalization was committed to six projects, including a $30,000 loan to Greico Brothers, a men's clothing manufacturer, to create an on-site child care center, a $20,000 loan to Logan International Airport for the construction of a 20-child center, and a $250,000 loan to Ramco Fabrics for the construction of a 125-child center. The Fund also supported child care facilities for Central Massachusetts Job Training (a nonprofit corporation), New England Baptist Hospital in Boston, and Barrington Bear Care in Pittsfield. In response to these commitments, MIFA added another $750,000 to the Fund in 1988.

EFFECTIVENESS

The financial details for the construction of the Greico Brothers child care facility reveal that the Fund's loan was a minor though important component of the financing for the facility: $50,000 of the facility's financing was provided by Greico Brothers itself, $20,000 by a nearby mill, $20,000 by non-profit foundations, $10,000 by the Lawrence City Council, and $21,000 by the employees themselves through their union. The Dukakis administration agreed to subsidize low- and moderate-income parents' fees totaling $298,297 per year. The $30,000 loan from the Fund put the project "over the top", according to the company's vice president for manufacturing. In 1988, the Congressional Caucus for Women's Issues cited Greico Brothers as one of 43 U.S. companies that has combined management capital and employee contributions to aid workers with child care needs.

The Logan Airport center was completed in 1988, with the financial backing of American International Rent A Car, a tenant of the building where the center is located. About half of the center's original clientele came from mothers who were participating in the ET program.

In 1995, MIFA merged with the Massachusetts Government Land Bank to form the Massachusetts Development Finance Agency. After the merger, they have moved away from financing child care centers because of pressure on resources in other areas.

MEMORANDUM

TO: JENNIFER KLEIN

FROM: TOM FREEDMAN
MARY L. SMITH
DREW HANSEN

RE: CHILD CARE FINANCING

DATE: JULY 29, 1997

SUMMARY

Obtaining financing for the construction and maintenance of child care facilities as well as for the salaries of staff and for the fees of low-income parents is a pervasive difficulty of child care providers nationwide. The following is a summary of some innovative approaches to financing child care.

1. FINANCING THROUGH AMERICORPS

Americorps members currently work in child care, Head Start, and other early learning programs. The Home Instruction Program for Preschool Youngsters (HIPPY) of Colorado employs Americorps workers as mentors and assistants to parents involved in teaching their young children. Expansion of child care volunteerism is possible under America Reads.

2. CORPORATE PROGRAMS

Many corporations provide on-site or near-site child care for their employees. *Working Mother* recently listed 100 "family friendly" companies, of which 76 provided on-site or near-site child care. Some examples:

- Nations Bank has spent $25 million assisting its 65,000 employees in their child care needs. Nations Bank subsidizes child care expenses for its employees, and encourages them to choose high-quality care by subsidizing licensed providers at a higher rate than non-licensed providers.

- Neuville Industries, a hosiery manufacturer located in Hildebran, NC, has an on-site child care center serving 79 children for its 600-employee workforce. Parents pay 60% of the cost of care and Neuville subsidizes the remaining cost and gives employees 21-26 days of free child care per year, based on seniority. Neuville also subsidizes near-site care for employees working evening shifts.

3. PARTNERSHIPS WITH MILITARY PROGRAMS

The military child care system is known for high quality standards, strong enforcement and oversight, relatively generous wages for providers, support for home care providers, and funding to make quality child care affordable.

In 1997, President Clinton issued an executive memorandum to the Secretary of Defense, directing him to use the Department's expertise to improve child care in communities across the nation through 1.) creating partnerships with civilian child care centers, 2.) providing training courses for civilian child care providers, 3.) sharing the technical expertise of the military centers (in design, financing, etc.), 4.) working with States and local governments to enable military child care facilities to be used as training locations for welfare recipients moving from welfare to work.

4. PUBLIC-PRIVATE PARTNERSHIPS

Early Childhood Investment Fund (New York)

- Supports public/private partnerships statewide to improve child care delivery. Provides planning grants of up to $10,000 to develop solutions to community child care needs, direct-service grants to start or expand child care facilities, (which can be used to subsidize parents' fees), and grants to increase the quality of existing child care.

- Founded in 1992 with $100,000 from New York State and $50,000 each from the American Express Foundation and the Traveler's Foundation.

- Communities required to match funds at a 2/1 rate, low-income communities match at 1/1 rate. Most programs have exceeded this requirement and matched at 3/1.

- In first three years, the program has made 18 planning grants and 22 direct service grants, totalling $522,052 and leveraging $1,577,273 in matching funds.

- Similar programs exist in California (Child Care Initiative), Maine (Child Care Development Project), Mississippi (Child Care Campaign), Oregon (Child Development Fund), and Charlotte, NC (Corporate Champions).

Smart Start (North Carolina)

- Gives grants to leverage other funds for a broad variety of child care needs. Many counties use the grants to decrease the waiting lists for subsidized child care or to increase the income eligibility levels and provider reimbursement rates for existing child care.

- Proposed in 1993, in 1995-1996 had $57 million in funds, raised $9.5 million in corporate matching funds, and had local matching funds/in-kind donations totalling $4.8 million.

Teacher Education and Compensation Helps (T.E.A.C.H.) (North Carolina)

- Provides educational scholarships for child care teachers, center directors, and family child care providers.

- Piloted in 1990; by 1995 there were 2,000 providers in the program. Used between $850,000 and $1 million in federal funds for each of the last three years.

- Similar programs exist in Georgia, Florida, and Illinois.

Rochester/Monroe County Early Childhood Development Initiative (New York)

- Supports a broad variety of child care initiatives, including start-up costs for new facilities, accreditation, and staff development.

- Started in 1990. Total funds are $74 million, with $6 million from the federal government (including Head Start funds), $20 million from state and county, $6.4 million from school districts, $2 million from city child care funds, $4 million from the Rochester United Way, $2 million from the Diocese of Rochester, $400,000 from foundations, and an estimated $35 million in parent fees.

- Similar programs exist as the United Way/Oregon Community Foundation and the Charlotte-Mecklenburg Children's Services Network (North Carolina).

5. PUBLIC FINANCING -- GRANTS

General Obligation Bonds (Minnesota)

- The government sells bonds and uses the proceeds to support one-time capital improvement costs, then allocates a portion of tax revenue to pay the debt (the same process is used for financing prison expansion and public utilities). This money funds grants to public agencies (school districts, cities) to build or renovate early childhood education facilities.

- Allocations of about $2 million in 1992, 1994, and 1996.

Tax-Exempt Bonds (Illinois)

- The Illinois Facilities Fund borrows funds through tax-exempt bonds and has used the funds to construct five child care centers and renovate two.

- The Fund has borrowed $13 million since 1992. Providers had to raise 10% of construction costs. Providers have attracted $24 million in other funding.

Child Care Center Start-up and Health and Safety Grant Programs (New York)

- Provides pre-development planning grants of $75,000/project, child care center start-up and expansion grants of $100,000 for a full-day center and $25,000 for a part day center, and health and safety grants of $10,000 for an existing center.

- Since 1984, it has provided $750,000 in planning grants, $1.8 million in start-up grants, and $900,000 in health and safety grants.

- Similar programs exist in about 21 states.

Family Child Care Start-up and Health and Safety Grant Program (New York)

- Provides grants of up to $500/home for child care facilities caring for up to 8 kids and group facilities caring for up to 14 kids.

- Established in 1987, in 1996 had a $2.6 million budget.

6. PUBLIC FINANCING -- LOANS

State Loan Guarantee Program (Maryland)

- Assists day care centers (for children and the elderly) in obtaining loans by guaranteeing up to 80% of a loan. Has guaranteed loans from $15,000 to $1.6 million.

- Established in 1984 with a $750,000 appropriation, now can guarantee up to $6.2 million in loans.

- Similar programs exist in Arkansas, California, North Carolina, and Tennessee. In New York, the state mortgage agency guarantees loans through the Chase Community Development Corporation.

Child Care Facilities Direct Loan Program (Maryland)

- Makes loans at or below the prime lending rate on a 20yr. repayment schedule for up to 50% of the cost of building or renovating a child care facility.

- Established in 1988 with $1.75 million, now has $1.8 million. Makes loans from $35,000 to $350,000; average loan is $200,000.

- Similar programs exist in Virginia, and under generic "business development" headings in New York and North Carolina.

Small Child Care Revolving Loan Fund (Maryland)

- Makes small ($1,000 to $10,000), short-term loans for minor renovations..

- Established in 1992, was allocated Child Care Development Block Grant funding of $62,000 in FY '95-'96, down from $125,000 in FY '94.

- Similar programs exist in Virginia. North Carolina and Maine allocate resources for the same purposes to community-based organizations.

Community Development Financing (North Carolina)

- The Center for Community Self-Help takes money from deposits to their credit union and makes grants for capital financing and program-related investments (zero- or low-interest loans, etc.)

- The Center was established in 1980 and began targeted child care in 1993, it has loaned $3.5 million for child care facilities to date, ranging from $500 to family child care providers to $850,000 to build a new child care facility.

- Similar programs exist in many states with "community development" organizations.

Community Development Finance Fund Linked Deposits (Ohio)

- Deposits funds in conventional lending institutions to encourage banks to loan at a reduced rate to a specific borrower (i.e. a child care provider). The same strategy has been used in providing funds for low-income housing.

- By July, 1995 had obtained loans of $3 million.

- Also helps with technical assistance, funding child care "micro-enterprises", and providing "gap financing" to cover the gap between a mortgage and the total cost of construction or renovation of a facility.

Commercial Lender Public-Sector Partnership (D.C.)

- The Center for Policy Alternatives encouraged 20 banks in the D.C. area to pool resources to develop child care loans. Loans are in three categories: "mini" micro-loans (up to $1,500) for family child care, micro-loans (up to $25,000) for non-profit child care organizations, and real estate mortgage lending of up to $1 million for major renovation or construction.

- Banks contributed $350,000 for the "mini" loans and $2 million for the larger loans. D.C. guaranteed the "mini" loans with $75,000 of Child Care Development Block Grant funding. Banks donated $70,000 for administration costs, and D.C. donated $75,000 of CCDBG money for technical assistance and training.

- Began in May, 1995, and "mini" micro-loans were available in 1996. The other loans are still in the planning stages.

- Similar programs exist in Ohio and Portland, Oregon.

Child Care Meeting
AGENDA
June 29, 1997

I. Feedback from Focus Group Meetings

- "Child care is one of the central issues of our time" child dev
- "We need to recast the child care issue as issues of economics and education"
- "Child care is important to all families -- not a poverty issue"
- "This must be more than a one-day Conference"
- "The Conference must have a clear goal" Change way Am. looks at it / not just place to leave kids - child dev, educ, econ, - invest. imp. to whole country; Fed. gov't attention to investments
- "Governors, mayors and the private sector must be engaged and challenged to do their part"
- "The Federal government should set an example with policy investments"
- "Parents must learn to recognize quality child care and demand it"
- "A long-term child care financing plan must be developed"
- "Non-traditional allies with new resources should be invited to the Conference"
- "~~The Conference should reach the general public through satellite conferences around the country~~"
- "~~The Conference should emphasize strengths and solutions~~"

II. Policy Options

- Review policy options paper
- Other ideas
  - -- Developing national child care standards for safety and quality
  - -- Commission on child care
  - -- Corporate strategy
  - -- Family leave linkages
- Policy Process Strategy -- Presidential Directive

III. Conference Ideas

- Format ideas
  - -- Introductory video
  - -- Remarks by Principals
  - -- Expert panel - cc expert, child dev, providers, economists
  - -- Best practices panel (tied to policy)
- Plan to engage states and counties through Satellite Conferences

IV. Plan for Tomorrow's Meeting

APPROACH TO GUEST LISTS

FOUR MAIN CATEGORIES

-Child Care
-Private Sector
-Hill / Governors / IGA
-Economists / Education

LISTS [Max = 250]

-HHS [across categories]
-Labor [Private / Union]
-Treasury [CEA]
-Ed
-While House Leg.
-White House IGA

OUTSIDE

-Media Strategists
-Eli Segal
-Carnegie

Program
Ideas

Opening

Flotus
Secretary Rubin
POTUS

Panels 2-3

Parent

Provider

Researcher - Impact of Child Care on Child Development (NICHD
Deborah Vandell, University of Wisconsin)

North Carolina Smart Start

Florida Child Care Partnership Fund

Healthy Child Care (AAP)

Defense Dept. (Sec. Cohen)

Seattle Most initiative

School

Business, Doug Price, Chair Gov. Business Commission

American Business Collaborative, Ted Childs, IBM

Small Business

cc Melanne Jen
Nicole
file

MEMO

To: David Hamburg
From: Deborah Phillips
Subject: White House Child Care Conference
Date: June 9, 1997

Given the First Lady's long history of highly regarded work on children, her capacity to re-invigorate and legitimize child care as an issue of widespread national significance is extraordinary. As a nation, we are finally coming to a social consensus that children must receive dependable, quality health care -- as a right and a social necessity. I hope we can begin to move in the same direction for child care. This conference affords the opportunity to educate the nation and to move the nation philosophically and strategically towards a greater commitment to providing children with supportive child care, regardless of their parents' economic and employment status.

To set the stage, I believe there are a few guiding themes worth mentioning:

1. It is critical to get beyond discussions of child care as a categorical service stream and to reframe the issue as one of protecting the health, safety and development of children. Child care, like the home, is a setting in which children grow and develop. It is not just "one thing", but takes many different forms. It is time that we begin to talk about child care just as we have always talked about mother care -- in terms of the essential ingredients for child development. Keep children at the center of discussion (not child care per se).

2. Families from all walks of life rely on child care. This is not just a poverty issue, even though today's debate about child care has focused on its link to welfare reform. As with health care, I believe it is essential that we disentangle child care policy from poverty policy. We now have a two-tiered child care system, with one set of options and subsidies (tax) for the non-poor and another set of options and subsidies for the poor, which leaves many working, low-income families in the breach. Can we begin to consider a more comprehensive approach to addressing the child care needs of our nation's families, recognizing that some families will need more assistance that others to obtain the child care that we believe all children need and deserve.

3. I always assume that parents want to do well by their children. We know that parents seek safe and trustworthy care for their children -- they value quality and stability. What stands between their aspirations for child care and their ability to avail themselves of quality care are: (1) costs and (2) work schedules that militate against access to quality programs. Thus, the challenge for child care policy is one of removing the barriers that now prevent parents from exercising their responsibilities (and preferences) as parents.

This cannot be done without considering the nature of the jobs that are available to young parents (hours, benefits, etc.). This latter issue is probably beyond the scope of a one-day meeting, but I hope the employer sector is represented.

4. As my remarks in April indicated (and as we did in Starting Points), I view the family leave discussion and the child care discussion as closely linked. The choice of when to start using child care is all too seldom a real choice, and the initiation of child care is agonizing for parents. I hope this can be woven into the conference.

Structure of the conference

The structure of the April conference was so successful. Why not replicate it? Taking research as the point of departure lent the meeting a tone of seriousness, of excitement about new scientific discoveries, and of legitimacy. To follow the research panel with a panel of policymakers and practitioners who illustrated that "we know what to do and we can do it" was masterful. The only consideration maybe one for allowing more discussion with the audience.

What does the nation need to understand about child care (from research)? Here are some ideas:

1. High exposure: child care starts early and is extensive.
2. Home/parents remain by far the strongest influence on child development (reassuring).
3. Quality matters (= caregiver-child interactions) and link back to brain development -- what is at stake developmentally? Bad quality that we see is wasteful, not neglectful or abusive.
4. Family leave is not breaking the back of business (see report of the Commission on Leave), and it makes a difference to families.
5. Maybe something about "who" provides child care (they are far more educated than many believe), their compensation, and the significance of their work.
6. Maybe something about the disproportionate financial burden of child care for families in different income brackets.

What does the nation need to learn from experience?

1. The military experience (will get at salary/turnover link).
2. Accreditation (NAEYC).
3. Some effort focused on informal child care (linking and training home-based providers).
4. State experience (maybe Florida, North Carolina, or Ohio). Very important to link to Governor's efforts/initiatives -- maybe Governor Miller could "keynote".
5. Employer effort (ideally employer of low-wage workers).

My remaining question is how to lend some longevity to this conference. What could the First Lady announce? A Commission on Child Care Financing and Quality? An annual conference on child development? Maybe an executive order to develop a set of model federal child care standards with financial incentives to states to approach/adopt as called for in Starting Points?

White House Working Group on Child Care
AGENDA
July 29, 1997 5:15pm

I. Opening -- Elena
- Child Care Conference set for October 23
- Policy Development process in effect -- two-page memo of policy ideas that we sent to the working group is meant as an initial working document, not an exhaustive or necessarily practical list of options. We are open to and urge other ideas and suggestions.
- Today's meeting will serve to bring everyone up-to-date on and to discuss three areas: 1) the conference planning, 2) the policy development process, and 3) the legislative consulting process.

II. Conference Update
- Turn to Jen to give overview
- Jen will discuss process and note that two discussions are upcoming: 1) Communications/Conference Planning, and 2) IGA/Regional/Satellite Planning
- POTUS statement and accomplishments piece to be distributed

III. Policy Overview
- Turn to Olivia to walk through policy options paper
- Ask for feedback and other ideas

IV. Legislative Overview
- Turn to Janet/Mary for brief discussion

V. Institute Process
- Agencies to submit further policy ideas to Jen/Nicole by ___
- Agencies to submit Conference ideas to Jen/Nicole by ____
- Next meeting ____.

PRESS LIST FOR CHILD CARE CONFERENCE

Brooke Gaffney, Lifetime Television
(212)424-7459 (phone)
(212)957-4264 (fax)

Sarah Mahoney, Parents Magazine
(212)499-2082

MEMBERS WHO HAVE CONTACTED THE WHITE HOUSE

Senator Sessions

Congressman Lloyd Doggett (Patrick) 225-4865
Martha

Robin Leeds 06/23/97 03:03:01 PM

Record Type: Record

To: Jennifer L. Klein/OPD/EOP

cc: Maria Echaveste/WHO/EOP, Cheryl M. Carter/WHO/EOP, Marjorie Tarmey/WHO/EOP, Sondra L. Seba/WHO/EOP

Subject: Update on Childcare Meeting with SBA and HHS

I met with Betsy Myers from SBA's Welfare to Work Program and Joan Lombardi from HHS's Childcare Bureau to discuss ways that SBA could integrate childcare into their new welfare to work program. A number of initiatives were outlined: 1. Expand the capacity of SBA's Women's Business Training Centers to train and support childcare providers (a number of these centers already have training programs) 2. Identify ways to create opportunities for women coming off welfare to start their own childcare businesses 3. Provide increased entrepenuerial training and technical assistance for home-based childcare providers 4. Expand private sector support and mentoring programs for women entrepenuers involved in starting childcare businesses. We also discussed the possibility of launching an SBA childcare initiative at October's Childcare Conference. I think it would be useful to include Betsy in upcoming planning meetings for the conference. Please let me know when the next conference planning meeting is. Thanks.

CHILD CARE CONFERENCE

1) **Focus Groups:**

- Thank you letters
- Meeting summary
- Process for abstracting incoming ideas
- Possible other focus groups
  - Children
  - Parents

2) **Intergovernmental:**

- Meeting with States & main local groups
- Follow-up on committments
- NGA meeting

3) **Communication:**

- Media Strategy
- Satellite hook-up
- Internet

4) **Other Federal Agencies:**

- Executive Orders/Letters to other Agencies
- Meeting with other agencies to review EO/letter request
- Immediate action: (i.e., Smithsonian Exhibit, report/analysis requests, etc)
- Summary of Federal involvement in Child Care

5) **Conference Day:**

- Program
- Participants

6) **Policy:**

- Options
- Hill Outreach
- Internal Process

CHILD CARE ACTIVITIES & EVENTS

ANNOUNCEMENTS July- Sept

State Child Care Plans *must be submitted by States by July 1, 1997. The ACF regional office in conjunction with the Child Care Bureau will approve the plans by October 1, 1997.*

Publication of NPRM - July

Child Care: Coming Together for Children and Families: ***Annual Meeting of State Child Care Administrators*** *July ~~14-15~~, in D.C.*
13-14

Healthy Child Care America Conference *Sept. 12-13, Washington, D.C.*

ANNOUNCEMENTS- Early Fall

The Child Care Public Private Partnership Project *promotes the exploration of public private partnerships as innovative strategies to increase the supply of affordable, high quality child care. The Project identifies and tracks promising models, disseminates information on best practices, and will hold a national meeting to focus on the topic.*

The Child Care Inclusion Project for Children with Disabilities *is designed to provide technical assistance to 10 selected States on the issue of including children with disabilities in child care. The culmination of the Project will be a National Institute at which States can share their results and advise others as they embark on inclusion efforts.*

Information Systems Technical Assistance *is provided to States to assist them in tracking and managing their CCDF program and expenditures by enhancing their ability to collect, analyze, and report relevant data.*

The Tribal Child Care Technical Assistance Center *provides specialized TA through visits to Tribes, the dissemination of models, and software to help the Tribes with fiscal management and data reporting. Information is accessible to grantee through an Information and Referral Line, a Tribal newsletter, and a Tribal child care link on the Internet.*

Expansion of the Child Care Research Partnerships

The National Study of Low-Income Child Care Aw mul ovr 5 yrs.

Head Start Expansion grants *to serve 50,0000 additional children place a priority on collaboration with child care to provide more children with high quality, comprehensive care in full day, full year arrangements.* Awards in Fall 1997
focus on child care.

ONGOING

The National Child Care Information Center *(NCCIC) conveys the latest consumer education, information, research on child care issue via an information and referral line, a webpage, The Child Care Bulletin, and targeted technical assistance.*

Healthy Child Care America Campaign *is collaborative effort of health care professionals, child care providers, and families of children in child care, which provides seed money and technical assistance to State and communities to work toward health and safety for all children in child care.*

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release **July 23, 1997**

STATEMENT BY THE PRESIDENT

Today, the First Lady and I are pleased to announce that on October 23, 1997, we will host the *White House Conference on Child Care*. The conference, which will take place at the White House, will examine the strengths and weaknesses of child care in America and explore how our nation can better respond to the needs of working families for affordable, high quality child care.

Over the past decade, the number of American families with working parents has expanded dramatically. Making high quality child care more affordable and accessible is critical to the strength of our families and to healthy child development and learning. It is also good for the economy and central to a productive American workforce.

This nation can and should do better. Each of us --from businesses to religious leaders to policy-makers and elected officials --has a responsibility and an important stake in making sure that children of all ages have the best possible care available to them. From infancy through adolescence, in child care settings and after-school programs, children can learn and thrive with the right care, attention, and education.

I hope that this conference will be the beginning of a national dialogue about how best to care for all of America's children and will make a valuable contribution to our effort to improve child care in this country.

-30-30-30-

PRESIDENT AND FIRST LADY ANNOUNCE WHITE HOUSE CONFERENCE ON CHILD CARE

July 23, 1997

Today, President Clinton and First Lady Hillary Rodham Clinton announced that on October 23, 1997, they will host the first-ever White House Conference on Child Care. The White House Conference on Child Care will examine the strengths and weaknesses of child care in America and explore how our nation can better respond to the needs of working families for affordable, high quality child care. Over the past decade, the number of American families with working parents has expanded dramatically.

The conference builds on the President and First Lady's long-standing commitment to increasing access to child care and ensuring child care quality. Specific Clinton Administration actions to expand and improve child care include:

INCREASING THE INVESTMENT IN CHILD CARE

Expanding Funding for Child Care: Since 1993, federal funding for child care has increased by approximately 68% and provides child care services for over one million children. Every budget that the President has submitted to Congress has included increases in child care funding, and the President's FY 1998 budget request for child care services is $3.1 billion. As a result of the President's efforts, the welfare law increased child care funding by nearly $4 billion over 6 years, providing child care assistance to low-income working families and parents moving from welfare to work.

Streamlining Child Care Operations and Services: In 1995, the Child Care Bureau at HHS was established to streamline child care operations --improving the quality and efficiency of service and technical assistance delivery.

ENSURING HEALTH AND SAFETY IN CHILD CARE

Issuing New Child Care Regulations: Today, President Clinton proposed new child care regulations that will help more children in child care receive the immunizations they need on time. The new rule requires that all children receiving federal child care assistance be immunized according to state public health agency standards. This regulation will particularly affect those children in child care arrangements that are legal but exempt from state licensing requirements.

Launching the Healthy Child Care America Campaign: In May 1995, HHS launched the Healthy Child Care America Campaign to promote partnerships between child care and health agencies to ensure that children in child care are in safe and healthy environments and receive the health services they need. Forty-six states have now launched Healthy Child Care America campaigns at the state and/or community levels.

Providing Technical Assistance and Disseminating Information: Through the Child Care Technical Assistance Project, HHS provides important technical assistance to improve and expand the child care delivery systems of states, tribes and territories for low-income families. HHS launched the National Child Care Information Center to disseminate child care information, publications and resources to help providers start up child care centers, parents locate child care in their communities, and researchers and policy makers attain access to policy information.

FOCUSING ON EARLY CHILDHOOD DEVELOPMENT

Convening a Conference on Early Childhood Development: In April 1997, the President and First Lady convened the White House Conference on Early Childhood Development and Learning to examine recent scientific findings on brain development of children, including the important finding that child care quality does have an impact on childhood development and learning.

Creating the Early Head Start Program: The Early Head Start program was created through the reauthorization of the Head Start program in 1994. The program provides early, continuous and comprehensive child development and family support services for low-income families with children ages zero to three, preparing them for a lifetime of learning and development. Currently there are 143 Early Head Start programs in 44 states, serving over 27,000 children and families. In April 1997, the President announced approximately $26 million in new Early Head Start grants. These grants, combined with the funding increases included in the President's FY 98 budget request, will expand the Early Head Start program to serve a record number of children.

Linking Head Start and Child Care: In March 1997, HHS announced that Head Start expansion funds will be used for the first time to build partnerships with child care providers to deliver full-day and full-year Head Start services. Through these new expansion grants, Head Start and child care agencies will combine staff and funds to provide high quality services. Children will stay in one place all day, rather than attending Head Start for half a day and then moving to child care for the remainder of the day. In addition, the expansion funds will provide for increased Head Start slots for children. By the end of FY 1997, some 800,000 children are expected to be enrolled in Head Start, an increase of 50,000 from the beginning of the fiscal year.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release **July 23, 1997**

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Today, the First Lady and I are pleased to announce that on October 23, 1997, we will host the *White House Conference on Child Care*. The conference, which will take place at the White House, will examine the strengths and weaknesses of child care in America and explore how our nation can better respond to the needs of working families for affordable, high quality child care.

Over the past decade, the number of American families with working parents has expanded dramatically. Making high quality child care more affordable and accessible is critical to the strength of our families and to healthy child development and learning. It is also good for the economy and central to a productive American workforce.

This nation can and should do better. Each of us --from businesses to religious leaders to policy-makers and elected officials --has a responsibility and an important stake in making sure that children of all ages have the best possible care available to them. From infancy through adolescence, in child care settings and after-school programs, children can learn and thrive with the right care, attention, and education.

I hope that this conference will be the beginning of a national dialogue about how best to care for all of America's children and will make a valuable contribution to our effort to improve child care in this country.

-30-30-30-

Child Care Meeting
AGENDA
June 29, 1997

I. Feedback from Focus Group Meetings

- "Child care is one of the central issues of our time"
- "We need to recast the child care issue as issues of economics and education"
- "Child care is important to all families -- not a poverty issue"
- "This must be more than a one-day Conference"
- "The Conference must have a clear goal"
- "Governors, mayors and the private sector must be engaged and challenged to do their part"
- "The Federal government should set an example with policy investments"
- "Parents must learn to recognize quality child care and demand it"
- "A long-term child care financing plan must be developed"
- "Non-traditional allies with new resources should be invited to the Conference"
- "The Conference should reach the general public through satellite conferences around the country"
- "The Conference should emphasize strengths and solutions"

II. Policy Options

- Review policy options paper
- Other ideas
  - -- Developing national child care standards for safety and quality
  - -- Commission on child care
  - -- Corporate strategy
  - -- Family leave linkages
- Policy Process Strategy -- Presidential Directive

III. Conference Ideas

panelists - child care, child dev, providers, economists

- Format
- Plan to engage states and counties

IV. Plan for Tomorrow's Meeting

Video - HRC talking to parents, child care providers, visit to CC center

Involve Govs in a serious way

July 25, 1997

MEMORANDUM

TO:	Elena Kagan
FROM:	Nicole Rabner
CC:	Jennifer Klein
RE:	Child Care

Our first child care working group meeting is set up for Tuesday, July 28, with representation from the appropriate agencies (list attached). You had asked Jen and me to distribute paper to the working group on possible policy options for discussion. With Olivia's blessing, we sent out the attached 2-page document, which is a shortened version of the document that HHS sent to us earlier.

Also attached is a summary of the focus groups you chaired, prepared by Joan and her staff for internal use, as well as the final, released statement by the President on the conference and the accomplishments document.

We also have a meeting scheduled with the First Lady, Melanne, David Hamburg and Deborah Phillips to discuss child care and get feedback from them on policy- and conference-development direction.

CHILD CARE
A summary of focus groups

"This is a point in history...a critical one"

In April, the President announced that a White House Conference on Child Care would be held in the fall of 1997. In June, six focus groups were held to gather ideas to help plan the conference and overall strategy. More than 65 child care experts, representatives of national organizations, foundations and corporations participated in these discussion sessions.

Participants were asked a series of questions including:

- What was your initial reaction to the conference announcement?
- What is the most important outcome we should seek from the conference?
- What is the one thing that the Administration could do to help promote affordable, quality care?

The following is a summary of the key messages, outcomes and conference program ideas suggested by the focus group participants. Notes from each of the six sessions are also attached.

Messages about child care

"This is not a women's issue, it is a workforce issue"

"Education is a journey, but we send kids out without gas in the car"

Three or four themes emerged from the focus groups about the overall child care message.

- **Child Care is one of the central issues of our time**. In a fully employed society of the 2lst Century, we must address the issue of caring for children while parents work. **Poor quality care, unreliable child care arrangements are experienced as a silent, personal crisis by many families, rather than a societal crisis**.

- We need to recast the child care issue. **Child Care is about economics and education**- it is about workforce development and child development. One participant put it this way, *"Child care is a competitive edge issue in the global market place...good child care is competitive business."* Many suggested that we build upon the brain research to **advance the image of child care as crucial to school readiness and long-term academic achievement**.

- **Child care is important to all families**. Child care is a universal need- not a welfare issue. Without child care the country cannot work. **A quality, affordable child care system benefits everyone.**

Outcomes

"We need a Marshall Plan for child care"

- **This must be more than a one-day conference**. It should launch both **short-term actions** to build momentum and a **long-term process** for moving child care forward, including federal policy changes and legislative commitments for **new investments**.

- **We must have a clear vision of the goal:**

"Every community should have a continuum of quality care from infancy through adolescence to meet the needs of children of working families."

- **Governors, mayors and the private sector must be challenged to help meet the goal in every State and community.** Child care is everyone's responsibility. Neither parents nor the federal government can do it alone. **Everyone should leave the conference with something specific that they can do.**

- **The federal government should set an example** by looking at the opportunities to enhance and expand child care across agencies.

- **Parents must learn to recognize quality child care and to demand it**, to create demand-side pressure for change. However, the conference must be sensitive to the fact that quality is both expensive for some parents and in short supply in many communities. Parents should not be made to feel terrified or guilty about the arrangements that they can provide for their children.

- The most critical issue is how we can finance a high quality, affordable accessible system for all children who need it. **A long term plan must be established to finance the full cost of quality** so that families can afford good care and child care providers do not have to subsidize the cost of quality through low wages. As one participant put it, *"Let's finally wrestle the finance bear to the ground."*

General Conference Program Ideas

- **Nontraditional allies with new resources should be invited,** rather than the usual child care constituency. As one participant put it, "The conference will accomplish nothing if it merely preaches to the converted." Participants should include civic leaders, educators, law enforcement, health professionals, religious leaders and the business community. Parents should be included in the presentations. "*Child care is everyone's business and everyone must own it.*"

- **The conference should be made accessible to the general public with viewing throughout the country.** The conference needs to reach a broad audience of parents and providers, as well as targeting a private sector audience. There should be satellite hook-up all across the country.

- **The conference should emphasize strengths and solutions,** but should avoid advancing very specific models that may be difficult to replicate due to expense or varying community circumstances. Models should be used where they point to universal principles that are essential for a successful child care system anywhere.

White House Conference Focus Group
June 18, 1997

Participants:
Helen Blank, Children's Defense Fund
Jeannie Brooks-Gunn, Columbia University
Ellen Clippinger, National School Age Care Alliance
Lynn Kagan, Yale University
Tonlee Rich?, National Head Start Association
Claudia Wayne, National Center for the Early Childhood Workforce
Janet Wise, National Indian Child Care Association

First Thoughts Upon Hearing of the Conference:

- "This better be more than an event."
- This is a good opportunity for the nation to think systemically and consider the infrastructure required to support quality
- This should have a durable impact. It is a "kickoff" of something larger and not an end in itself.

Message Recommendations:

- The current lack of high quality, affordable, accessible care is a societal problem; it is not an individual consumer problem. Parents are not alone in their struggles with their child care arrangements.
- Early care and education occur at every moment in a child's life. Although not every child is in a child care setting every child receives care. Every person has a stake in all of the children of the society and the care that is given them.
- Frame the initiative/challenge/expenditures as a "Downpayment on America's Future," which encompasses the idea that spending money, time, and effort on children early has positive outcomes for the country later.
- Child care is not just a problem for poor people. People of all income levels struggle with child care arrangements.
- Quality matters. Quality has an impact on both short-term and long-term outcomes for children.
- Quality child care is synonymous with quality early care and education.
- Providing quality child care is a professional skill. America must value the work of caregivers and pay them a

living wage. Quality cannot be ensured until we reach this goal.

- Resources are required to bridge the gap between what parents are able to pay and the full cost of providing quality child care.
- Child care encompasses the need for care from birth through adolescence. "It's not just preschool."
- High quality, reliable child care arrangements improve the productivity of parents in the workforce, while investing in the development of the workforce of the future.
- American children have a right to a safe and healthy environment.

Strategy Recommendations:

- Make this a White House/Presidential acknowledgment of a major societal problem upon which he intends to launch a vision for the future and extensive plan of action. [Participant cited the recent race initiative as example.]
- Assemble the best minds to envision the universal, integrated early care and education system that our nation should have twenty years from now. It should include diversified funding streams and delivery systems.
- Have the President "show good faith" with an immediate action (such as more Federal dollars) and challenge the Governors to do likewise (see below), while announcing an initiative to examine and address the larger issues with a larger, long-term focus (e.g. a Commission).
- Have the President issue a challenge to the Nation's Governors to address this issue with resources and 10 year strategic plans. Have a few Governors "buy in" early and announce their commitments at the conference. Also enlist tribal leaders and mayors. [Noted tie to the National Education Goal #1.]
- Follow the one-day White House conference featuring the President and First Lady with a think tank conference to more fully hash out the issues.
- Provide satellite downlinks for people to watch around the nation, followed by local, on-site panels to further address the issues. [Participants cited " WH Brain Conference" example.]
- Maximize media coverage. Time it to coincide with an event that will garner more media coverage (i.e. Back-to-School, Thanksgiving's family focus, another announcement or event).
- Use regional conferences throughout the country to follow up on the WH conference.

- Pilot a completely comprehensive model that would install all of the pieces that have been proven to work into one community or State.

Conference Program Recommendations:

- Do not focus on models. There is no comprehensive American model that addresses all parts of the need. Large initiatives, like statewide or citywide commitments of resources should be cited, but they should be presented in the context of a larger vision. [NC, IL, and Kansas City were mentioned. International models were mentioned.]
- Focus on caregivers. The conference should address training (tied to compensation), wages and benefits, turnover, and professional recognition. Recognize that all of these elements are linked: trained entrants into the profession often leave quickly because there are few wage and benefit incentives to remaining in the child care field. This cycle makes it difficult to build a skilled, stable, professional workforce.
- Include a panel with a center-based provider, a home provider, a relative provider, etc. and ask them to speak about their experiences.
- Build credibility with parents by focusing on their needs and including them in the program (e.g., on a panel or in dialogue with caregivers and employers). Strong parent involvement is necessary to have buy-in and the commitment of resources from multiple sectors of society.
- Focus on helping parents understand the elements of quality (e.g. through parent education, consumer education, and peer mentoring). Help parents feel ownership of their child care arrangements, learn to partner with caregivers, and learn to pursue high expectations of caregivers and settings.
- Include employers and the business community, but recognize that most working women are employed by small employers who do not have the resources to provide on-site child care. Be flexible and avoid a "one size fits all" approach for business participation. Encourage them to advocate for child care resources with their local, State, and Federal governments. Encourage them to think strategically about how child care impacts them and how they can contribute to improvement.
- Explore the connection between child care and the global economy.
- Emphasize that child care is a community problem that requires active community participation to address.

Recognize, however, that every community is different and have different levels of resources to address the problem.

- Focus on the importance of regulations and standards. Participant noted that we expect barbers to be licensed, but millions of children are in unregulated child care.

Concerns:

- Several participants expressed concern over the narrow connotations attached to the term "child care." They wanted a broader term that encompassed child development, early care and education, the inclusion of children with disabilities, cultural diversity issues, and a recognition of care needs from infancy through adolescence.
- Do not terrify parents and families about the current poor quality of many child care settings or the unavailability of quality, affordable care.
- Do not make parents feel guilty about the kind of care that they are currently able to provide for their children. Emphasize that this is a systemic breakdown, not a personal failure.
- Some of the ambivalence around child care is rooted in societal ambivalence about mothers in the workforce. We need to be careful about the message that may be sent (or perceived to have been sent) about this issue.
- Some Welfare to Work initiatives are eroding the value of caregiving as a profession by implying that anyone can do child care and that it requires no special skills or training.
- Some States are allowing TANF dollars to be spent on child care without standards, which removes part of the incentive for providers to be licensed and puts some providers in financial jeopardy because parents are choosing cheaper, unregulated care.

White House Conference Focus Group
June 20, 1997

Participants:
Ellen Galinsky, Families and Work Institute
Melinda Green, Child Care Connection, Trenton, NJ
Barbara Kamara, District of Columbia Dept. of Human Services
Roberta Malavenda, Save the Children
Carole Porterman, Detroit CCCC
Nancy Sconyers, National Association of Child Advocates
Tutti Sherlock, Minnesota Resource & Referral Network
Gail Solit, Gallaudet University Child Development Center
Barbara Willer, NAEYC
Alice Walker-Duff, Crystal Stairs, Los Angeles, CA

First Thoughts Upon Hearing of the Conference:

- "They can't really be serious-this Fall! It's about time."
- Curious about target audience and outcomes.
- "Wouldn't it be wonderful if the highest level of government embraced child care?"

Message Recommendations:

- Educated consumers are needed to help drive quality.
- Parents must understand the importance of their choices.
- We must respect the diversity of families.
- Accessible, affordable, quality child care is vital to economic stability and long-term productivity.
- Our current subsidy system is not even meeting the need to fund the poor quality system that we currently have, let alone the quality system that we should aspire to.
- Avoid any messages that seem to imply that government should "take over raising kids."

Strategy Recommendations:

- Develop new funding streams. Although the public sector must do more, it cannot realistically do everything. Use Presidential leadership, tax credits, collective financing strategies, and incentives, to get more people to the table with resources.
- Make the event a launching pad for action with a major Presidential initiative around resources and quality.
- Use the event to build the political will for money and quality.

- Follow a Renaissance Weekend type of format to foster creative thinking. Avoid simply bringing together the standard group of child care constituents who already regularly speak with and "lecture" one another.
- Establish community child care mobilization and planning money for local organization. Model it on the Empowerment Zones.
- Have every Cabinet agency examine its programs' interaction with child care.
- Launch a task force on financing with a Presidential commitment to follow-up on recommendations.
- Institute a Marshall Plan for child care.
- Disseminate widely on videotape the parts of the program that are relevant to parents to be used in Head Start, child care consumer ed, and parent ed programs.
- Consider expanding the CCDF, because it provides a strong, pre-existing legislative framework with a streamlined approach to child care.
- Build on the wave of devolution to the States to challenge and inspire the governors and mayors to sign on. Stress intergovernmental linkages.
- Get more quality money to the States, because the quality set-aside was reduced in CCDF.
- Parallel the need for and future development of early childhood education with universal public education. Note that some participants felt that this was a real danger politically and doesn't resonate with parents when tested in focus groups.
- Have a webpage in conjunction with the conference.
- Issue an Executive Order to institute National Child Care Professional Recognition Day. One participant expressed that parents have often requested a provider recognition day. Another expressed concern that it might simply be a token day.
- Have breakfast on the WH lawn for parents and providers.
- Build on the brain conference with a second round of media attention and local implementation and awareness work.

Conference Program Recommendations:

- Build a strong foundation with a clearly articulated Presidential vision.
- Bring people together to figure out how to generate the $100 billion that we need for child care.
- Use a two-pronged approach: one part for parents, one part for policy makers.

- Take exceptional care about HOW we talk to parents. Use language that reflects the way that they think and talk about child care (cited brain conference, Child Care Aware focus groups.)
- Focus on resources. Even if parents have adequate consumer ed information about quality, they cannot purchase it if it is not affordable and the resources are not available.
- Use parents' voices. They are often ahead of the field in "militance and dissatisfaction with the child care status quo." They also describe quality most eloquently.
- Highlight principles from around the country. Look for pockets of excellence.
- Avoid small, narrow models that might be bound in a particular community's circumstance.
- Celebrate and promote community-based solutions. Don't advocate a one approach which may not fit all communities' needs.
- Focus on building a number of child care constituencies. Don't simply rely on the private sector.
- Focus on the early childhood workforce issues, including training tied to compensation, wage issues, benefit issues.
- Be mindful of the full range of providers, including family child care and Head Start.
- Look at the issue from the perspective of children, families, providers, business, and communities and examine how the needs are similar or different.
- Address the huge infant need.
- Ground content, recommendation, and actions in the context of data and information.
- Focus on accreditation to build and recognize quality. Think about national standards.
- Address racism and gender issues in child care. Have presenters and invitees who represent the diversity of people affected by child care. Consider language issues and the need for the program to be culturally sensitive to a variety of groups.
- Highlight the Federal government as a model employer on child care issues.

Concerns:

- "If you say the word 'quality' to policymakers, their eyes glaze over."
- The fact that child care programs have been administered by human services agencies, rather than education agencies, has reinforced the idea that child care is just for poor people.

- Be careful about addressing affordability issues, mindful of the fact that TANF and working families with low-incomes compete for the limited resources.

White House Conference Focus Group
June 23, 1997

Participants:
Joyce Butler, National Child Care Association
Deborah Eaton, National Association for Family Child Care
Abbey Griffin, Zero to Three
Janice Gurney, American Academy of Pediatrics
Bruce Hershfield, Child Welfare League of America
Charlene Mohamed (for Billie Young)
Evelyn Moore, National Black Child Development Institute
Billie Osbourne-Fears, Starting Point for Child Care & Early Education
Carol Phillips, National Council on Early Childhood Professional Recognition
Julie Quaid, Confederated Tribes of the Warm Springs Reservation
Susan Russell, Day Care Services Association, NC
Michelle Seligson, School Age Child Care Project, Wellesley
Heather Weiss, Harvard Family Research Project

First Thoughts Upon Hearing About the Conference:

- "This should be about quality, not quantity"
- What will be achieved? There had better be an outcome.
- We need to generate "a clearer idea of what child care is and how it fits into the American landscape."
- We should change the nature of the discourse on child care by looking at it from the child's point of view.
- Hope it is more substance and not a few flashy models that will not be able to play out in other communities, because of different community characteristics.
- "It's about time. We can't do it alone. We have nothing to deal with training and supply in a real way."

Message Recommendations:

- Public investment in children needs to start earlier.
- Child care and early education are synonymous.
- Child Care is an investment with great returns in both the short and the long-run.
- Child care is about self-sufficiency and taking care of yourself and your family.
- The working poor are left out of the system.
- Parents should not feel guilty about child care. People should be able to feel good about working.
- Child care supports families' and parents' role in child development.

- The current healthy economy is a rationale for why we can make this is a good time to make an investment in capacity building. The healthy economy also can be cited for driving child care demand, by virtue of high employment rates.
- If we decide as a Nation that every able-bodied person must work, we must consider who will mind the children. If we don't we will pay for it in the child abuse and neglect system, the foster care system, and the juvenile justice system.

Strategy Recommendations:

- Parlay the conference into more than a one day event.
- Use technology to create a real-time broadcast. (See CNN's "Talk Back Live.")
- Don't preach to the converted. Address the whole population, including people without children. Engage parents who haven't yet gotten the message and bring in business leaders and State and local public officials who haven't yet embraced a child care agenda.
- Establish a commission to push the agenda on a powerful level.
- Introduce a specific legislative package. Use a "disaster relief" approach in the short run, in conjunction with a long-term strategic plan, including legislation and outcome measures.
- A legislative package might include: training scholarships; links to higher education; recommended voluntary health, safety, and quality standards; incentive money to build capacity via grants or loans; revision of the Dependent Care Tax Credit with expansion and refundability. Build in different funding streams include funds and incentives to parents, businesses, and providers.
- Examine current regulations and funding guidelines in the housing and community development arenas to remove barriers to using those funds for community child care.
- Use the bully pulpit to market the message and raise the dialogue through town hall meetings, hearings, etc., on the State and local levels.
- Open a high quality child care center with comprehensive services in the most economically depressed neighborhood in America and call it the "President's Child Care Center."

Conference Program Recommendations:

- Put child care in the context of the larger economy of women, families, work, and welfare reform, so it no longer conjures up babysitting in people's minds.

- Place this in the historical context of the WH decennial conferences on children.
- Include the both the economic and child development aspects of child care.
- Link provider education and training to compensation. Keep quality linked to supply; push for good child care, not just more child care.
- Focus on the most critical things to be done, because there are so many dimensions to the current child care situation.
- Focus on building infrastructure. There is inadequate infrastructure to support the current inadequate supply, much less to grow the system, improve the quality, or accommodate increased need from welfare reform.
- Highlight the most important infrastructure issues which are the development of human and financial resources. Look at the Making the Most of Out-of-School Time Initiative (MOST) for insight into how communities can build infrastructure.
- Approach the issue from a strengths perspective. Balance current issues and concerns with historical context and successful models, and the strengths of the profession.
- Do not highlight models without a broad-based frame of vision that can be expressed as legislation and a sense of movement toward a larger goal.
- Push toward universal child care in America, to unify us and produce a broader base of care. Until we do, resources will remain in jeopardy. Another participant expressed concern about the political unfeasibility of a "universal" focus.
- Don't leave parents hanging with no follow-up. After the brain conference, parents were eager to seek advice and follow-up, but too few mechanisms existed for it.

Concerns:

- Supply issues are more critical than ever. As people come off of welfare, the competition between the lower income people and the working poor for child care resources is going to intensify. When people leave welfare and join the working poor, will they lose the ability to pay for quality child care?
- Quality disparities may come to a head between people with very low incomes and the working class. As Head Start institutes performance measures and Early Head Start, there is not enough quality in the child care system to supply the working poor and wrap around Early Head Start.
- Some participants expressed concern that any attempt to establish national performance standards would lead to the demise of a legislative package or major strategic plan.

White House Conference Focus Group
June 25, 1997

<u>Participants:</u>
Randy Botnick, Benton Foundation
Kathleen Christenson, Alfred P. Sloan Foundation
Deanna Gombey, David and Lucille Packard Foundation
Mary Larner, David and Lucille Packard Foundation
Michael Levine, Carnegie Corporation of New York
Luba Lynch, A.L. Mailman Family Foundation
Marge Petrusca, The Howard Heinz Endowment
Linda Rich, Pew Charitable Trusts
Pam Stevens, Dewitt-Wallace, Reader's Digest Fund
Ruby Takaneshi, Foundation for Child Development
Dee Topol, Traveler's Foundation

First Thoughts Upon Hearing of the Conference:

- "Send me the money. If a program could be initiated to bring the needed resources, that would be the top priority. We need to help families pay for quality, rather than have the Early childhood workers subsidize it. [This is the] one main thing that has escaped us as funders. We have put a lot of money on the table together, but it hasn't reached the core problem."
- "Great opportunity to get the point across that quality matters and there is going to be an economic imperative because of welfare reform."
- "This is bigger than a women's issue. It's a workforce issue."
- "It's the money, stupid."

Message Recommendations:

- The President should lay out the following facts for the American people: Women are going to work. Millions of children and adolescents have no care and supervision. We must do something about the situation.
- We must do a number of things simultaneously to address workforce development, child development, and current workforce needs.
- It is a travesty that, while our economy requires two parents to work to support a family, we haven't taken responsibility for the healthy care and development of working people's children.
- Working people are the most disadvantaged in the system.
- The difference between success and failure in community

experiments has been the availability of adequate resources. Subsidy alone will not beget quality unless an infrastructure is in place to support quality.

Strategy Recommendations:

- Bring more broadly-based constituents to the table than the traditional child care constituents. Give air time to the nontraditional players.
- Recognize that it is critical that the efforts be bipartisan. Enlist both Democratic and Republican governors, many of whom are already doing extraordinary things.
- Introduce legislation to shift the Federal, State, and local funding to realign the current funding structure so that costs are shared between 10-20% private, 10-20% parents fees, business contribution. Currently, too much is paid by parents and subsidized by child care workers via their low wages.
- Assemble the best economic and public policy minds to address the following question honestly: "Where do we get the money that child care workers currently subsidize?"
- Encourage systems reform and structural change so that communities can institute coalition-building and integrated systems. Provide planning money and use community leaders to let communities take charge and drive designs to increase quality and supply.
- Spark public private partnerships that focus on three or four primary aspects of quality.
- Launch a national campaign like the teenage pregnancy prevention campaign.
- Launch a BIG IDEA like the New Deal or the War on Poverty. Don't get so lost in details that the thread of the big picture is lost.
- Establish a commission funded with blended public and private resources. One participant suggested that the research has been and is being done already and should be assembled BEFORE the conference and analyzed before or during the conference, in lieu of a commission to perform this function afterwards. Another participant expressed that commission recommendations are often not implemented, due to changing political climates and/or administrations.
- Advocate two or three big strategies like universally funded Head Start, universal pre-K education with wrap-around child care, and the mobilization of the business community.
- Analyze the entire picture of Federal child care support, including tax credits, and determine to whom the money is flowing for what purposes. Determine if the results reflect

strong priorities and most appropriate distribution of Federal funds.

- Build a quality infrastructure by linking with welfare to work initiatives, the National Service movement, workforce development programs, and higher education.
- Examine Federal regulations to determine how they can be tightened to support quality. Link funding to quality standards. Several participants, though, expressed concern about national standards, and suggested using the private early childhood organizations to promulgate standards.

Conference Program Recommendations:

- Broaden the message to include pre-adolescents and adolescents who are spending more and more time unsupervised. Demographics will lead to a large cohort of adolescents in the near future.
- Focus on the economics of child care, like increased productivity and workforce development. One California county cost out the economic benefits of child care to the community and they were equal to the largest agricultural crops in the county.
- Validate the issue and take it out of the realm of the "soft issues." In the brain conference this was done by lending the import of scientists. Consider business representatives, economists, scientists, and parents.
- Focus on the outcomes of poor supervision and care.
- Talk about quality in a way that does not employ too much professional jargon.
- Focus on the plight of the child care worker and the degree to which early childhood is valued (or undervalued) as a profession. Discuss the women's business aspect of child care (e.g., microlending and microenterprise).
- Combat the perception that child care is only about poor children and families. The public perception is that child care only has to do with a small portion of the population.
- Explore the intersection between child care and Head Start.
- Explore the intersection between child care and family leave.

Concerns:

- It may be too difficult to send one coherent message if we focus on two vulnerable populations at once: young children and youths. One participant proposed that it deal specifically with younger children. Another participant responded that infancy through adolescence should be viewed as a continuum.

- The President and First Lady should convey specific messages, yet not segment the audience and the topic too much. Be broad without being too generic to generate interest; specific without being so narrow that it segments people and increases competition for limited resources.
- Policymakers need to understand the effects on the working poor, as well as the welfare recipient transitioning welfare recipient. For instance, is exempting people with infants from TANF requirements fair when working people cannot afford time off to spend with their infants?

White House Focus Group
June 27, 1997

Participants:
Margaret Browning, Mentor Graphics
Ted Childs, IBM
Michael Day, Bright Horizons
Madeline Fried, Fried & Sher
Dana Friedman, Corporate Family Solutions
Rosemary Jordano, Children First, Inc.
Chris Kjeldsen, Johnson and Johnson
Donna Klein, Marriott International
Mary Kay Leonard, Work Family Institute
Barbara Reisman, Schumann Fund
Charles Romeo, Con Agra

First Thoughts Upon Hearing about the Conference:

- This could be an important next step after the brain conference to "do something serious in this country about child development and parent education."
- Need to have a bold initiative on public policy.
- Are we ready for this after 30 years of talking about it? Can we air our dirty laundry in public? Can we build the public will to do what we need to do?
- What we've been doing and how we have been talking about it has not worked. How can we position the issue differently?

Message Recommendations:

- The President could build on his message of two more years of post-secondary ed, by emphasizing two more years of education before children enter elementary school.
- We must get the schools ready for the child and the child ready for the schools. Education is a journey and setting the child out on the journey without good early care and education is like trying to start without gas in the car.
- We must resolve to move toward a national system of affordable child care for the masses. However, a national system does not equal a national delivery system.
- It is unacceptable for an American child to come to Kindergarten not ready to learn. This is a war and we're going to win it.
- "Good child care is competitive business." We must view this as a part of America's competitive spirit and a

necessity to give us the competitive edge in the global marketplace.

- One of our country's fundamental principles is that we must educate our people to have an informed, responsible citizens in our democracy, yet we fail to build on our principles when we neglect the education of children from infancy.
- Child care is not babysitting. All providers, from relatives to center-based providers, are teachers.

Strategy Recommendations:

- Establish a process out in the field to prepare for the conference by running focus groups all over the country, lining up partners in communities, etc.
- Position the President as the "Working Family President" and link this initiative with the Family and Medical Leave Act, EITC, etc.
- Work with the Cabinet Secretaries (Daley, Shalala, and Hermann were mentioned) as a group to act on the cross-cutting issues around work, family, and child care. Have them lead the way by streamlining Federal child care activities and setting an example for the private sector.
- Use the Presidential bully pulpit to maximal effectiveness by building public will to support related legislation.
- Focus on employers, large, small, and ambivalent. Recognize that they fall on a continuum with regard to how far they have addressed the child care (work/family) agenda. Don't just focus on the employers who are already partners.
- Use CEO's who were in child care as children to deliver the message. Dollars tend to follow business leaders.
- Focus on funding. Don't be shy to talk about funding as an issue.
- Establish a child care investment fund, using the administrative skill and investment knowledge of the private sector. Make it a public/private partnership possibly through matching of community investments.
- Encourage business leaders to integrate their current programs into a multilateral approach to the work/family/child care issues. For instance, have the priorities of the corporate foundation in line with the employee initiatives in the human resource area and family-focused public relations campaigns.
- Leverage off of K-12 involvement and support programs already underway in the corporate sector. Incorporate child care into the various programs like "Adopt-A-School" programs.

- Have a concrete product that comes out of the conference.
- Provide earmarked student loans for early childhood education and training. Provide loan abatement or lower interest rate incentives to those who remain in the field 3-4 years.
- Maximize the use of our infrastructure by mandating that school buildings remain open full day/full year. Provide state and local governments with strategies to finance the extra hours (e.g., allowing community groups to use the space.)
- Change the perception of providers by recognizing leading teachers in the field, especially young teachers, to showcase quality and change the professional image.
- Link every other Presidential initiative to young children and working families.

Conference Program Recommendations:

- Link early childhood to K-12 education agenda.
- Focus on how to build a more cohesive system with partners in a variety of sectors.
- Explore ways to recruit and retain good people in the field. It gets harder every year to attract talented people and harder to retain them.
- Focus on child care as a continuum from infancy through adolescence.

Concerns:

- If you preach to the converted, you will accomplish nothing.
- The private sector models that are currently underway are primarily for families that can afford to pay. The private sector needs better strategies for dealing with low-wage workers.
- The military model does not work in the private sector because it relies to heavily on universal subsidy and lacks the element of competition that is central to the private employer.
- When linking with other systems, be aware that many delivery systems, especially school systems, are ineffective with families because they fail to understand cultural/linguistic diversity.
- Don't advocate a one-size-fits-all approach. Some communities may have strong school/educational systems on which to build, while others have a strong network of community-based organizations.

- Be aware of the potential to increase tension between those who can afford to pay and those who cannot.

White House Conference Focus Group
June 30, 1997

__Participants:__
Larry Aber, National Center for Children in Poverty
Judy Appelbaum, National Women's Law Center
Doug Baird, Associated Day Care, Boston
Barbara Bowman, Erikson Institute
John Brooks, YMCA of the USA
Barbara Clinton, Vanderbilt Center for Health Services
Angela Crowley, Nat'l Assoc. of Pediatric Nurse Associates & Practitioners
Jerlean Daniel, Univ. of Pittsburgh & NAEYC
Elaine Fersh, Parents United for Child Care
Nancy Kolben, Child Care, Inc., New York
Anne Mitchell, Early Childhood Policy Research
Patty Siegel, Calif. Child Care Resources & Referral Network
Sandra Skolnik, Maryland Committee for Children
Rhea Starr, YWCA of the USA
Bernice Weissbourd, Family Focus and Family Resource Center
Lynn White, National Child Care Association

First Thoughts Upon Hearing About the Conference:

- " How do we go from dialogue to action?"
- " An opportunity will be missed if it is just a conference. There must be a strong follow-on plan."
- " Will he include school-aged children?"
- " How will he sell it to the country?"
- " This is a point in a long history, but a critical one."

Message Recommendations:

- Working families in America use child care every day. But what do they currently have access to and how do we build to meet their needs?
- "The strength of the current system is diversity. The weakness of the current system is how ad hoc it is."
- Access to quality is a national priority.
- Child care is not just of concern to the child care community. It is everyone's concern.
- Child care is a piece of the bridge to the twenty-first century.
- Partnerships are necessary to get the job done. There must be solutions on various scales.

Strategy Recommendations:

- Use the following frame: The President and First Lady articulate a vision of good child care across America. List the essential elements that are required to fulfill the vision. Emphasize that there is a lot of work to do and give people direction on the first steps. Check up on progress periodically.
- Obtain pledges and commitments (perhaps in advance) and then track and follow-up to ensure that they are carried out, like with the volunteer summit. Force accountability.
- Use child care as one mechanism through which the President can accomplish his other literacy and education goals.
- Launch a commission to investigate financing and ask the large companies to ante up into a huge public/private investment fund. The President must put money on the table, but use it to leverage other funds.
- Spawn similar conferences on a State and local scale with Governors and their spouses and local leaders.
- Place the exorbitant cost of quality child care in the context of the cost of higher education, to which people already relate.
- Foster the support of the middle class.

Conference Program Recommendations:

- Confront the issue of resources, which is central and lacking. The child care system that we talk about is expensive and we shouldn't pretend that it is not, however it saves money in the long run. Without a solid infrastructure and a 10 or 20 year roadmap, we won't get there.
- Cost out a real, comprehensive, quality system. If you had accurately predicted for people five years ago the level of the current new investment, they would have been happy, but now they feel it is still inadequate, because we lack an understanding of the actual scope of the need and a sense of what is required to address it.
- Make the connection to working families, especially the working poor, and portray child care as a crucial element in keeping parent(s) in the labor force.
- Focus on the silent customer in child care, which is the employer of the parent. Recognize that corporations' understanding of and efforts to address the child care situation fall along a continuum. Do not neglect small employers.

- Bring in the governors, mayors, business leaders, school leaders, and others to sell child care to different constituencies in the country. Have police chiefs sell it to police chiefs, superintendents to superintendents, etc.. Include unlikely allies like the labor unions, religious organizations, medical professionals, law enforcement, and the banking and finance industries. People will notice the messengers and what they represent.
- Give people focused recommendations for action and homework, so that they know what they are supposed to do the day after the conference.
- Have children speak about their experiences in child care settings of varying quality.
- Consider the delivery system very broadly. No matter where children are cared for, from relative care to center-based care, quality care in the first decade of a child's life is crucial to development.
- Connect the conference to the brain research to better demonstrate why early investment in children is important.
- Help parents understand what quality child care is from infancy through school-age.
- Have working parents speak for themselves. Highlight diverse parents and have them describe what they need from employers, from schools, etc.
- Give participants pre-work to do before they attend the conference. Each participant should investigate the state of child care in his or her community.
- Highlight child care as a system with an infrastructure and infrastructure needs, like facility and staff development.
- Ask: What policies can we have to ensure that all eligible children get good care?
- Include children's health, parents' health, and parental support.
- Use data to make the point.
- Avoid highlighting models that may not be transferable to other settings. Highlight only things which have the potential to be universal- not a cookie cutter, but a blueprint.

Concerns:

- Be aware of the frustration that is building from rehashing the same problems over and over again. Rather than exacerbate the frustration, highlight potential solutions.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release **July 23, 1997**

STATEMENT BY THE PRESIDENT

Today, the First Lady and I are pleased to announce that on October 23, 1997, we will host the *White House Conference on Child Care*. The conference, which will take place at the White House, will examine the strengths and weaknesses of child care in America and explore how our nation can better respond to the needs of working families for affordable, high quality child care.

Over the past decade, the number of American families with working parents has expanded dramatically. Making high quality child care more affordable and accessible is critical to the strength of our families and to healthy child development and learning. It is also good for the economy and central to a productive American workforce.

This nation can and should do better. Each of us -- from businesses to religious leaders to policy-makers and elected officials -- has a responsibility and an important stake in making sure that children of all ages have the best possible care available to them. From infancy through adolescence, in child care settings and after-school programs, children can learn and thrive with the right care, attention, and education.

I hope that this conference will be the beginning of a national dialogue about how best to care for all of America's children and will make a valuable contribution to our effort to improve child care in this country.

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