

Montana Child Care Business Connect

How to Organize Your Community Around Child Care Solutions

Thursday, June 29, 2023

Part 7 of 7 in the Tiny Training Series – Phase II

MONTANA CHILD CARE BUSINESS
CONNECT

Small Business Support. Big Community Impact.



ZEROTOFIVE
MONTANA

This project is funded in whole or in part under a Contract with the Montana Department of Public Health and Human Services. The statements herein do not necessarily reflect the opinion of the Department.

What is the 'Tiny Training Series'

Statement of Purpose

- 30-minute webinars
- Every other Thursday at 1:30pm
- Attendance of four equals 2 hours of ECP credits
- Define basic business concepts
- Feature Business Connect Programs

2023 Training Summery

- April 6: How do mentorships work?
- April 20: How to utilize a business advisor?
- May 4: How to write a budget?
- May 18: How to price your services?
- June 1: How to manage your money?
- June 15: How to sustain without one-time funding?
- June 29: How to organize your community around childcare solutions?

MONTANA CHILD CARE BUSINESS

What is: **CONNECT**

Small Business Support. Big Community Impact.

Launched in:

2022

Focused on:

Supporting communities and entrepreneurs with business elements of starting, owning and operating childcare programs. We are Montana statewide hub for childcare business development and innovation

Critical Areas:

Training, Technical Assistance, Mentorship, Community Capacity Building, Web-Resource Hub

Staffed By:

Rhonda Schwenke, Jason Nitschke, Heide Borgonovo, Shelby Whelan, Alex DuBois, Jennifer Owen,

Goals For Today

1

The benefits of collaboration

2

What community resources could do for you

3

How to make your case and have the conversation

4

As an existing provider how and why do you need to be at the table

5

How can MCCBC help

What We Know

- There is not enough quality early care and education available to meet the demand in ANY county in Montana
- Current providers should be at the table helping to create solutions for more availability- they are experts
- Child care is a broken market--needing strong business practices and creativity
- The child care system could benefit from creative solutions and partnerships
- Solution oriented is a must



Collaboration

The process of working together with unique community members and organizations to achieve a common goal. Using the expertise and perspective of each player in order to build a broader picture and innovative solutions.



The Benefits

Leveraging the strengths of different groups and partners in the community

Fostering greater communication and understanding between people

Encouraging participation and engagement in community activities

Building a sense of community ownership and pride

Increasing resources available to achieve a common goal

Community Resources

Building Space

Funding

Staff

Growth

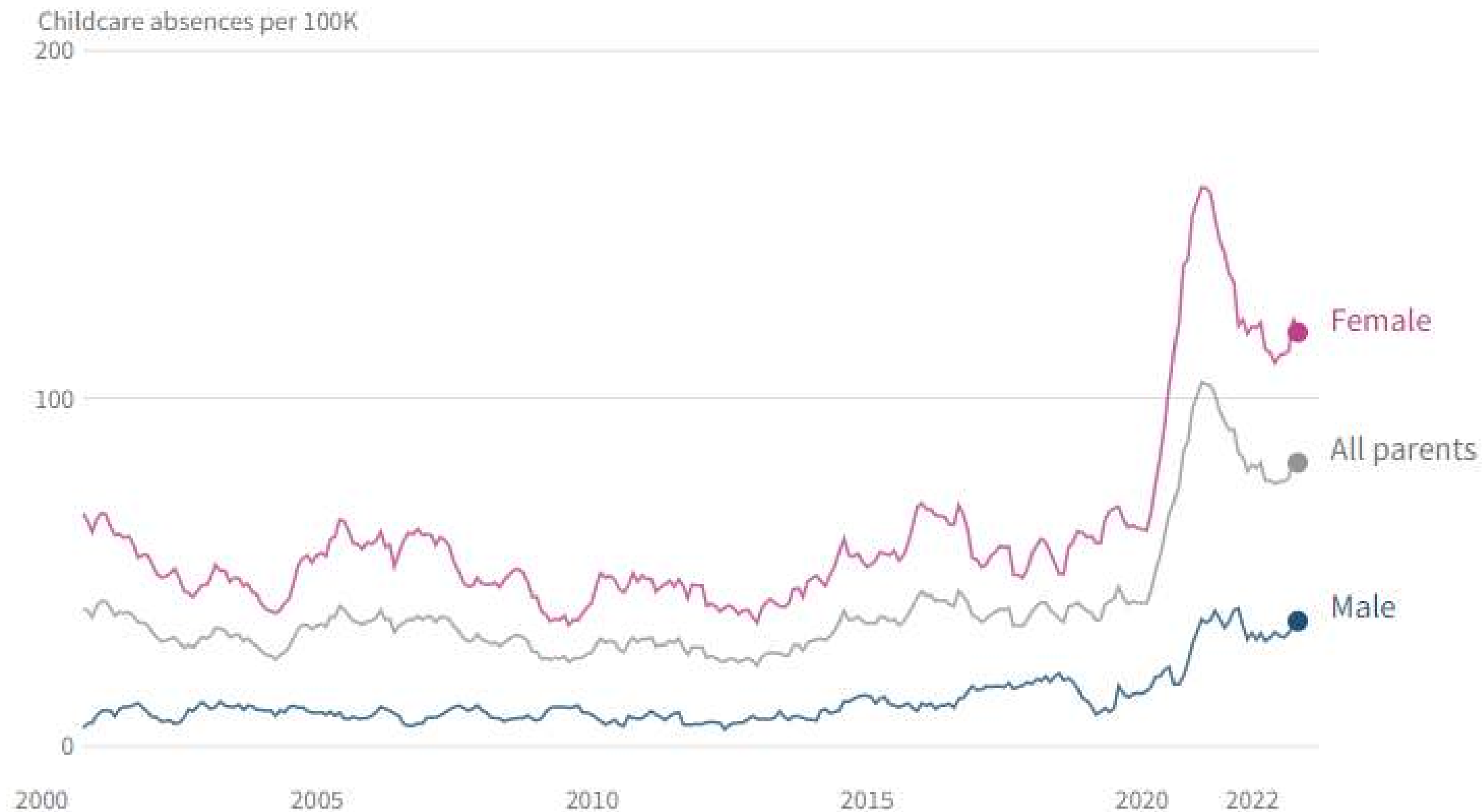
Why utilize community resources?

- Spur new ideas and solutions
- Businesses change and new opportunities come available
- This can make your business more profitable
- The community will see you as a trusted business

Are there specific resources that come to mind that are unique to your community?



Making the Case



This chart shows 12-month moving averages.

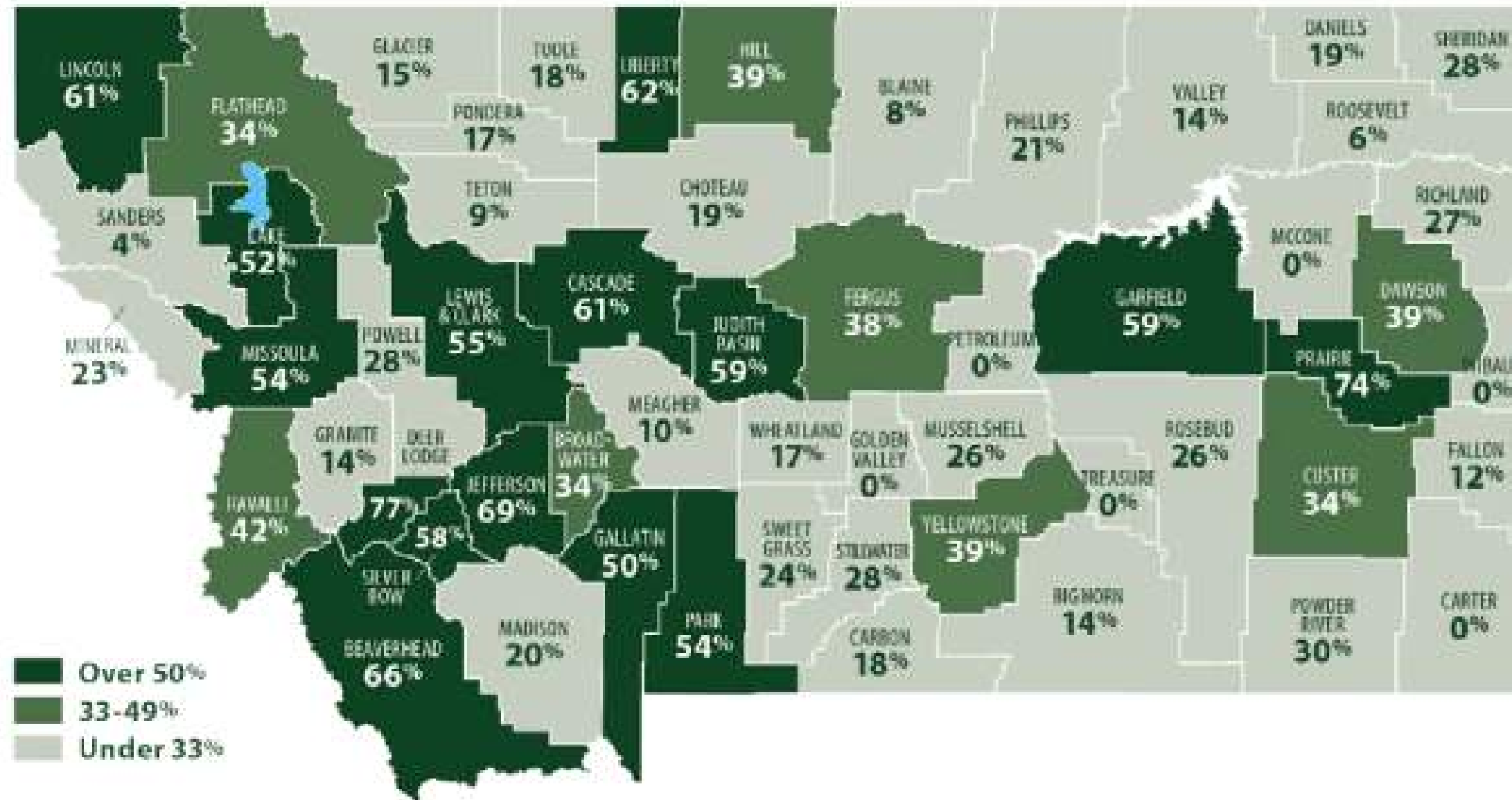
Workforce:

- 104,000 people missed work in Oct. 2022 in the USA due to access to child care.
- Mothers are more than 4 times as likely as fathers to miss work due to lack of child care

Economy:

- In 2022 an average of 22,800 Montana Parents were unable to work due to a lack of child care. While 45,000 Parents reported underemployment or reduces working hours to

Making the Case



Produced by the MTDLI. Childcare Capacity Data Provided by MT DPHHS as of 12/2022. Demand is equal to the number of children under age six living in working parent households.

Families:

- Licensed child care capacity meets only 43% of the estimated demand in the state

Children:

- 2017-2019 60% of children in Montana Ages 3-4 are not in licensed/registered care

Success:

- The need is so great it can not be solved by parents and child care providers alone

Having the Conversation

What are you trying to accomplish?



Who are you talking to?



What is your method of delivery (e.g., open house, one-on-one)?



What is the call to action?

Why are you needed at the Table

1

There are enough children without care to sustain more providers

2

You understand the intricacies of the job, business, and clients

3

You can be a representative of the families you serve

What other reasons can you think of?



How We Can Help

Facilitation and Collaboration

Thought Partner

Connection to Resources

Talking Points, Messaging, Communication

Knowledge of Community Efforts Around the State

Questions?

Thank you!

scan to complete survey



Shelby Whelan
Community Navigator
shelbya@zerotofive.org