

**ITQI Monthly TA Session**

***Connecting with Lawmakers & Recruiting Families!***





## **Goals of Today's Session**

- #1 Hear from you on what you might need to connect with lawmakers and community members to share your ITQI experience.*
- #2 Make sure as a Provider you know who and how to reach out to folks in your area.*
- #3 Insights into how policy changes can help you with your recruitment efforts – and share out of what barriers providers are experiencing in recruiting families.*





## Guest

*Sacha Klein joined the Early Childhood Investment corporation in August 2023 as the Senior Director of Policy & Advocacy.*







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# Connecting with Lawmakers about the Infant/Toddler Quality Improvement Pilot

*Presentation by: **Dr. Sacha Klein***  
Senior Director of Policy & Advocacy



*Presented to: ITQI Grantees – Monthly Meeting*

# Agenda

- ✓ **Funding for Infant/Toddler Contracts in FY2025: The Current Context**
  - ✓ FY25 State Budget Process
  - ✓ New Federal CCDF Rule Re: Contracts
- **How You Can Influence the FY2025 Budget**
- ✓ **Information about the ITQI Pilot That You Can Share with Legislators:**
  - ✓ Your Story
  - ✓ Infant/Toddler Child Care Supply Crisis: Lessons from the ITQI Pilot
  - ✓ ITQI Pilot: Early Evidence of Positive Impacts



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# Funding for Infant/Toddler Contracts in FY2025: The Current Context





- The ITQI Pilot funded for one year with one-time federal ARPA funds
- Lawmakers are deciding right now whether Michigan will continue to fund infant/toddler contracts, including whether to fund a second year of the ITQI Pilot
- This is critical time to reach out to your legislators and let them know how your business and the families you serve has been affected by the receipt of infant/toddler contracts through the ITQI Pilot
- New CCDF 2024 Final Rule Federal Rule supports states' use of infant/toddler contracts

# Where We Are in the FY25 State Budget Process

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
Legislative Action					Legislative Action						
Governor's State of the State is delivered and budget recommendation is prepared for submission to the Legislature.	Governor's budget is delivered, legislative action begins.	Subcommittees make decisions, Appropriations Committee meets, floor votes take place.			Budget targets are negotiated between the Executive and Legislature. Conference Committees meet.	Governor signs appropriation bills and issues vetoes. Veto overrides are considered. Current-year budget adjustments are considered. Fiscal year ends September 30.			New fiscal year begins October 1. Appropriations Committee considers book-closing transfers.		
Senate Fiscal Agency Action					Senate Fiscal Agency Action						
First Consensus Revenue Estimating Conference (CREC) is scheduled. SFA prepares applicable documents, schedules future hearings, and provides background briefings.	SFA presents analysis of Governor's budget. Subcommittee hearings begin.	Decision documents are prepared, SFA works with Subcommittee chairs and members to develop proposals, substitute bills are prepared and analyzed, amendments are drafted. SFA revenue forecast is released. Second CREC is held in May.			SFA provides staff support to Conference negotiations, and prepares and analyzes Conference Reports.	Analysis of initial appropriations legislation is completed. Initial Appropriations Report is distributed. Year-end budgetary adjustments and lapse estimates are completed.			SFA Year-End Appropriations Report is generated. SFA Economic and Revenue Forecast is released. Mid-year budget adjustments (transfers, supplementals, Executive Orders) are analyzed as needed.		





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# How You Can Influence Funding for Infant/Toddler Contracts in the FY2025 Budget





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# How You Can Influence Funding for Infant/Toddler Contracts in the FY2025 Budget



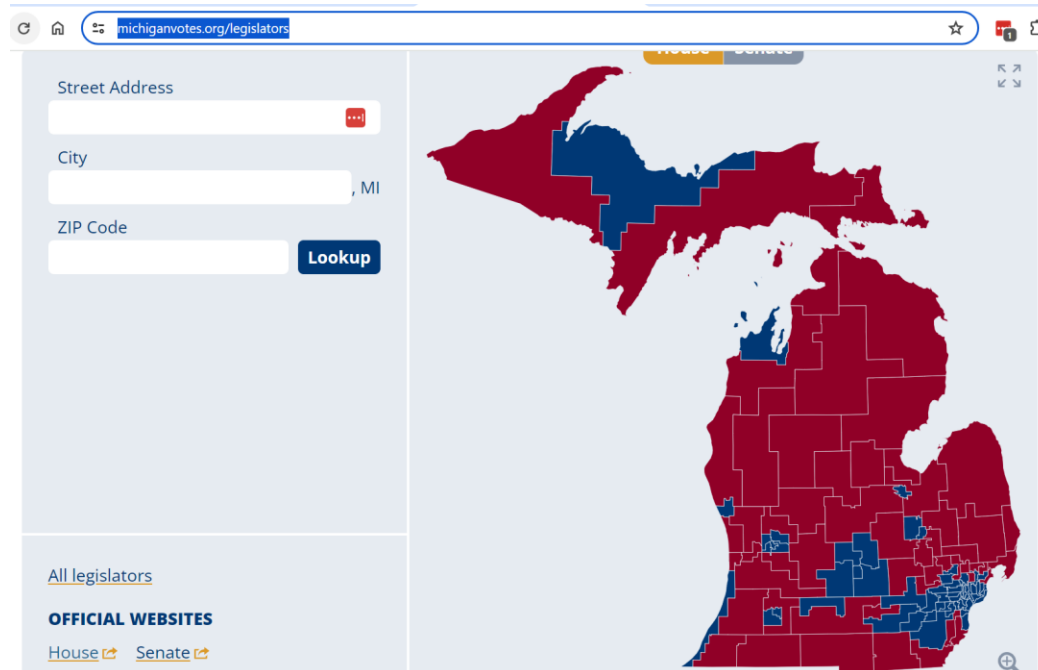
# Share YOUR Story



- *How have infant/toddler contracts affected your business?*
- *How have they affected the families you serve?*
- You are an expert on what infants, toddlers and families in your community need to thrive
- Policymakers want to hear from constituents - they work for you!
- Stories are POWERFUL... especially when they support a clear “ask”

# Contact Your Legislators

- Find out who your state legislators are at <https://www.michiganvotes.org/legislators>
- Call
- Write
- Meet
- Invite them to visit your program







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## Information about the ITQI Pilot that You Care Share with Lawmakers



# What the ITQI Application Data Tells Us about Michigan's Infant/Toddler Care Supply Crisis

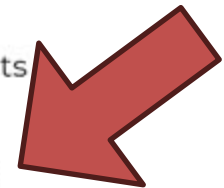
## Michigan's Infant/Toddler Child Care Supply Crisis: Lessons from the Infant Toddler Quality Improvement (ITQI) Pilot Grant Program



In Michigan, there are approximately 6,400<sup>1</sup> child care providers licensed to serve infants and/or toddlers. In Nov. 2023, the subset of these programs that were currently serving at least one infant or toddler and accepting child care subsidy payments were invited to apply for Michigan's new **Infant Toddler Quality Improvement (ITQI) pilot program**. More than a third (1,700) of the state's licensed infant/toddler child care providers submitted applications.

### Michigan's Infant/Toddler Child Care Supply Crisis

Data from the ITQI program applications make it clear that Michigan is experiencing an infant/toddler child care supply crisis marked by a scarcity of available, affordable care. This is evidenced by the fact that 62% of the 1,700 licensed child care programs that applied for ITQI grants currently have a waitlist. **The waitlisted children included 8,956 infants and 10,350 toddlers**, an average of 5.3 infants and 6.1 toddlers per applicant. Applying these rates to the full cohort of Michigan's 6,400 infant/toddler child care providers suggests that **child care may be unavailable for 72,682 infants and toddlers statewide**.



# What the ITQI Application Data Tells Us about Michigan's Infant/Toddler Care Supply Crisis

- Data from the ITQI pilot indicates that **child care may be unavailable to more than 72,000 infants and toddlers statewide** who need it (are currently on child care waiting lists)
- Driving forces: extra expenses, inadequate funding, low wages, difficulty finding & keeping qualified infant/toddler teachers

On average, the hourly wages of infant and toddler care teachers were lower than preschool teachers and **often fail to provide a living wage.**





# What the ITQI Application Data Tells Us about Michigan's Infant/Toddler Care Supply Crisis

## Drivers of Michigan's Infant/Toddler Child Care Crisis

### Staff Shortages

This results in persistent workforce shortages, especially among infant/toddler staff. More than half (56%) of the eligible child care programs that completed interest forms for the ITQI program reported that they would enroll more infants and/or toddlers in their program in the future but for the fact that they did not have enough staff. **Collectively, the 1,700 Infant Toddler Quality Pilot Grant applicants reported a total of 5,081 unfilled openings for infant/toddler staff.**

Conservatively<sup>2</sup>, this means they **could serve an additional 20,324 young children if funding allowed them to pay sufficient wages to fill their existing staff openings.**





# ITQI Pilot: Early Evidence of Positive Impact

- 195 providers funded
- 95% of child care businesses funded by ITQI are directed by women, 48% by BIPOC women.
- 70% are caring for a child with a developmental delay and/or disability receiving Early On services.
- 80% offer non-traditional hours, essential for many families with low income who might be working second or third shift.
- 91% are located in zip codes that are within child care deserts as identified by the [state](#) .



# ITQI Pilot: Early Evidence of Positive Impact

- ❖ **WAGES:** While compensation levels are still much too low, just four months into the pilot, participants already increased their infant and toddler care educator wages by an average of \$1.44 per hour.
- ❖ **STAFFING:** The ITQI pilot participants hired 76 new full-time infant/toddler teachers during the first four months of the pilot, and an additional 4 part-time infant/toddler teachers.
- ❖ **SUPPLY:** Due to increased staffing and capacity, participating programs were able to serve additional children, reducing infant/toddler waitlists.
  - ❖ During this time, participating programs enrolled an additional 491 infants and 672 toddlers who were previously waitlisted.



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Thank you for all you do to help  
babies and their families thrive in  
our state!







# **Recruiting Families...**

## **Childcare Subsidy (Scholarship) Marketing Strategies**





# What's Changed?

Effective **February 25, 2024**, Michigan has removed the requirement to work with the Office of Child Support to receive child care assistance.

Even if you were previously denied child care assistance or chose not to apply because of the requirement to work with the Office of Child Support, now is a great time to apply: [MI Bridges \(michigan.gov\)](https://mibridges.michigan.gov). If you are unsure of your eligibility you can use the [Eligibility Calculator](#).







# Ready, Set, Recruit!

Resource for Providers & Partners...

## ECIC Toolkit

- ❖ Reaching Out to Families and Providers for Free and Low-Cost Child Care

## Coming Soon...

- ❖ *Best Practices Digital Provider Guide – Recruiting & Retaining Families Sustainable Practices for Providers & Partners*
- ❖ *Sessions with experts: Social Media, Print Media and more...*



# Tool Kit for What? How it can help you and your team!

*It is all there...*

- *Social media posts, sample emails and talking points you can use to talk to your parents & your partners!*
- *Translated versions of materials and tons of videos and other social media assets to use on our ECIC Facebook Page.*



**Need help  
paying  
for  
child care?**

**Your  
family may  
now be  
eligible for  
financial  
assistance!**





# Strategies... Straight from ITQI Providers and Partners!

## Low Effort

- Old school phone / text / email!
- Social Media Memes – Did you hear?!
- Backpacking home notes
- Neighborhood bulletins
- Nextdoor and Ring Apps
- Drop your info @ Workforce and Community College Student Services offices!

## Medium to High Effort

- *Create a series of social media posts and schedule them to repeat and BOOST with as little as \$20*
- *Partner w/ Fast Food or Delivery folks to share your flyers. Ask me about Uber, Doordash and Lyft!*
- *Get to know your academy directors - all of them! You can help them make their #s – TRUST ME!*





## **Opportunity & Needs**

- Don't miss our May ITQI e-mail with a form to apply for additional Marketing & Recruitment Support.
- Also, drop us an e-mail and let us know who and what you need to support your efforts. General email: [ITQIgrants@ecic4kids.org](mailto:ITQIgrants@ecic4kids.org)



# Questions?

**Maria Montoya, Senior Strategist**

ITQI Team

[Mmontoya@ecic4kids.org](mailto:Mmontoya@ecic4kids.org)

[ITQIGrants@ecic4kids.org](mailto:ITQIGrants@ecic4kids.org)



Supporting Excellence in Early Education

[greatstarttoquality.org](https://greatstarttoquality.org)