



COMMUNITY PARTNERSHIP FOR CHILDREN

Sheboygan County

United Way



United Way of Sheboygan County

Child Care Impact Survey

Community Presentation

Overview of Project Design

- **The following are details about the overall project design:**
 - Custom-designed research program developed in partnership with United Way of Sheboygan County and Leede Research based on information needs of the project and experience in related work. Modeled after similar work in other markets.
 - Study was designed to better understand the childcare needs of families in Sheboygan County and how those needs may impact workforce participation and availability.
 - Study respondents were recruited from the community through the organizations and their contacts, as well as Leede's local resources and through community PR activities.
 - **418 completed** interviews are part of the information presented in this document, representing a maximum error of **$\pm 4.9%$ at 95% confidence**.
 - All programming, hosting and data analysis completed under Leede's direct control, with surveys being validated for quality throughout gathering.
 - Information will be used to improve future programs and services for families and offer employers ways to improve workforce participation and retention.

High Level Review



Family is the focal point of childcare in Sheboygan County with support from relatives and other parents



52% the respondents rate the impact of childcare issues as SIGNIFICANT on their ability to fully participate in the workforce. Under 35 and low income are higher



While just over half rate their childcare needs being well addressed overall, there are a third that give a bottom three rating for their satisfaction with available childcare options



Employers can have a more active role in childcare for workers and are seen as a trusted resource with several potential areas of improvement, offering a potential competitive advantage



While Employer Net Promoter score is solid, 12% of these respondents are actively seeking employment with 18% indicating they are likely to change employers in the next 2yrs

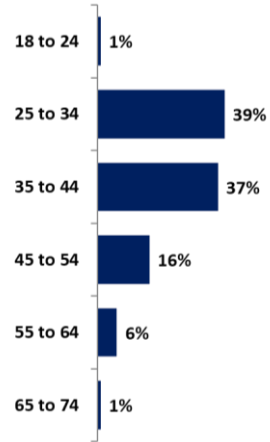
Community Report



Understanding Childcare Needs & Workforce Impact in Sheboygan County

Study Participants

Review of the study demographics are important to fully understanding the results and respondent's perspective. They study is strongly female, and families show a mix of ages in their children. Related information will be used in project analysis.



S1. What is your age?

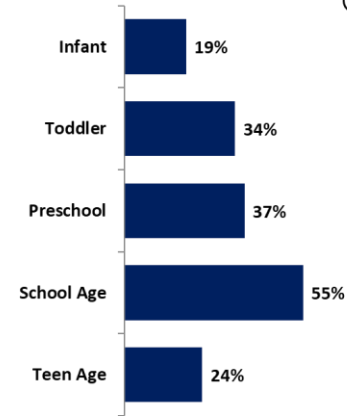


Male: 20%
Female: 80%
Refused: <1%

S2. Do you identify as...

Yes: 83%
No: 17%

S3. Do you have children under 18 living at home?



If yes (to S3). % of HH with children in target group

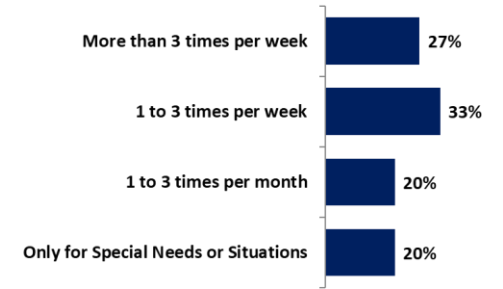
Do any of these children have special needs?

Yes: 13%
No: 87%

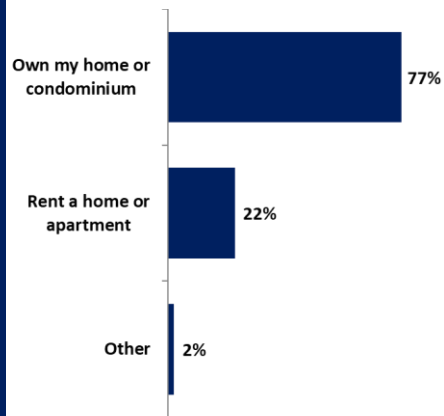
Do you provide childcare for an children other than your own?

Yes: 4%
No: 96%

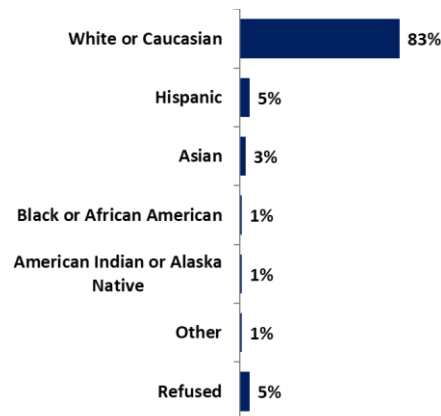
If Yes: Which of the following best describes how often you provide childcare for children other than your own?



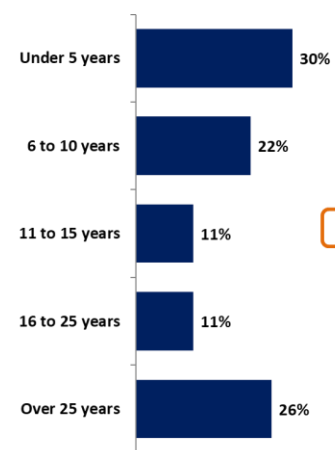
HH w/Children



C6. Which best describes your current living situation?



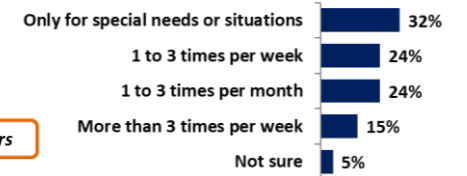
C7. Which of the following represents your ethnicity?



Mean: 15.9 years

C9. How long have you lived in this area?

If Yes: Which of the following best describes how often you provide childcare for children other than your own?



HH w/o Children

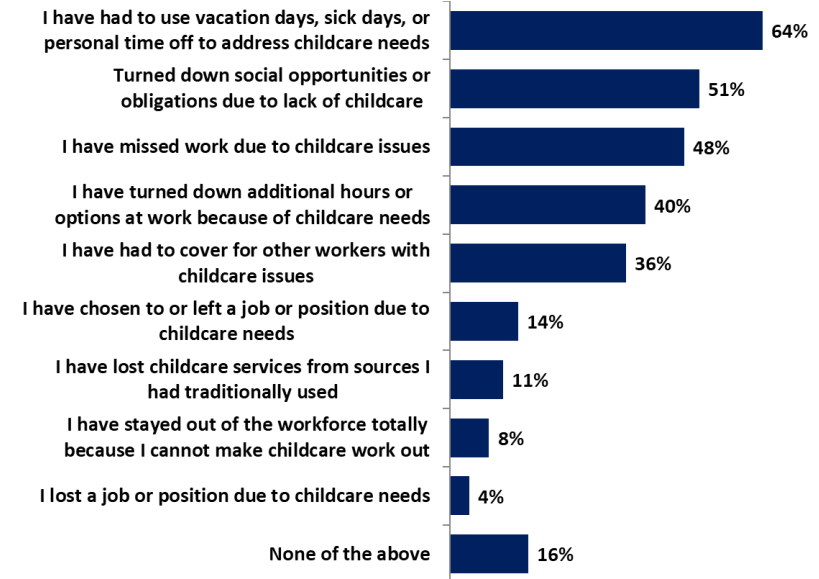


Childcare Environment

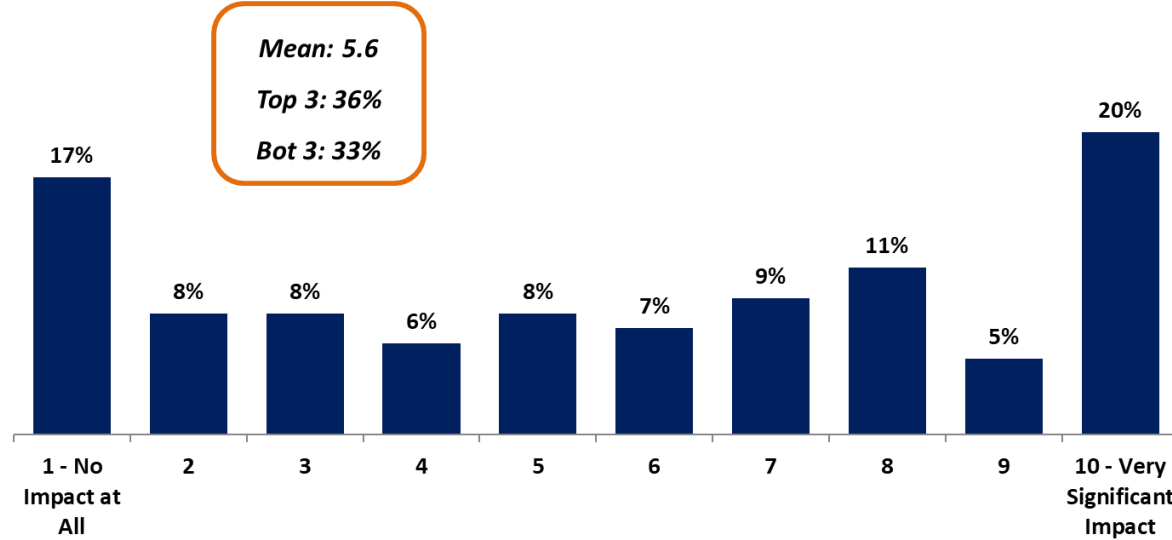
Results show common issues of Cost, Availability and Quality of childcare being key issues. There is a clear impact on full participation in the workforce. It is also clear that childcare related issues are impacting respondent lives in a variety of ways.

1. Cost of Childcare
2. Availability and Waitlists
3. Quality of Childcare
4. Flexibility and Schedule Compatibility
5. Impact on Family Planning and Employment
6. School-Related Childcare Services
7. Childcare for Special Needs or Situations
8. Trust and Safety Concerns
9. Economic and Community Impact
10. Assistance and Subsidy Accessibility

U1. What do you see as your biggest issues concerning childcare and your family?



U8. Have you experienced any of the following in the past year?

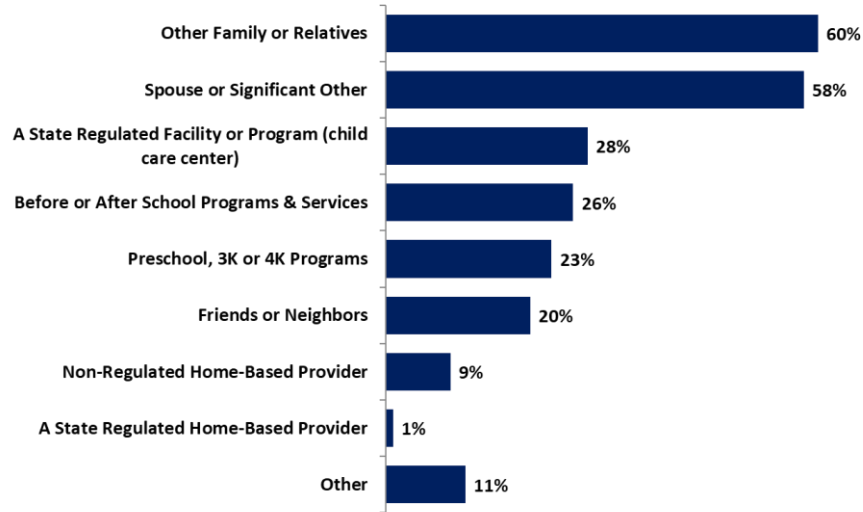


U2. On a scale from 1 to 10, with 1 being Not Impact at All, to 10 being Very Significant Impact, how much does your childcare needs and issues impact your ability to work and be a full participant in the workforce of Sheboygan County?

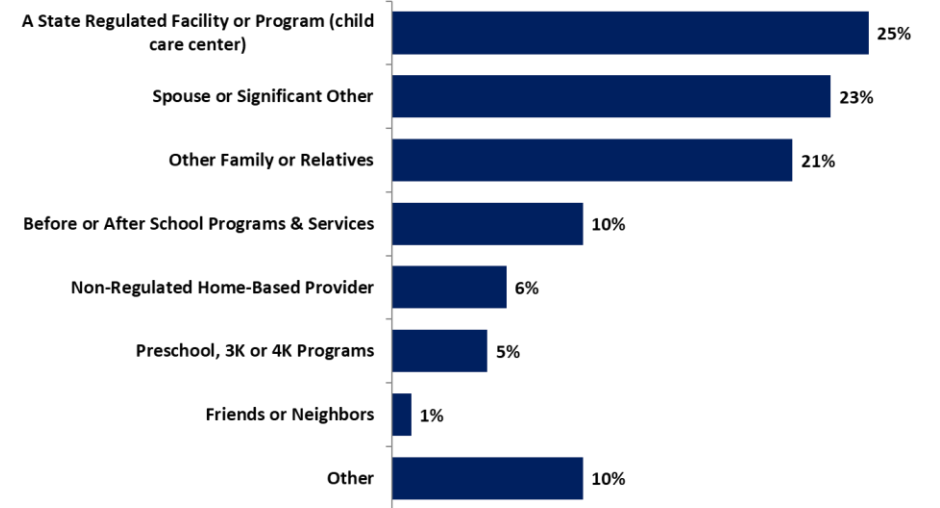
Childcare Resources

Family is the primary safety net for childcare, though facilities clearly play a role. Full day services, including before and after school, are shown having unmet needs.

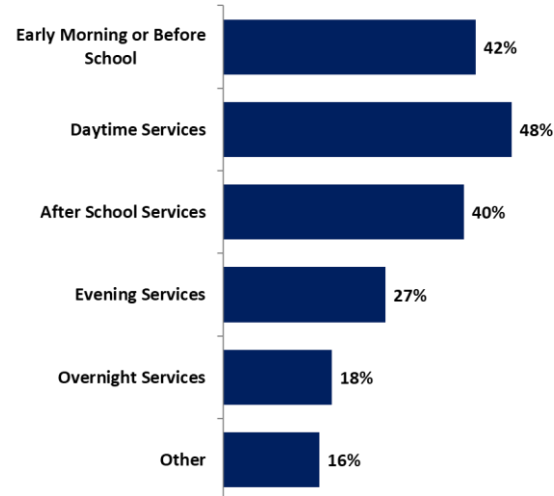
Respondents indicate their needs are generally being met, but their satisfaction levels overall are just average.



U3. Please check and of the following resources you currently use to address your childcare needs:



U3a (if more than 1 in U3). Please check you would consider your PRIMARY resource:



U5A. If 6 or lower (in U5). Please check any of the following times of day you typically have problems finding care:

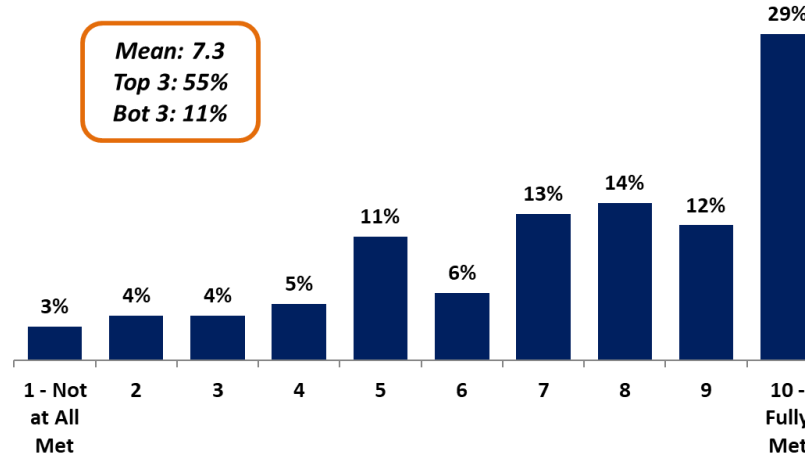
Childcare Resources

U4. How many days per week do you typically use childcare services from outside parties?

Mean: 2.9 days

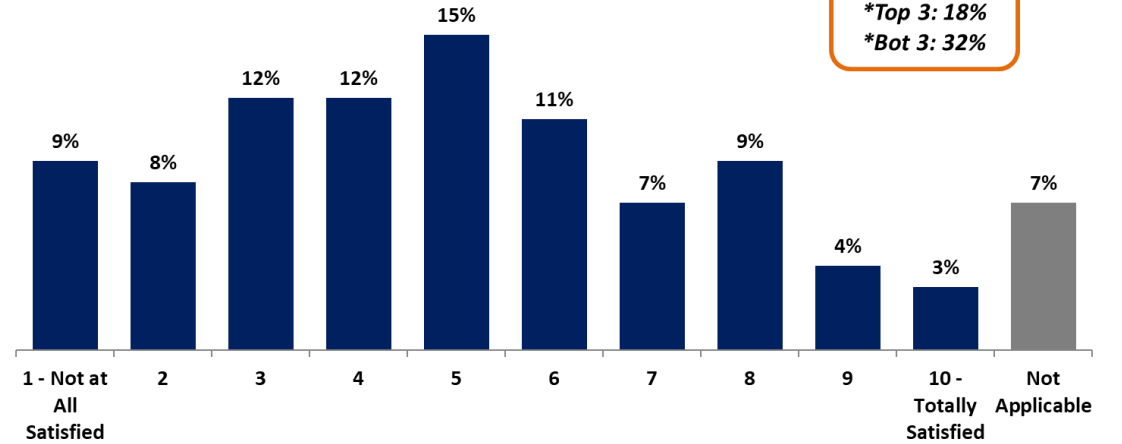
U4A. How far are you willing to drive to access quality childcare for your family?

Mean: 14.7 miles



Mean: 7.3
Top 3: 55%
Bot 3: 11%

U5. On a scale from 1 to 10, with 1 being Not at All met, to 10 being Fully Met, how well would you say your family's overall childcare needs are currently being met?



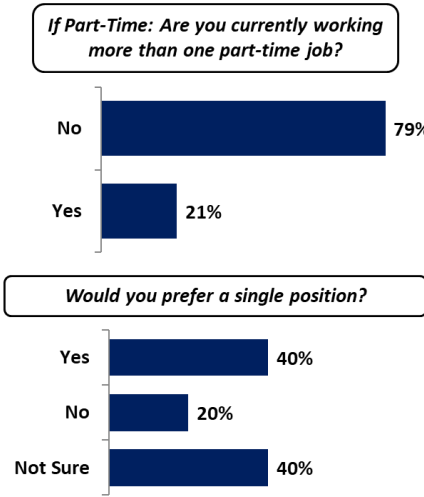
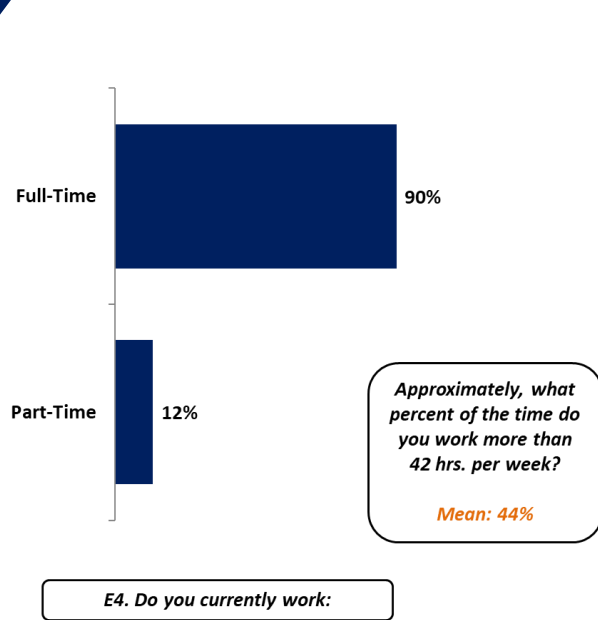
*Mean: 4.9
*Top 3: 18%
*Bot 3: 32%

*Not applicable response factored out

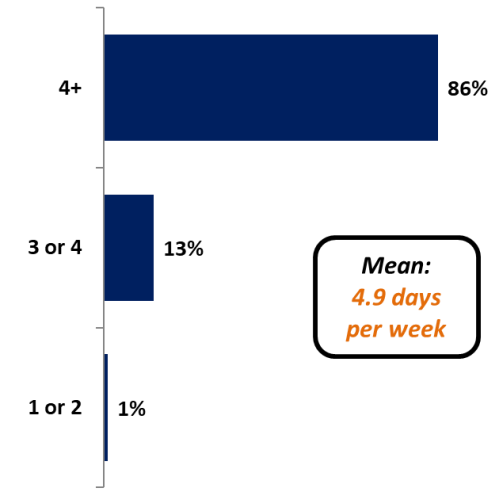
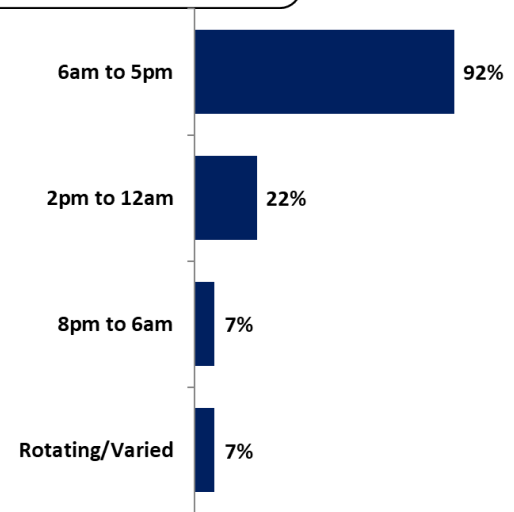
U6. On the same scale from 1 to 10, with 1 being Not at All Satisfied, to 10 being Totally Satisfied, how satisfied are you with the overall childcare options available in Sheboygan County?

Employment Status & Structure

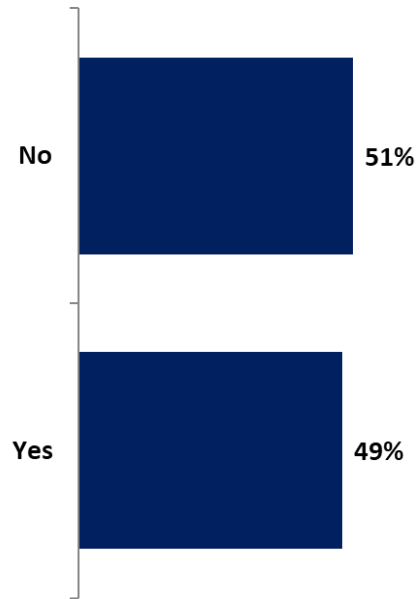
Most working respondents work full time. There are some multi-job part time workers who would prefer a single position. About half of respondents can work from home for about a third of their total workload.



On average, how many total hours per week are you working?
Mean: 41.5 hours



Employment Status & Structure

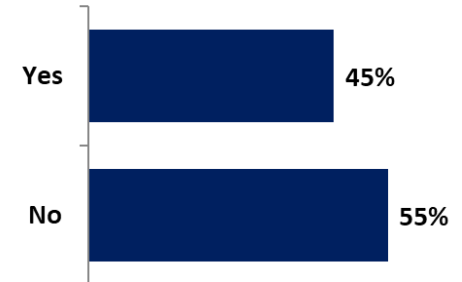


E6a. Does your currently position allow you to work from home?

If Yes: Approximately what percent of your total work time is done from home?

Mean: 35.4%

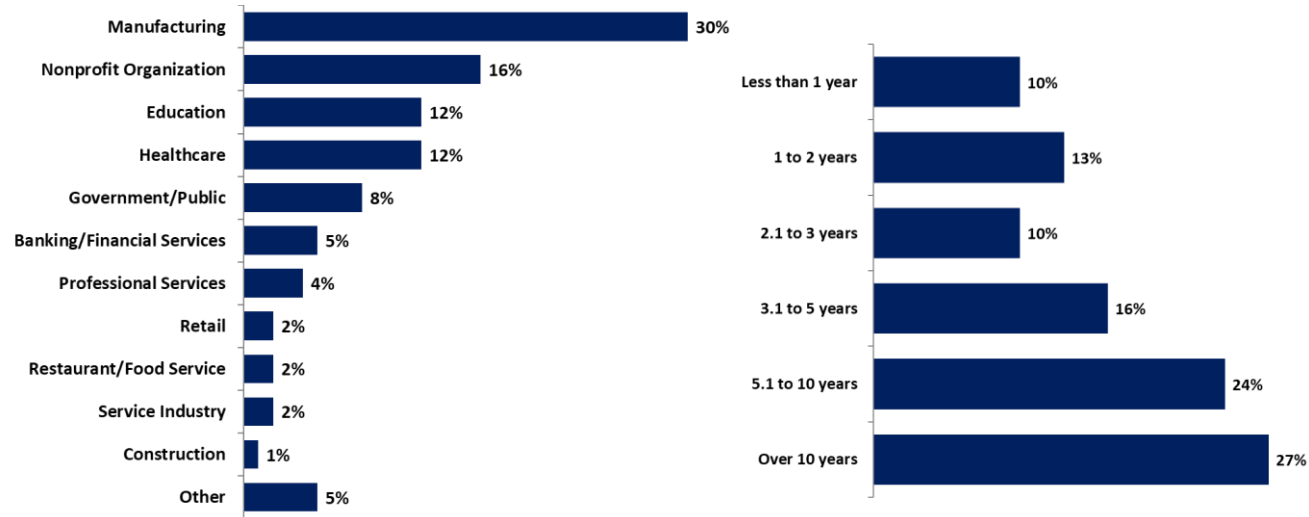
Was or is childcare needs a factor in that?



Employment Satisfaction

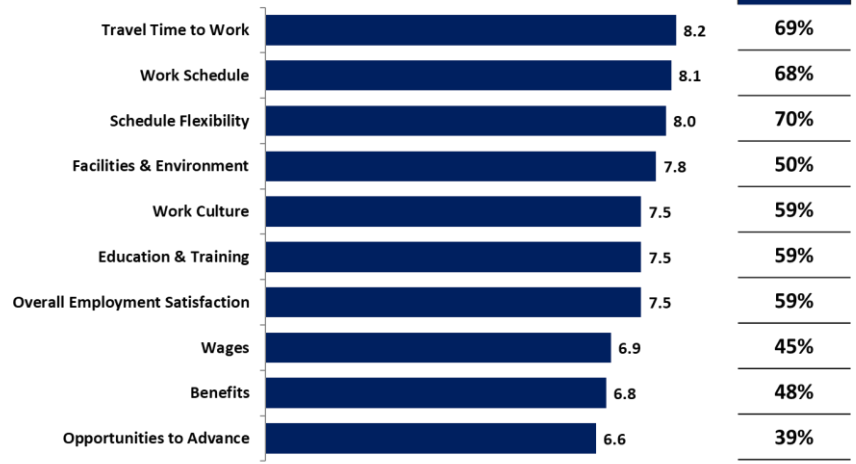
Employer NPS is a newer application of this measure but results higher than 10% are generally considered strong. Work Satisfaction scores are all above average but there may be improvements available in Opportunities to Advance and Wages and Benefits.

There is some current and future attrition indicated, which should be a measure for individual employers.



E8. Which of the following best describes the industry you are employed in (primary employment):

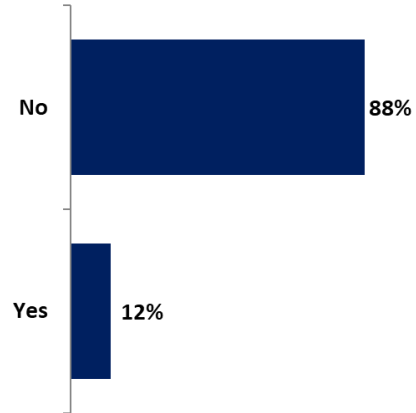
E9. How long have you worked for your current employer?



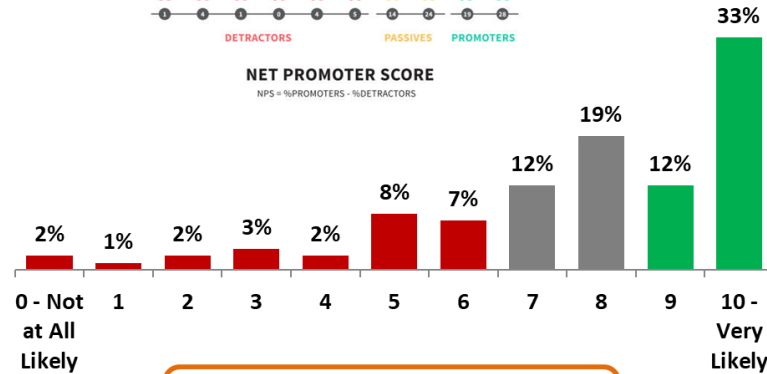
E10. The following are areas that relate to your current employment situation. Please rate your satisfaction on a scale from 1 to 10, with 1 being Not at All Satisfied to 10 being Very Satisfied with that area:



Employment Satisfaction

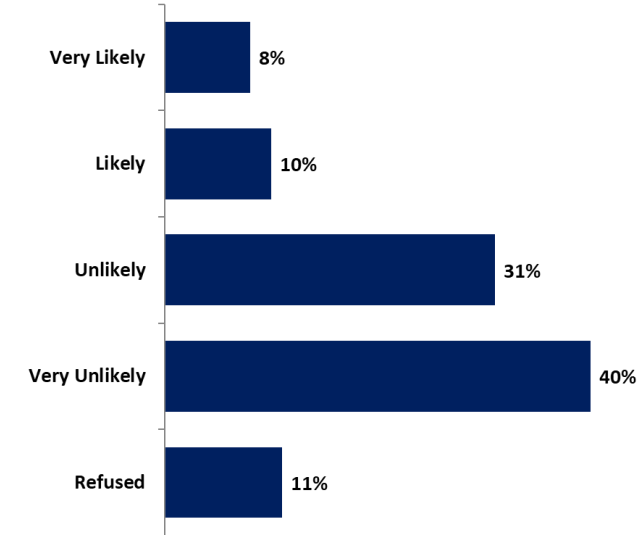


E2. Are you actively seeking employment (new, additional or change) at this time?



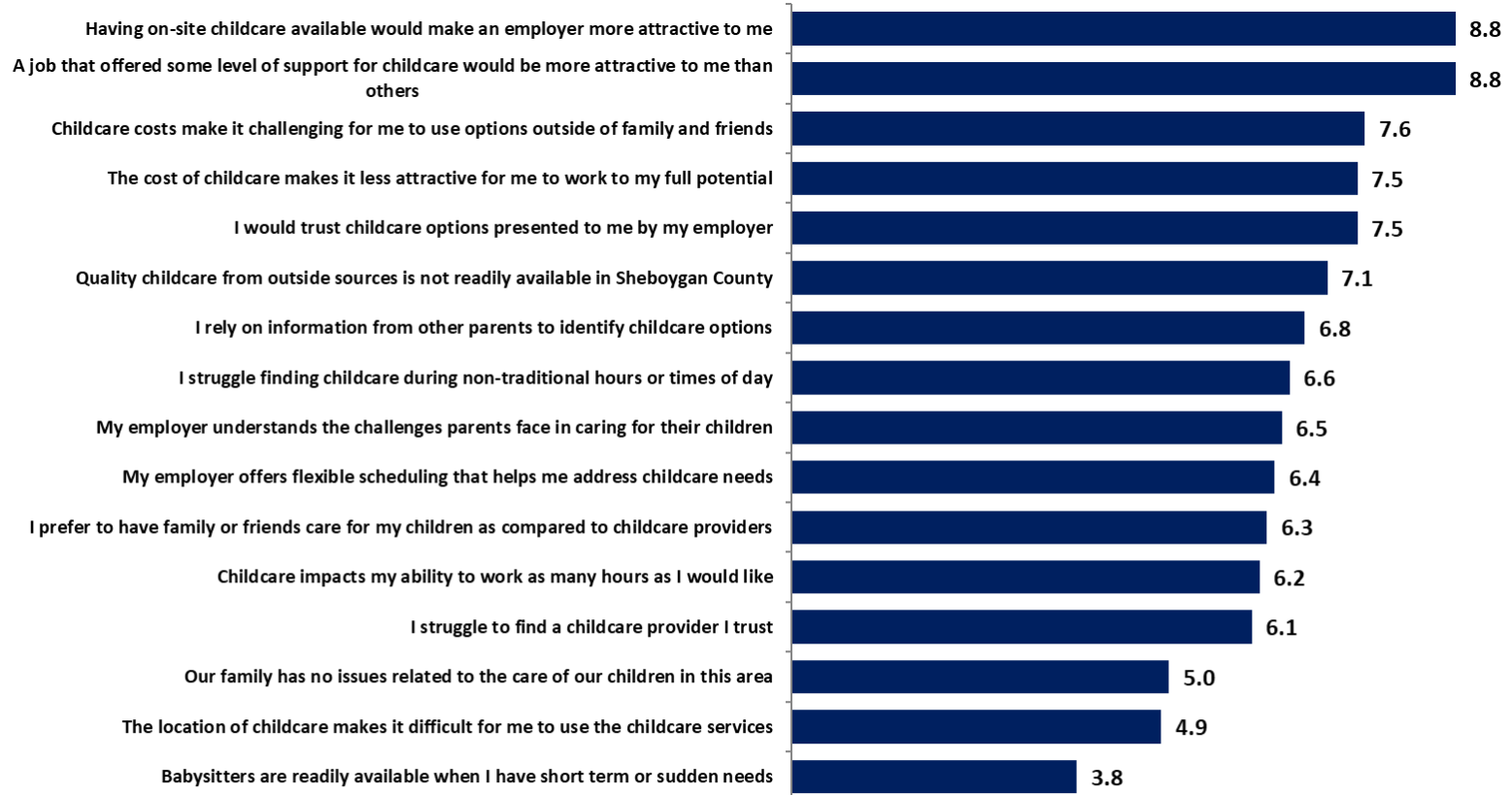
Promoters: 45% - Detractors: 25%
Net Promoter Score: 20

E3. On a scale from 0 to 10, with 0 being Not at All Likely to 10 being Very Likely, how likely would you be to recommend your current employer as a place to work to friends or relatives?



E7. How likely are you to change employers in the next two years?

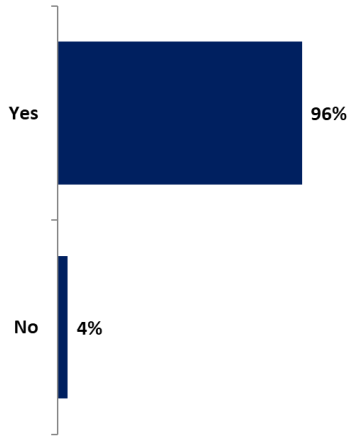
Childcare Attitudes



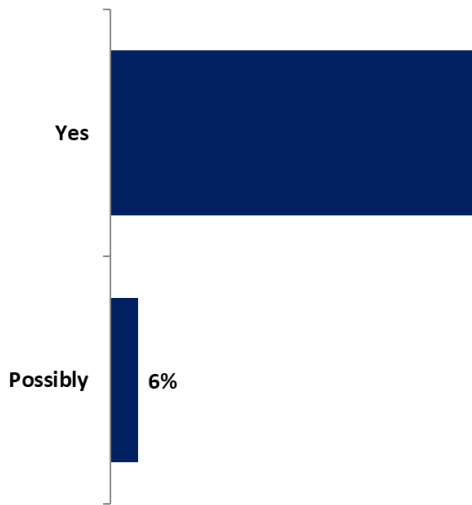
U7. The following is a list of statements regarding your experience with childcare in Sheboygan County. Please rate your level of agreement with each statement from 1 to 10, with 1 being Totally Disagree, to 10 Totally Agree with that statement.

Not Employed Opportunity

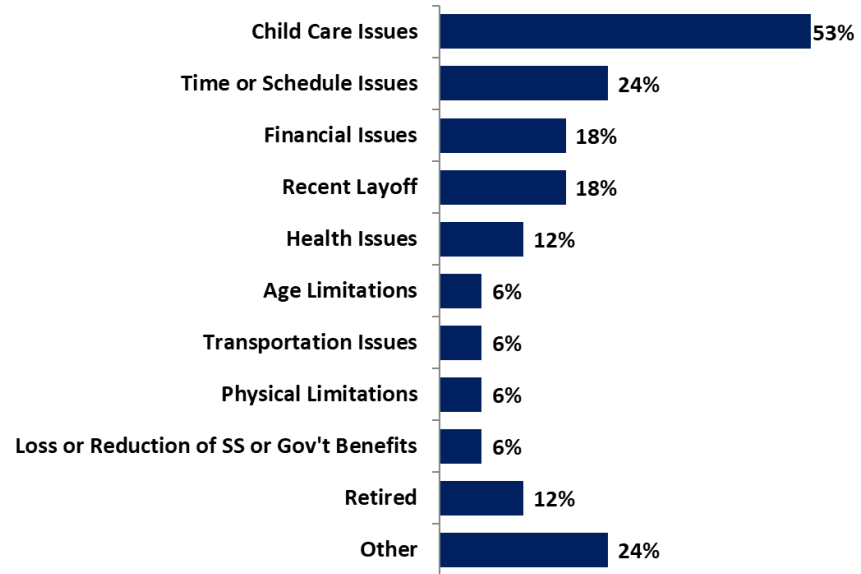
There is a small, untapped workforce that may be available and childcare issues play a key role. There is a high percentage that would consider future work, which is a positive.



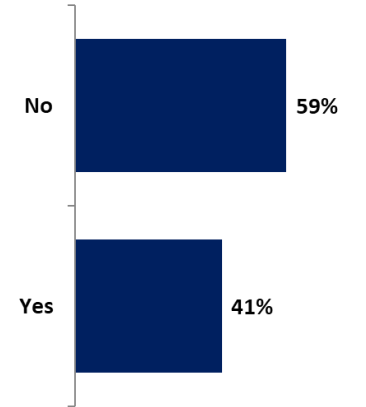
E1. Are you currently employed?



If No: Are you currently able to work?



E1B. Which of the following are barriers in you currently not working?

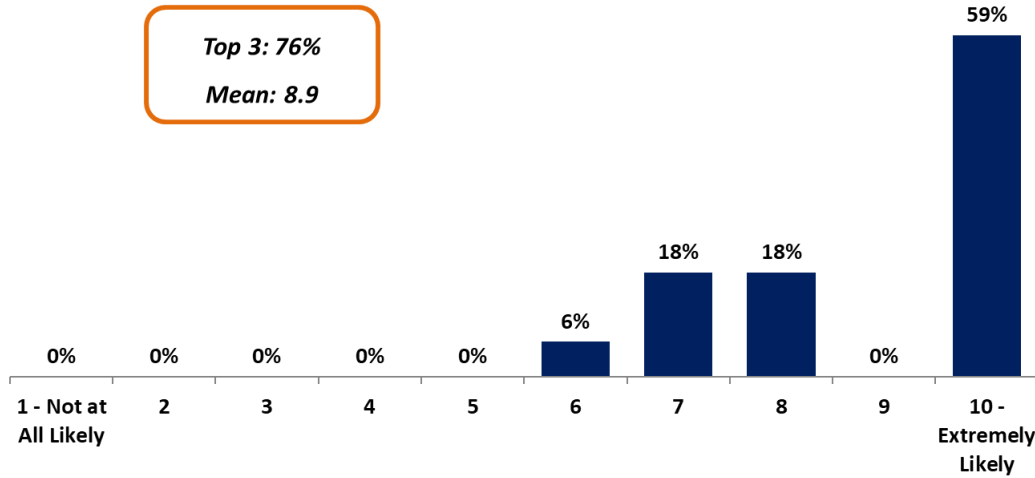


E1C. Are you currently receiving financial support or assistance through a government program?

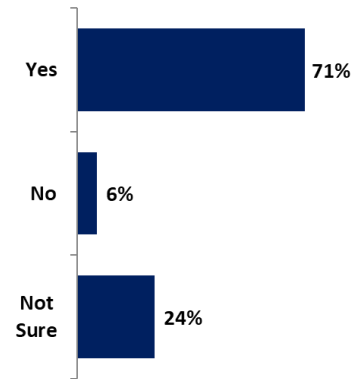
Not Employed Opportunity

There is a small, untapped workforce that may be available and childcare issues play a key role. There is a high percentage that would consider future work, which is a positive.

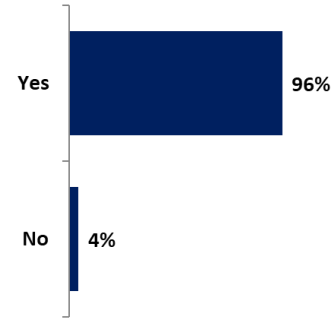
Top 3: 76%
Mean: 8.9



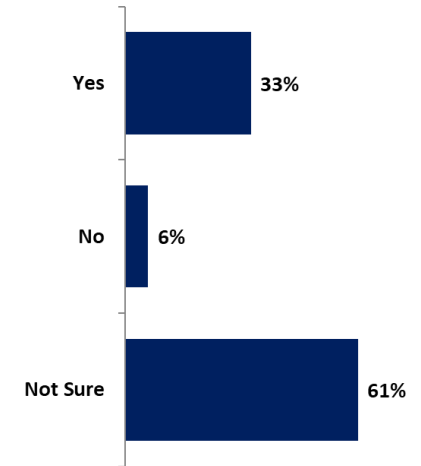
E1D. On a scale from 1 to 10, with 1 being Not at All Likely, to 10 being Extremely Likely, how likely would you be to consider working in the next year if the right situation were available?



E1E. Would your skills and work experience lend itself to some type of Work From Home position in the future?



E1AA. If yes (to E1), do you work in Sheboygan County?



E1BB. If No: Would you prefer to work in Sheboygan County if you could find the appropriate position?



Artificial Intelligence in Practice

Leede has created a custom research Chatbot – *Leede Market Insider*:

- Leede Research was an early adopter in the use of AI in its studies and data work. This has continued to grow and evolve, and Leede is using some level of AI on most projects.
- Leede has worked in recent months to create its own dedicated market research Chatbot. Named Leede Market Insider, it is a proprietary tool that allows data review for our clients in a secured environment. We are training it in the input of market research information in various forms, and in the output our clients need to take action.
- Every project using this chatbot increases its knowledge and experience, generating better and more targeted information. This is used in the review of open-ended content, study overall results and more.
- Leede has also partnered with a UK firm on a unique qualitative analysis tool that allows for review of video files and more.



Biggest Childcare Issue



AI review of the verbatim responses generated these top 10 themes from the information gained. Once again Cost, Availability and Quality are the top issues indicated. This information can be helpful in addressing future programming and response based on the information.

- 1. Cost of Childcare:** A predominant concern across many responses is the high cost of childcare, often compared to household income or other significant expenses. Many respondents mention that the cost of childcare consumes a substantial portion of their paychecks, making it difficult to afford.
- 2. Availability and Waitlists:** Several responses highlight the challenge of finding available childcare spots, with long waitlists being a common issue. This includes concerns about having to enroll in waitlists well in advance, even before a child is born.
- 3. Quality of Childcare:** Concerns about the quality of available childcare, including the training and reliability of staff, are frequently mentioned. There's a desire for high-quality care that ensures the safety and well-being of children.
- 4. Flexibility and Schedule Compatibility:** Respondents express the need for childcare that aligns with their work schedules, including the need for care during non-traditional hours, before/after school, and during school vacations.
- 5. Impact on Family Planning and Employment:** The cost and availability of childcare influence decisions about family expansion and employment, with some respondents considering reducing work hours or not returning to work due to childcare challenges.
- 6. School-Related Childcare Services:** The need for reliable before and after school programs, as well as care during school holidays and early release days, is a recurring theme, especially for school-aged children.
- 7. Childcare for Special Needs or Situations:** Some responses highlight the difficulty in finding childcare for children with special needs or health issues, such as epilepsy, indicating a lack of specialized care options.
- 8. Trust and Safety Concerns:** Trust in childcare providers and concerns about the safety and well-being of children while in care is a significant theme, with some parents mentioning negative experiences.
- 9. Economic and Community Impact:** Respondents note the broader economic and community impacts of childcare issues, including the effect on workforce participation, especially among women, and the overall quality of life in the community.
- 10. Assistance and Subsidy Accessibility:** A few responses indicate challenges in accessing state assistance or subsidies for childcare, with some families falling just above the income threshold for aid.

U1. What do you see as your biggest issues concerning childcare and your family?

Done to Address Issues

Similar AI review of what can be done to address the issues shown track with the problems themselves. We do see issues of Workplace Support, Transportation and Government Support.

- 1. Availability of Childcare:** There's a consistent demand for more childcare facilities, options, and openings. Need for flexible childcare options to accommodate different schedules, including evening and overnight shifts.
- 2. Affordability:** Concerns about the high cost of childcare and the need for more affordable options. Calls for subsidies, financial assistance, or incentives to make childcare more accessible to all income levels.
- 3. Quality of Childcare:** Emphasis on the importance of trustworthy, high-quality childcare services. Calls for better training, education, and competitive wages for childcare professionals.
- 4. Workplace Support:** Suggestions for employers to provide onsite childcare facilities or childcare stipends. Desire for more flexible workplace policies, including options to work from home or adjust work hours.
- 5. Transportation:** The need for better public transportation to ease the commute for parents and children. Specific concerns about transportation for younger students to reach childcare safely.
- 6. Training and Compensation for Childcare Workers:** Calls for increased wages for childcare workers to attract and retain qualified professionals. Emphasis on training and education for childcare employees to ensure quality services.
- 7. Government Funding and Support:** Requests for increased government funding for childcare facilities, including subsidies and assistance programs. Suggestions for government-sponsored childcare initiatives and partnerships.
- 8. Health and Safety:** Concerns about sick policies, cleanliness, and accountability in childcare facilities. Calls for measures like sending sick staff home and ensuring food safety.
- 9. After-School Programs:** Desire for more after-school programs focusing on well-being, sports, STEM, music, and art. Calls for affordable and accessible summertime opportunities for children.
- 10. Community Collaboration:** Suggestions for community collaboration and support for the childcare industry. Calls for partnerships between schools, businesses, and local organizations to address childcare needs.



If 7 or Higher (U2): What could be done to address this in the community?

Learn about Childcare



AI summarized the key information on how families get information. Word of Mouth is a leading tool as is online and social media resources. Employers are another listed source and may show an opportunity for further involvement in the process.

- 1. Word of Mouth:** A significant number of parents learn about childcare options through recommendations from friends, family, and colleagues. This personal network serves as a primary source of information.
- 2. Online Research:** Many parents turn to the internet for information, using search engines and websites to find and evaluate childcare options.
- 3. Social Media:** Platforms like Facebook, along with specific parenting or community groups on social media, are frequently mentioned as resources for finding childcare.
- 4. Family Connections and Referral Agencies:** Several respondents mention using specialized agencies like Family Connections or Child Care Resource & Referral Agencies for assistance in finding childcare.
- 5. School and School District Resources:** Information provided by schools or school districts, including newsletters and other communications, is a common source of childcare information.
- 6. Community and Local Resources:** Local community resources, including non-profit organizations, community centers, and local news outlets, are mentioned as valuable sources of childcare information.
- 7. Parenting Groups and Forums:** Parenting groups, both online and offline, including Facebook groups and local community forums, are frequently used to gather information and recommendations.
- 8. Employer and Workplace Resources:** Some parents learn about childcare options through their employers or coworkers, including through Employee Assistance Programs.
- 9. State and Government Websites:** Government websites, such as state childcare registries or licensing sites, are utilized for finding licensed and accredited childcare providers.
- 10. Personal Experience and Observation:** A few respondents mention learning about childcare options through their own experiences or by observing the choices of other parents in their community.



Emotions Regarding Biggest Childcare Issue



- 1. Anxiety and Stress:** Many respondents express anxiety and stress related to finding and affording quality childcare. This includes worries about long waitlists, the high cost, and the impact on family finances and planning.
- 2. Frustration and Helplessness:** Frustration is evident in responses discussing the lack of availability, the complexity of navigating childcare systems, and the challenges in finding suitable care that aligns with work schedules.
- 3. Concern for Children's Well-being:** There is a strong sense of concern for the safety, quality of care, and overall well-being of children in childcare settings.
- 4. Financial Strain:** The high cost of childcare leads to expressions of financial strain, with some respondents detailing how childcare expenses significantly impact their household budgets.
- 5. Disappointment:** Some responses reflect disappointment, particularly regarding the quality of care available, the lack of flexibility in childcare services, and the difficulties in finding specialized care for children with specific needs.
- 6. Feeling Overwhelmed:** The task of juggling work, childcare, and family responsibilities leaves some respondents feeling overwhelmed, particularly when unexpected situations like a child's illness or school closures arise.
- 7. Resignation:** A sense of resignation is apparent in some responses where individuals have had to make difficult choices, such as reducing work hours or not expanding their family due to childcare challenges.
- 8. Relief:** In a few cases, where respondents have found satisfactory childcare solutions, there is a sense of relief, though this is less common in the responses.
- 9. Distrust and Worry:** Concerns about the trustworthiness and competence of childcare providers are evident, with some parents sharing experiences of neglect or dissatisfaction with the level of care.
- 10. Hope and Aspiration for Improvement:** Despite the challenges, some responses hint at a hope or desire for better childcare solutions in the future, whether through community efforts, policy changes, or improved employer support.

Identify Key Stakeholder Groups and What They Can Do to Address Childcare Needs

1. Local Government and Policy Makers:

- Implement policies to subsidize childcare costs for lower-income families.
- Provide incentives or grants to encourage the establishment of new childcare centers.
- Develop and enforce quality standards for childcare providers.
- Facilitate transportation solutions for families to access childcare centers.

2. Childcare Providers:

- Offer flexible hours to accommodate various work schedules, including evenings and weekends.
- Invest in staff training to improve the quality of care and education.
- Develop programs that cater to children with special needs and diverse cultural backgrounds.
- Collaborate with government agencies for funding and support.

3. Employers and Businesses:

- Offer childcare benefits or subsidies to employees.
- Partner with local childcare providers for dedicated slots for employees' children.
- Implement flexible working hours or remote work options to ease childcare needs.
- Support initiatives or partnerships aimed at expanding local childcare services.

4. Educational Institutions and Training Centers:

- Provide training and certification programs for childcare workers.
- Collaborate with childcare centers for internships and practical training

opportunities.

- Conduct research to identify gaps and suggest improvements in local childcare services.

5. Community and Non-Profit Organizations:

- Offer resources and support for at-home childcare providers.
- Conduct community outreach to raise awareness about available childcare options and subsidies.
- Organize and facilitate support groups or forums for parents.

6. Parents and Families:

- Participate in community discussions and advocacy efforts to improve childcare services.
- Share experiences and feedback with childcare providers and policymakers to help shape improvements.
- Utilize community resources and networks for informal childcare support.

7. Healthcare Providers:

- Collaborate with childcare centers to ensure health and safety standards are met.
- Provide guidance on developmental needs and special care requirements of children.

8. Technology and Innovation Sector:

- Develop platforms or apps to help parents find and review childcare services.
- Create technological solutions for childcare centers to manage operations more efficiently.

Based on everything in this thread, what messages should Sheboygan County be sharing with families to continue or deepen their engagement in the workforce?



- 1. Availability of Diverse Childcare Options:** Emphasize the range of childcare options available in the county, including in-home care, daycare centers, and other flexible arrangements. Highlighting the diversity of childcare services can reassure parents that there are solutions tailored to their specific needs.
- 2. Support for Families with Children of All Ages:** Address the childcare needs for different age groups, from infants to teenagers. Inform families about age-specific programs and resources, ensuring parents are aware of the support available as their children grow.
- 3. Access to Reliable Childcare Information:** Promote the channels through which parents can find trustworthy and comprehensive information about local childcare options. This could include dedicated websites, community forums, and information sessions.
- 4. Affordability and Subsidy Programs:** Clearly communicate the availability of financial assistance and subsidy programs to make childcare more affordable for families. Provide guidance on how to access these programs and who qualifies.
- 5. Quality and Safety Standards:** Assure parents of the high standards of safety and quality upheld by childcare providers in the county. Regularly disseminate information about provider accreditations, qualifications, and oversight mechanisms.
- 6. Impact of Childcare on Employment:** Share findings and stories that demonstrate how effective childcare solutions can facilitate greater workforce participation and career stability. Highlight examples where access to childcare has positively impacted parents' employment decisions.
- 7. Community and Employer Support:** Promote the concept of a community and employer-supported childcare system. Encourage local businesses to consider childcare benefits or flexible work arrangements as part of their employment package.
- 8. Feedback Mechanisms and Continuous Improvement:** Encourage ongoing dialogue and feedback from families regarding their childcare experiences. Use this feedback to continually assess and improve childcare services in the county.
- 9. Special Needs and Inclusivity:** Address the availability of services for children with special needs, ensuring that all families feel supported and included in the childcare system.
- 10. Collaboration and Community Involvement:** Invite families to participate in community efforts to enhance childcare services. Engaging parents in decision-making processes can foster a sense of community and shared responsibility.



Let us know how we can help in overall use of the information

What's Being Done Now?

American Rescue Plan Act (ARPA)-Funded Programs:

- Startup and Expansion Grants
- Retention Bonuses
- Early Learning Support Specialists
- Recruitment Specialists
- Free & Reduced Professional Development for Child Care Providers
- Expansion of Before- & After-School Services through Boys & Girls Clubs

Dream Up!-Funded Programs:

- Mentorship and Stipends for New Family Providers
- Developmental Screening Tools, Training and Implementation Support

Additional Efforts:

- Healthy Sheboygan County/Community Health Improvement Plan Child Care Action Team
- Connections Scholarship Program
- Wisconsin Shares Child Care Subsidy Program
- Child Care Counts

What can I do?

- Continue the conversation: Discuss the challenges and importance of child care with community members, employers, HR, elected leaders, etc.
- Assess current employment policies and consider adding and expanding family-friendly policies
- Consider child care supports as an employee benefit
- Participate in community discussions
 - Join the Child Care Action Team – 2nd Monday of the month, 2 – 4 p.m. – contact Ryan Wilinski (ryan@uwofsc.org) or Colleen Steinbruecker (colleens@familyconnectionscc.org)
 - Connect with the Community Partnership for Children – ryan@uwofsc.org
 - Connect with Family Connections – familyconnectionscc.org

How can I talk to my legislators?

- Find who represents you: legis.wisconsin.gov
- Call their offices or send an email or letter
- Share your unique perspective: experiences, challenges, ideas, concerns
- Ask for their opinions and ideas
- Utilize local data from this study: uwofsc.org/childcaresurvey



Find your legislators

Thank you!

Review the data:



[https://uwofsc.org/
childcaresurvey/](https://uwofsc.org/childcaresurvey/)