

Work group – Duty 4 – Business Development and Tech Assistance

MEMBERS

Lead: Scott Marquardt

Members: Heidi Hagel Braid, Kelli Martini, Stephanie Hogenson, Melissa Wiklund, Julie Seydel

DHS SME: Michelle Lenhart

DEADLINES

- Materials due to Jake Granholm by **September 17**.
- Work group report and recommendations to be presented **September 22**.

Duty language: Recommend business development and technical assistance resources to promote provider recruitment and retention, including the potential need for mentors, a family child care provider network, or shared services.

Questions and topics raised by full task force:

- In addition to being a provider, they're all small business owners. COVID laid bare the need for business training technical assistance services.
- Recruitment/retention is now a huge concern, if it wasn't already.
- Shared services – hard to keep it financed.
- Actual trained mentors that could provide insight and support to providers to combat false and misleading information they may be receiving via social media.
- Saw an amazing training for applicants who are interested in child care on the business of child care. Don't think they are Develop approved.
- Have to be in it for the kids and parents – not the money.
- Hard profession to be in now – there are no incentives to stay. Mentoring is the way to help, not throwing money at the problem. There are businesses and organizations out there that would be interested in helping.
- Technical assistance, ombudsperson, network for resources and support.
- Sourcewell is a good resource, some counties have Child Care 101.
- "So, you want to be a family child care provider" training series.
- Shared legal services – need advocates. Need information on who to contact. Maybe an attorney for child care law? Law students?
- Providers are burning out. Can see it in social media, because they have nowhere else to go – no mentors. Much rather see a mentor/ombudsperson role to help these providers. Social media gets toxic – infighting between licensors and parents, etc.
- Want to see the support I've received in the pandemic continue.
- Viable alternative (positive) to social media. Centralized office would be good, like an ombudsperson, but broader for child care.

- As mentors we need people who are familiar with child care. Connections during COVID have been good through PPP and SBA webinars, etc. all on financial topics.
- Recruiting/support – need more help at the count level from roles like commissioners, economic development.
- Child care access – team of agency leaders, coordination of state agencies interacting with child care providers. Child care providers don't fall only under DHS, also DPS, DEED, others. How can we better coordinate technical assistance at the state level? Focus on recruitment and retention.
- Use a KIVA model to get capital to people (micro loans). Other things can be done with subsidies. What's the role of other state agencies, like MHFA?
- Get higher ed involved to have classes on family child care settings, partnerships for courses.