

Minnesota Family Child Care Task Force

Duty 4 Workgroup

Business Development and Technical Assistance

September 22, 2020

Our Members

- Kelly Martini, Stearns-Benton Child Care Association
- Julie Seydel, Minnesota Association of Child Care Professionals
- Senator Melissa Wiklund
- Heidi Hagel Braid, First Children's Finance
- Stephanie Hogenson, Minnesota Children's Cabinet
- Scott Marquardt, Southwest Initiative Foundation

- Subject Matter Expert from DHS: Michelle Lenhart

Duty #4

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.

Our Key Issues and Questions

- How do we enhance “the business of family child care”?
- How can program policy changes and/or additional investments in business development and TA resources help retain more providers?
This is Business Retention!
- How do we foster more mentoring for providers?
 - Formal versus informal; paid or uncompensated; liability; not being too burdensome, etc.
- What are the challenges facing existing associations and networks?
- How do we define “shared services”?
- How do we increase awareness of the resources available?

Our Recommendations

1) One-Stop-Shop

- Develop a one-stop-shop with navigators/technical assistance specialists to help child care providers start up and navigate the system and to provide referrals to child care and business specialists at the organizations that provide supports, with an exploration of how this can be deployed at a regional level to maximize connections to more localized resources. Although this would likely have a website/electronic component, the key element for success is access to “human capital” and the ability to talk with a person.
- Additionally, at the state-level, this effort would aim to improve alignment of state agencies that have regulatory oversight of child care providers and support providers in navigating these requirements, including the state Departments of Human Services, Labor and Industry, Employment and Economic Development, Health, and Public Safety (Fire Marshall).

2) Consistent orientation training

Develop a recommended/suggested orientation training curriculum for incoming family child care providers, developed in partnership with family child care providers, counties and DHS, to ensure all new family child care providers have the same critical baseline information.

3) Infrastructure needed to support family child care mentors, coaches and consultants

An infrastructure is needed to allow family child care providers to access support from mentors, coaches and consultants and receive credit toward their career lattice, credentials, and training hours for Licensing and Parent Aware. A mechanism is needed to recognize individuals in these roles, and allow them to document their hours in a system. Supports are needed to help associations offer these services to members, and to support all mentors, coaches and consultants to provide quality services, and to facilitate payment or documented volunteer hours, as appropriate.

4) Business training and consultation

Increase investments in business training, consultation and related services to help providers build and strengthen their businesses and acquire key business skills, such as tax planning, money management, and other aspects of running a business.

5) Loans and Grants

Provide funding for forgivable loans, microloans, grants, and guarantees for family child care providers, including the potential for more expensive investments, such as home remodeling; in addition to evaluating existing public finance programs for potential policy/eligibility modifications which can better support family child care entrepreneurs.

6) TEACH and REETAIN

Provide better marketing and communication and more funding for TEACH scholarships and REETAIN bonuses.

7) Training and education pathways

Provide high school and higher education pathways to train and credential future family child care providers, and encourage qualified existing providers to stay in the field.

8) Shared services pilot

Build on existing pilot efforts to help family child care providers pilot shared services collaborations to test ways to create economies of scale through different combinations of shared services.

This may include innovation grants and also helping existing shared services pilot initiatives reach the next level.

9) Training for family child care service providers

Provide training for tax preparers, business advisors, financial advisors, commercial lenders, insurers, and others who serve child care providers, to better understand and serve the industry and to build the ecosystem of support.

Thank You!!