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**3CWI**

**WWW.3CWI.ORG**

**ST CROIX COUNTY**

# ABOUT US



The Child Care Coalition of Wisconsin (3CWI) is a nonprofit organization that was established in 2023 to address the child care industry crisis.

## OUR BOARD

**Elsa Duranceau**  
Executive Director



**Jennifer Whipps**  
Vice President



**Viacheslav Sikazan**  
Treasurer



**William Bialecki**  
Board Member



# ELSA DURANCEAU

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UW Madison Graduate  
US Air Force Veteran  
Nonprofit Professional  
Child Support Specialist  
WAI Grant Coordinator  
Founder, CEO of 3CWI



**Men exist for the sake of one another.**

**-Marcus Aurelius  
*Meditations (Book 1, 17)***







## **INDUSTRY ISSUES**

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Family  
Child Care Providers  
Employers  
The State

## **ST CROIX COUNTY**

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Data Overview

## **OUR APPROACH**

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Shared Services Calendar  
Future Possibilities



# FAMILIES



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## HIGH TUITION COSTS

The cost of child care services in Wisconsin ranges from 16% and 22% the median household income

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## SCARCE SLOT AVAILABILITY

Average 2 year waitlist for infant care

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## PARENTS EXITING THE WORKFORCE

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<https://dcf.wisconsin.gov/childcare/efforts> 9/2024



# CHILD CARE PROVIDERS



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## WORKFORCE SHORTAGE

Low wages  
Long work hours  
No benefits

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## NOT OPERATING AT CAPACITY

Short staff = closed classrooms

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## HIGH OPERATING COSTS

Inflation  
Increased cost of goods  
Child Care Counts

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## HIGH STRESS

Long work hours  
Looming loss of Child Care Counts  
No Benefits

# WAI CHILD CARE PROJECT

WAI was a workforce development project made available by the American Rescue Plan Act  
Coronavirus State and Local Fiscal Recovery Funds (ARPA)



## PHASE 1

IDENTIFY THE ISSUES

### WHY PEOPLE ARE QUITTING:

LOW WAGES

LONG WORK HOURS

COST OF CARE

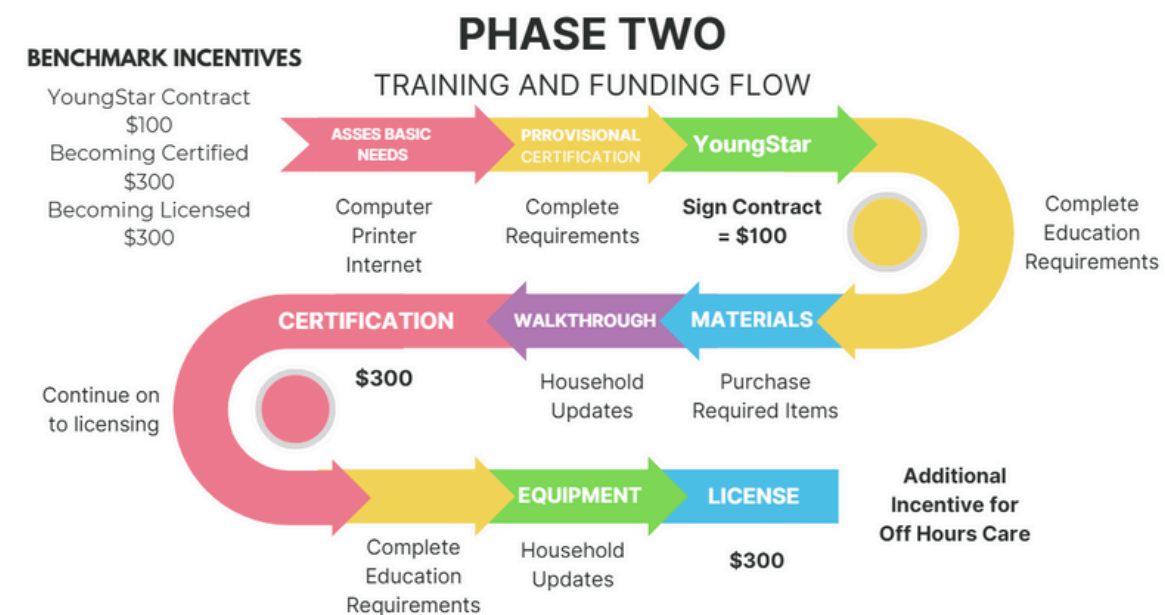
COVID

### WHY PEOPLE DON'T START

CAN OFFER UNREGULATED CARE

CONFUSING REGULATION PROCESS

START-UP COSTS



## PHASE 2

Develop  
Training Plan

# EMPLOYERS



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## WORKFORCE SHORTAGES

Leads to having to be creative with scheduling

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## REDUCED WORKFORCE PARTICIPATION

Decreased employee productivity and engagement

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## EMPLOYEE TURNOVER

Increased recruitment costs

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## LOSS OF REVENUE





# THE STATE



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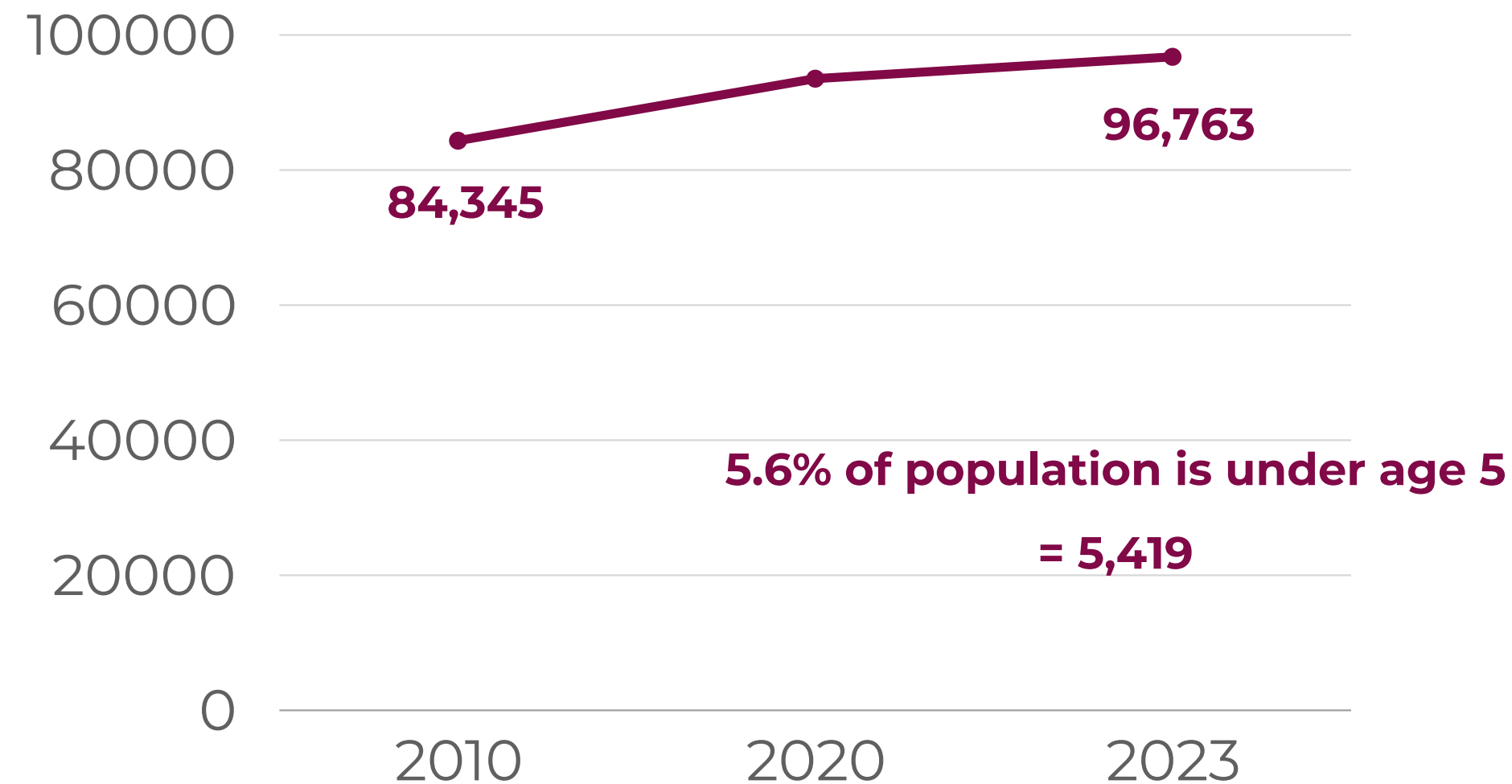
The child care crisis costs the state at least \$1.1 billion annually in lost economic productivity due to parents leaving the workforce or reducing work hours.

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<https://dcf.wisconsin.gov/childcare/efforts> 9/2024



# ST CROIX COUNTY



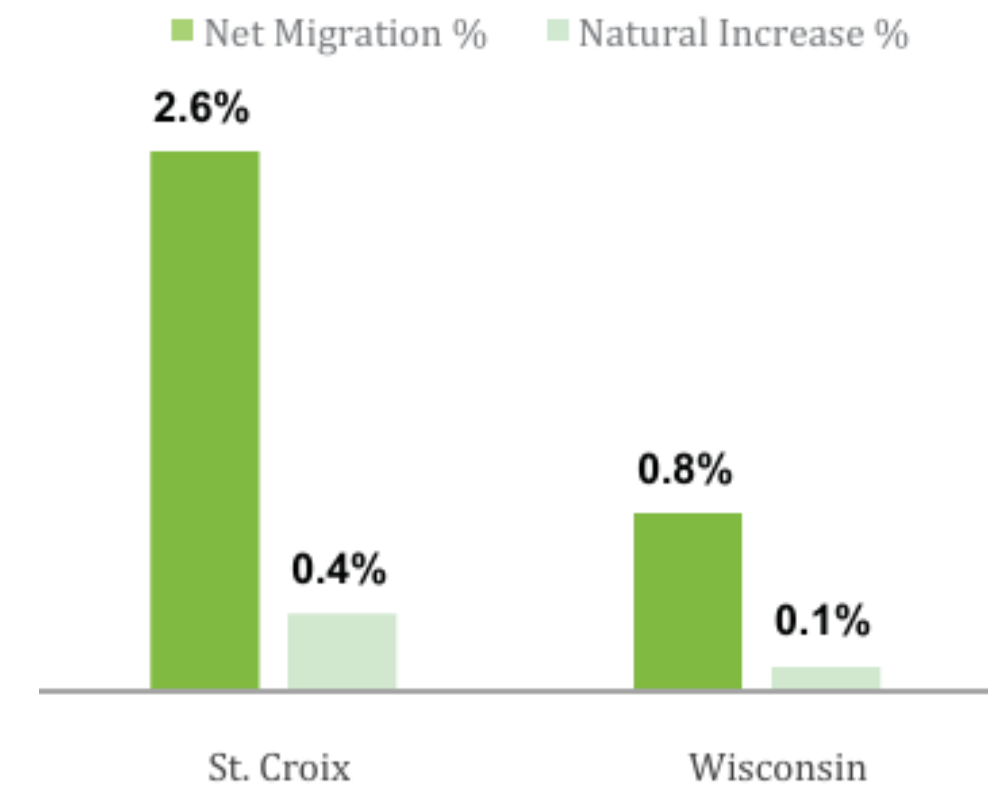
## POPULATION

[www.census.gov/quickfacts](https://www.census.gov/quickfacts)

Population estimates base, July, 2023

## POPULATION INCREASE

Graphic 4: Components of Population Change

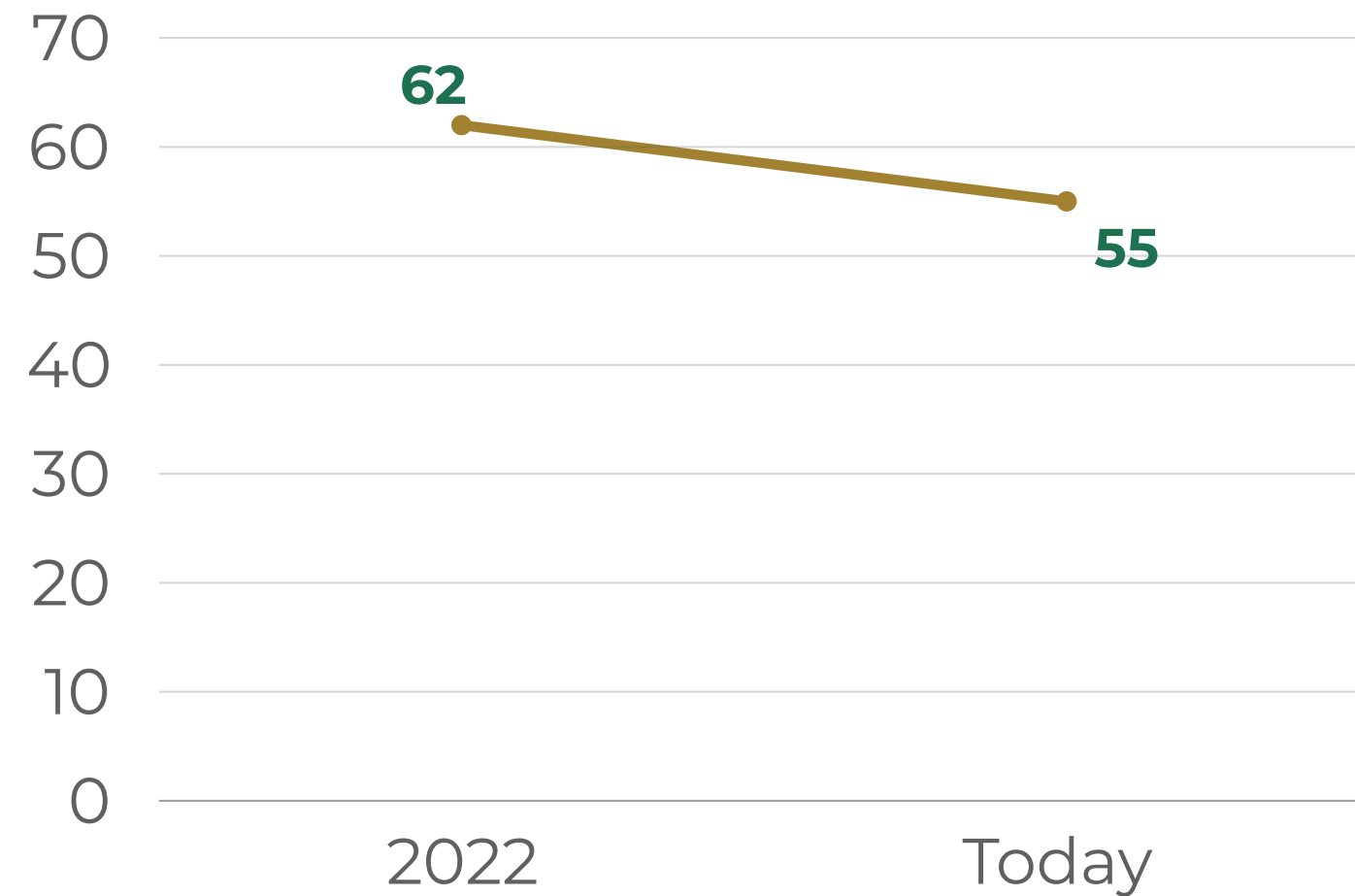


Source: Demographic Services Center, WI Dept. of Administration

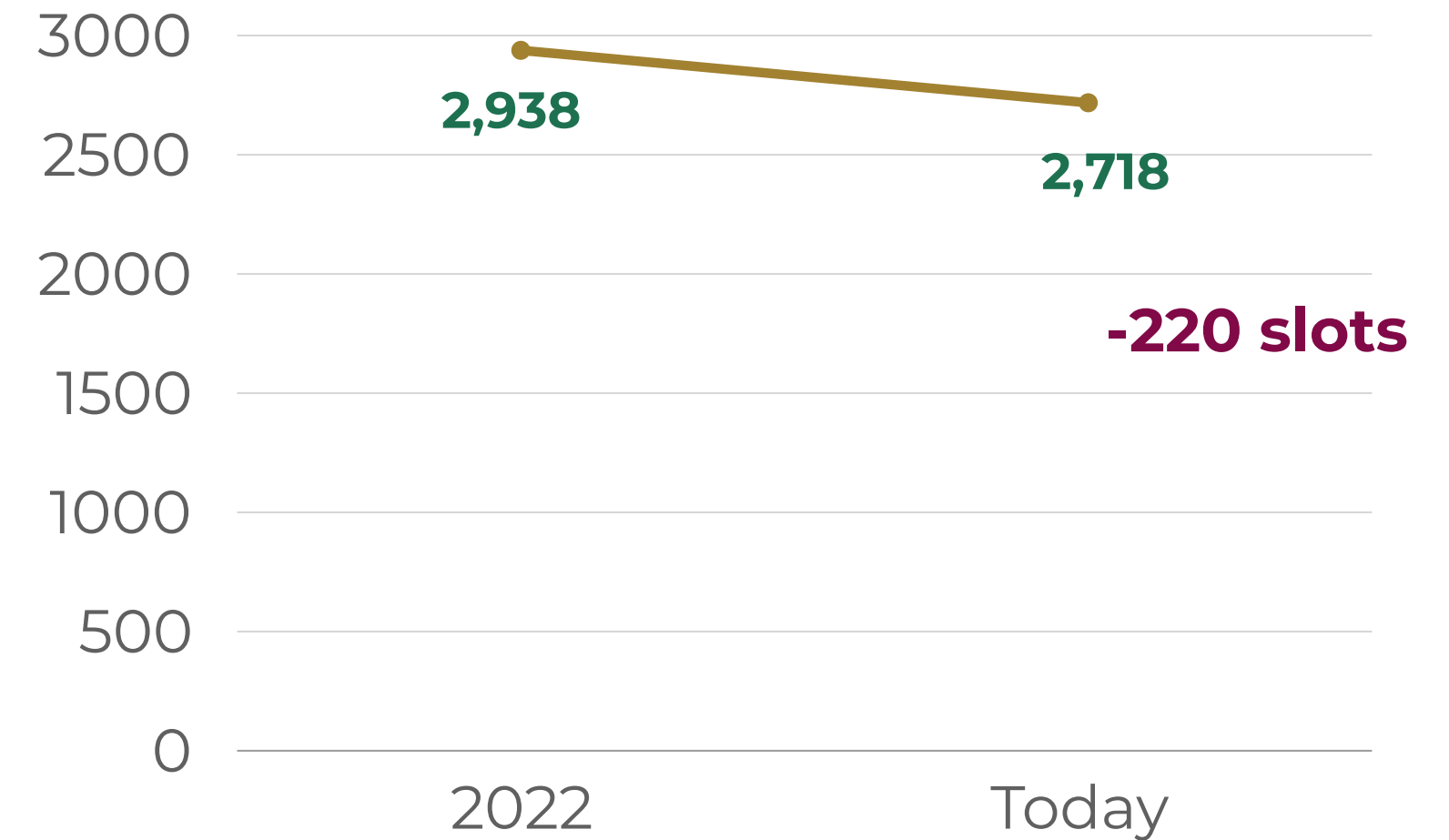
St. Croix County 2023 Workforce Profile

[www.jobcenterofwisconsin.com/wisconomy/wits\\_info/downloads/CP/st\\_croix\\_profile.pdf](https://www.jobcenterofwisconsin.com/wisconomy/wits_info/downloads/CP/st_croix_profile.pdf)

# ST CROIX COUNTY



**LICENSED PROVIDERS**



**CHILD CARE SLOTS**

**Estimated 5419 of total county population is under age 5**

[www.census.gov/quickfacts](http://www.census.gov/quickfacts)

Population estimates base, July, 2023





# ST CROIX COUNTY

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## LICENSED FAMILY HOME

PROVIDERS - 24

PROVIDERS w/ INFANT CARE - 23

PROVIDERS YOUNG STAR RATED - 7

YOUNG STAR RATED w/ INFANT CARE - 6

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## CERTIFIED FAMILY HOME

There are no certified child care providers in  
St Croix County

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## LICENSED GROUP CENTER

PROVIDERS - 31

PROVIDERS w/ INFANT CARE - 21

PROVIDERS YOUNG STAR RATED - 28

YOUNG STAR RATED w/ INFANT CARE - 20

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## YOUNG STAR RATED

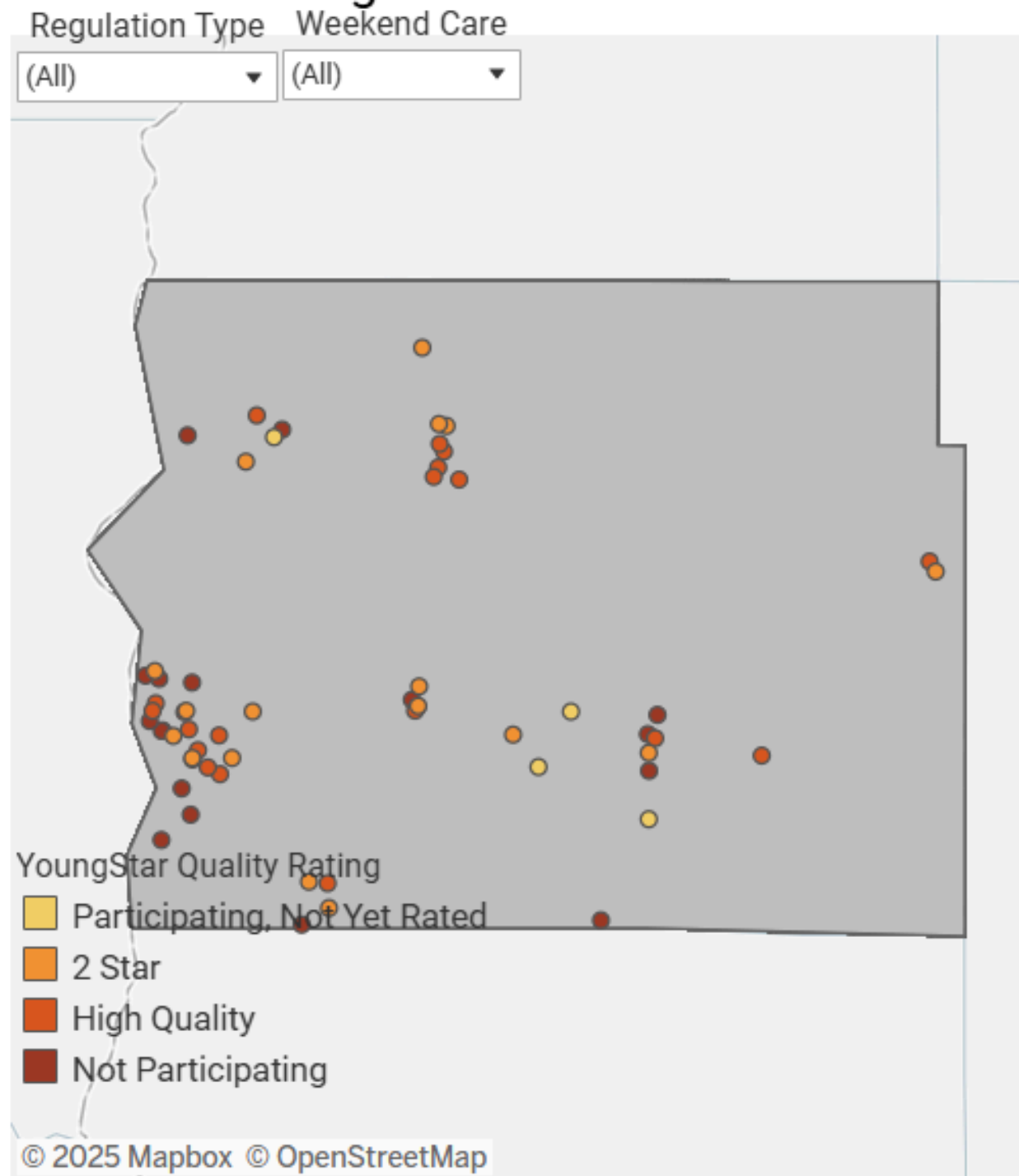
***Providers must be Young Star Rated in  
order to accept Wisconsin Shares***

## What does this mean?

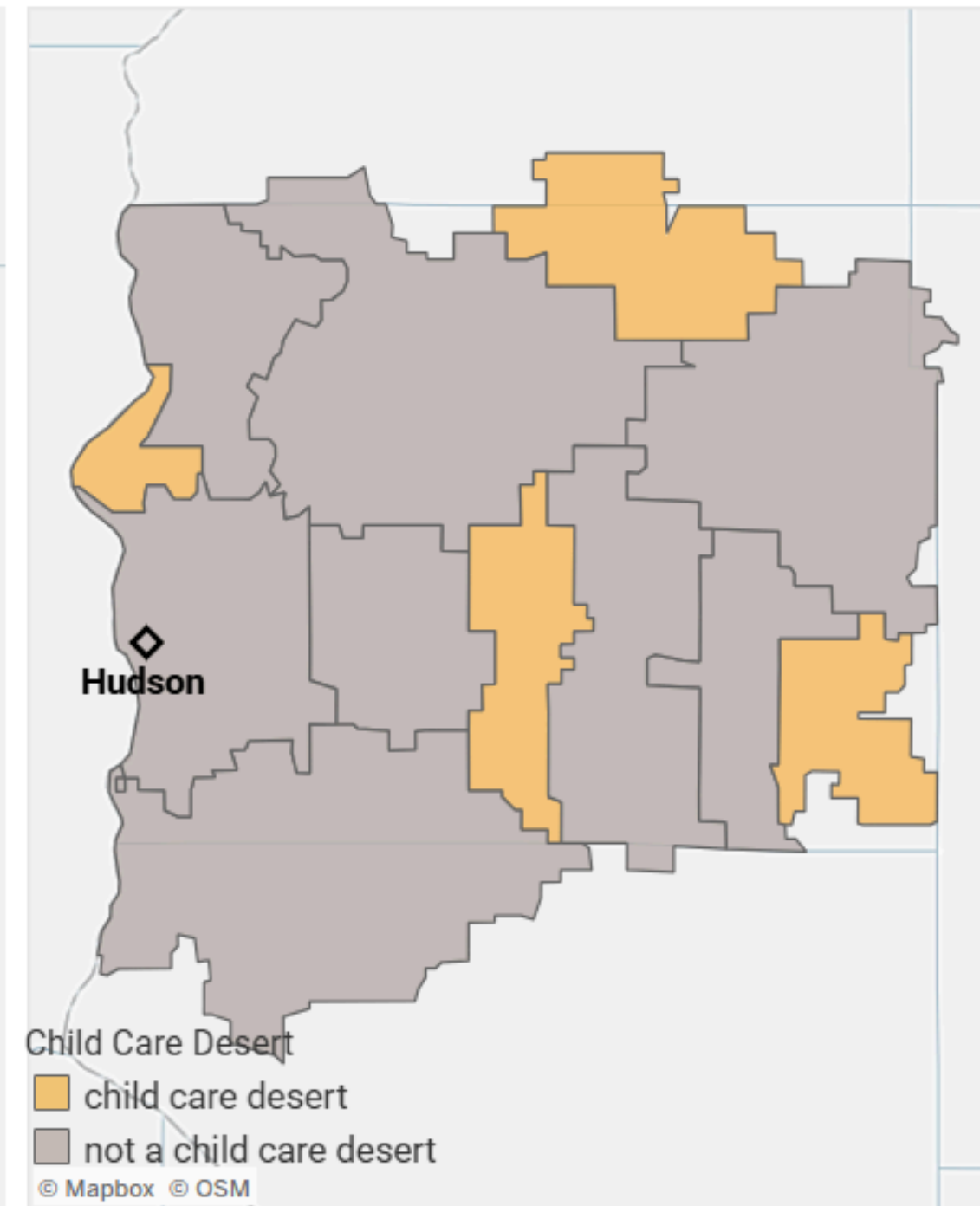


# ST CROIX COUNTY

## Location of Regulated Child Care



## Child Care Deserts



# OUR APPROACH

## MEMBERSHIP PLATFORM

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### Child Care Providers

Membership costs = Full participation  
3 year contract

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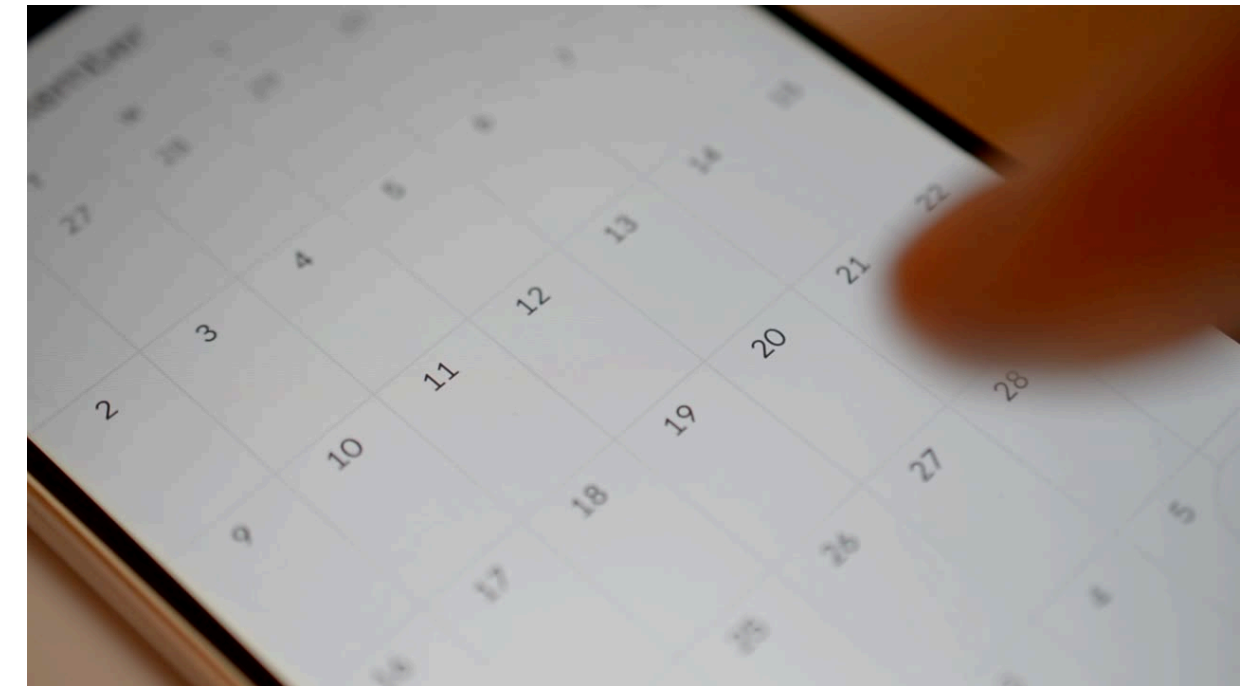
### Employers

Membership costs are determined by size of organization  
1 year memberships  
No contracts

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## MEMBERSHIP BENEFITS

Access to our SHARED SERVICES CALENDAR



## SHARED SERVICES CALENDAR





# BENEFITS



- Lower costs for families
  - Increased slot availability and choice of provider
  - Parents would have the choice of returning to or remaining in the workforce
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- Higher wages
  - Ability to hire more staff
  - Increased staffing could lead to operating at capacity
  - Less stress knowing that overhead costs are met
  - Increased competition in labor market
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- Employee retention and attraction
  - Increased workforce participation
  - Lower employee turnover
  - Increased employee productivity and engagement
  - Increased revenue
  - Family Friendly Workplace
  - Low risk
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# THE FUTURE

## AU PAIR NETWORK

Currently, there is no organization in Wisconsin that coordinates and au pair network (live-in nanny)

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## REGULATION STATION

An app for both desktop and phones that will help those seeking regulation keep track of their progress, timeline reminders, and education requirements

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## FRAMEWORK FOR INTER-INDUSTRY EXPANSION

Elder care industry

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# WHAT CAN YOU DO NOW?

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SUPPORT CHILD CARE COUNTS

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TALK WITH YOUR EMPLOYEES  
ABOUT THEIR CHILD CARE  
NEEDS

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SUPPORT YOUR LOCAL CCR&R

INVEST IN 3CWI

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GIVE US FEEDBACK

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SHARE YOUR STORIES





# THANK YOU

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FOR COMING



[WWW.3CWI.ORG](http://WWW.3CWI.ORG)



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*Meditations (Book 1, 17)*