



# Mississippi County Community Team Data

# Meeting #2

## Community Data Overview

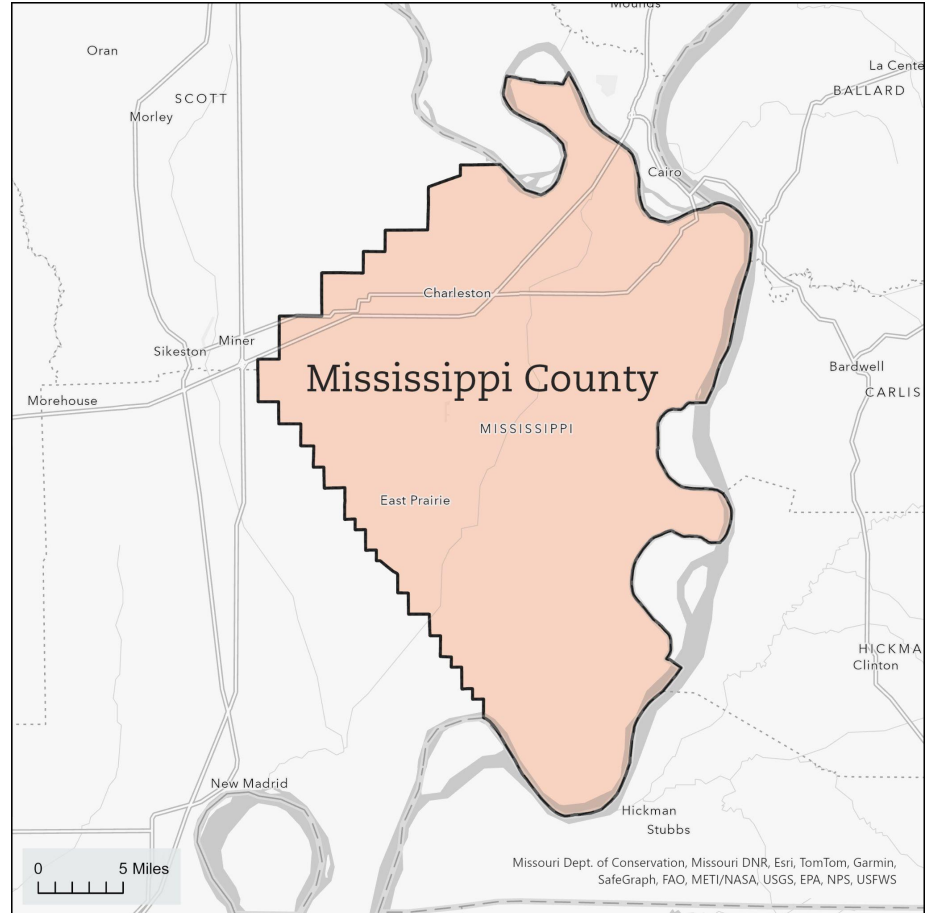
July 23, 2024

# Agenda

1. Welcome
2. Data overview
3. Survey insights
4. Fiscal mapping & Cost modeling
5. Discussion
6. Next steps

# Study Area

## Mississippi County



# Phase I: Research & Community Engagement

- Community needs assessment - IFF
  - Supply and demand analysis
- Stakeholder survey
- Fiscal mapping and cost modeling

# Data Overview

# Data Sources

- Provider information
  - Child Care Aware list of providers
  - Local contacts for HS/EHS slots
  - Missouri DSS Block Grant Child Care Monthly Management Report for State Subsidy data
- Family need and workforce characteristics
  - American Community Survey 5-year estimates
  - Esri demographic estimates
  - Bureau of Labor Statistics Longitudinal Employer-Household Dynamics (LEHD)

# Key Findings

- There are only three providers, and all three are center-based, so choices for care are very limited.
- The study area has very low capacity for Infant/Toddler slots, with only 25 slots available for nearly 300 kids.
- Head Start is meeting the capacity needs of the community, but no Early Head Start slots are available.
- Only 2% of the children who are eligible for the state subsidy program are successfully accessing it.
- From 2017 to 2022, the number of kids ages 0-5 has decreased by 13% and the number of kids with all parents working is way down, dropping 42%.



# Supply: ECE Provider Data

- Licensed (and regulated, license-exempt) capacity
- Estimated capacity for age groups 0-2 years, 3-5 years, and Pre-K
- Facility type
- Program(s) and Accreditations

# Provider Information

NUMBER OF HOME-BASED PROVIDERS	NUMBER OF CENTER-BASED PROVIDERS	NUMBER OF GROUP HOME PROVIDERS	NUMBER OF ACCREDITED PROVIDERS
0	4	0	0

This table does not include Pre-K programs

# Provider Capacity

	NUMBER OF SLOTS, TOTAL	NUMBER OF HEAD START/EARLY HEAD START SLOTS	NUMBER OF STATE SUBSIDY SLOTS	NUMBER OF ACCREDITED SLOTS
INFANT & TODDLER (BIRTH-2 YEARS)	35	0	4	0
PRESCHOOL (3-5 YEARS)	349	119	4	0

Preschool (age 3-5 years) includes Pre-K programs

# Demand: Family Need Data

- Total number of children 0-5, with Pre-K, 0-2, and 3-5 age groups broken out
- Estimated number of children qualifying for state subsidized care
- Estimated number of children qualifying for Early Head Start and Head Start programming
- Demand for care is based on 70% of total kids

# Family Need

	NUMBER OF KIDS WHO NEED CARE	NUMBER OF KIDS IN POVERTY ELIGIBLE FOR HEAD START/EARLY HEAD START	NUMBER OF KIDS ELIGIBLE FOR STATE SUBSIDY
INFANT & TODDLER (BIRTH-2 YEARS)	291	113	180
PRESCHOOL (3-5 YEARS)	298	111	180

This table is based on the assumption that 70% of kids need care

# Gap in Total Slots

	NUMBER OF SLOTS, TOTAL	NUMBER OF KIDS WHO NEED CARE	GAP IN SLOTS, TOTAL	PERCENT SERVED
INFANT & TODDLER (BIRTH-2 YEARS)	35	291	-256	12%
PRESCHOOL (3-5 YEARS)	349	298	51	117%
PRE-K (4-5 YEARS)	156	102	54	152%

This table is based on the assumption that 70% of kids need care  
Pre-K (4-5 years) slots and kids are a subset of Preschool (3-5 years) slots and kids

# Gap in Head Start & Early Head Start Slots

	NUMBER OF HS/EHS SLOTS	NUMBER OF KIDS ELIGIBLE FOR HS/EHS	GAP IN HS/EHS SLOTS	PERCENT SERVED
INFANT & TODDLER (BIRTH-2 YEARS)	0	113	-113	0%
PRESCHOOL (3-5 YEARS)	119	111	8	107%

This table is based on the assumption that 70% of kids need care

# Gap in State Subsidy Slots

	NUMBER OF STATE SUBSIDY SLOTS	NUMBER OF KIDS ELIGIBLE FOR STATE SUBSIDY	GAP IN STATE SUBSIDY SLOTS	PERCENT SERVED
INFANT & TODDLER (BIRTH-2 YEARS)	4	180	-176	2%
PRESCHOOL (3-5 YEARS)	4	180	-176	2%

This table is based on the assumption that 70% of kids need care



# Family Characteristics Data and Trends

- Household income
- Households with all parents working
- Total children aged 0-5
- How have these characteristics changed over time?

Data source: US Census Bureau, American Community Survey 5-year estimates

# Household Characteristics

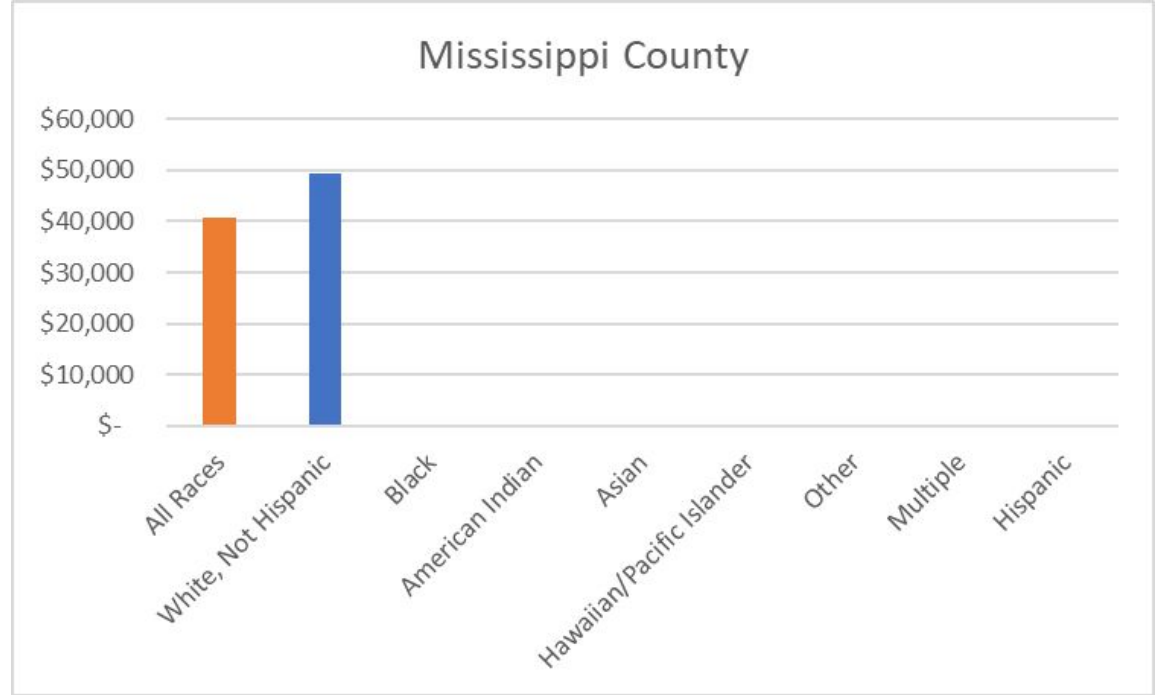
Median Household Income			Population 0-5			Children 0-5 with All Parents Working		
2017 <small>(IN 2022 DOLLARS)</small>	2022	% Change	2017	2022	% Change	2017	2022	% Change
\$38,578	\$40,833	6%	789	685	-13%	593	346	-42%

# Median Household Income, 2022

## by Race or Ethnicity

Differences in MHI are an important consideration when planning for affordable ECE.

While incomes for most Race/Ethnicity groups are too small to report with confidence, the reported data shows that **incomes for unreported households are lower than for “White, Not Hispanic” households.** (i.e., value reported for “All Races” is lower than for “White, Not Hispanic”).



Some values are not reported due to insufficient sample size or high margins of error.

# County Characteristics

## by Race or Ethnicity

Total Population			Population White, Not Hispanic			Population Other than “White, Not Hispanic”		
2017	2022	% Change	2017	2022	% Change	2017	2022	% Change
13,916	12,305	-12%	9,986	8,672	-13%	3,930	3,633	-8%

# Study Area Workers

Live and work in Mississippi County	1,599	34.9%
Live in Mississippi County and work in Scott County	976	21.3%
Live in Mississippi County and work in New Madrid County	511	11.1%
Live in Mississippi County and work in Cape Girardeau County	333	7.3%
Work in Mississippi County and live in Scott County	322	11.2%
Work in Mississippi County and live in New Madrid County	129	4.5%

# Top Employers

Name	Employee Count
Southeast Correctional Center	420
Freight Logistics & Transportation	300
Charleston R 1 School District	177
East Prairie R-2 School District	175
Missouri Corrections Department	163
Edwards Transportation Company	100
Delta Growers Association	86
Boomland Conoco-Phillips	80
Charleston Manor	75
Gentiva	70

Source: Data Axle Esri Business Analyst

# Survey Insights

# Research Scope

This report focuses on qualitative community survey research of parents and employers based or working in Mississippi County.

## Parents of children ages 5 and under (N=43 surveyed):

- Need for, current use of, and interest in early childhood education and care services;
- Awareness of assistance programs
- Preferences for child care type and location
- current challenges with accessing care
- Hopes for their children around ECE opportunities.

## Employers (N=3 in Mississippi County, 58\*):

- Employee child care related issues and needs that impact them and their workforce
- Their potential interest in supporting ECE services

## ECE Directors and Owners (n=54)

- KidsWin/IFF Surveys September-November 2023, covering providers from Adair, Buchanan, Cole, Greene, Howell, and Jasper Counties.

*IFF-led Survey Dates: April 16 - June 22, 2024*

*\*Extended employer look includes: Jackson, Clay, Wyandotte, Marion, Ralls, Cape Girardeau, Phelps, and Dent Counties*



# Key Takeaways

1

Access is elusive.

Getting a seat is difficult. **The biggest barriers in Mississippi County are long waitlists, convenient locations, and available hours.**

2

Access: inseparable from quality.

We often think of waiting lists and affordability as caused by limited supply: parents make it clear that we should understand these challenges as the by product of limited supply *of quality seats.*

3

Enrolling has many costs.


**Landing a seat - success - comes with many costs:** the supply gap is not just about those who are left out. It is also about the burdens of those who 'get in.'

Who are  
the  
Parents?

# Demographics of Respondents

Income Level	% of respondents
\$20,000 or less	15%
\$20,001 to \$40,000	15%
\$40,001 to \$60,000	12%
\$60,001 to \$80,000	23%
\$80,001 to \$100,000	20%
\$100,001 to \$150,000	15%
\$150,000 to \$200,000	0%
\$200,001 to \$250,000	0%
\$250,001 or more	0%


*Survey median is well above the County Median of \$41k*



# Demographics of Respondents

Race/Ethnicity	% of respondents
American Indian and Alaska Native	2%
Asian	0%
Black or African American	24%
Hispanic or Latino	4%
Multiracial or Biracial	8%
Native Hawaiian and Other Pacific Islander	0%
White	62%

*Largely in-line with county demographics.*



# The Parent's Experience

# Top challenges: waiting lists and affordability.

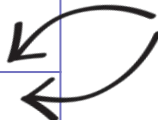
Statement for reaction:	% who disagree or disagree strongly
It is easy to find a provider <b>who does not have a waiting list</b> for enrollment	63%
It is easy to find a provider who is <b>conveniently located</b> for my family	59%
It is easy to find a provider whose <b>availability fits my schedule</b>	51%
It is easy to find a provider <b>who is affordable</b>	48%
It is easy to find the <b>right provider for my child(ren)'s needs</b>	44%

*IFF/KidsWin Parent Survey: Please select the response (Strongly disagree to Strongly agree) that best matches your experience with finding a child care or early learning provider for your child(ren) ages 5 and under.*

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It is easy to find a provider whose <b>availability fits my schedule</b>	51%
It is easy to find a provider <b>who is affordable</b>	48%
It is easy to find the <b>right provider for my child(ren)'s needs</b>	44%

*Much higher than other Missouri communities.*



*IFF/KidsWin Parent Survey: Please select the response (Strongly disagree to Strongly agree) that best matches your experience with finding a child care or early learning provider for your child(ren) ages 5 and under.*

# Parents make tradeoffs and are skeptical of quality.

There is not enough affordable childcare. The affordable child care has waiting lists that are too long and unrealistic and even the unaffordable childcare is full.

- **Mississippi County Parent**

The biggest sacrifice would be having to place children in a day [care] with no curriculum, no base for learning. Unfortunately, [in-home] bare necessity child care providers are the reality for most in Mississippi County and even then they are expensive and almost unaffordable.

- **Mississippi County Parent**

There is one provider in town that is a safe environment. There are a few people who do it at their homes but I prefer a state approved place. Where people are [CPR] certified and trained.

- **Mississippi County Parent**



# Signing up... then waiting.

**% of parents on waitlists  
prior to enrolling**

**52%**

“Age 3 and still on it.”

“6 months”

“10 months”

“Still on wait lists but  
currently in an in home  
daycare.”

*IFF/KidsWin Parent Survey: Please share more about how long each of your children were on a wait list, and their age(s) while on the wait list(s).*

# Navigating the current system has many hidden costs.

Which of the following have you or another adult member of your household done in order to accommodate child care availability?

Changed work schedule without changing employers	<b>23%</b>
Switched jobs	<b>21%</b>
Reduced working hours	<b>9%</b>
Left the workforce to stay home with children	<b>9%</b>
Started to work-from-home	<b>5%</b>
Moved to a new home	<b>2%</b>
Left the workforce to pursue education and gain child care flexibility	<b>2%</b>

*None of the Above? 23%*

*IFF/KidsWin Parent Survey: Thinking about the changes you may have made in order to accommodate child care availability, which of the following have you or another adult member of your household done for this reason? Please choose as many as apply.*

# What do these sacrifices sound like?

“  
My child goes and stays with his grandma in Illinois over night to be able to have a place to stay while we are working. This takes time away from me being able to be with my child.

- **Mississippi County Parent**

“  
Not being able to work during the week due to childcare and the hours my middle son has to be [picked up] up or dropped off at home. I have had to turn down jobs as well as drop out of school due to childcare.

- **Mississippi County Parent**

# The Employer's Experience

# Childcare is a recognized challenge, and most organizations feel some impact.

How much does your employees' access to child care affect your business?	
<b>Greatly</b> - employees' access to child care causes major challenges for my business	67%
<b>Significantly</b> - employees' access to child care causes moderate challenges for my business	33%
<b>Slightly</b> - employees' access to child care causes minor challenges for my business	0%
<b>Not at all</b> - employees' access to child care does not cause challenges for my business	0%

*2 out of the 3 experience moderate or major challenges*

*IFF/KidsWin Employer Survey: To the best of your knowledge, how much does your employees' access to child care affect your business? Impacts to consider include: challenges in hiring or retaining employees, scheduling difficulties, operating below full capacity, disruptions to your operations, etc.*

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<b>Not at all</b> - employees' access to child care does not cause challenges for my business	0%

21%

32%

40%

7%

*Across Missouri*



*IFF/KidsWin Employer Survey: To the best of your knowledge, how much does your employees' access to child care affect your business? Impacts to consider include: challenges in hiring or retaining employees, scheduling difficulties, operating below full capacity, disruptions to your operations, etc.*

# What are the specific impacts of childcare and how many businesses feel them?

Which of the following events, if any, has your company experienced during the past year, due to employees' access to child care?	
Employees taking time off to fill child care gaps	<b>100%</b>
Employees trading shifts with co-workers, or otherwise temporarily changing their work hours / availability	<b>100%</b>
Candidates declining employment offers	<b>67%</b>
Employees permanently changing their work hours / availability	<b>33%</b>
Employees terminating their employment	<b>33%</b>
None of the above	<b>0%</b>

*IFF/KidsWin Employer Survey: Which of the following events, if any, has your company experienced during the past year, due to employees' access to child care?*

# What are the specific impacts of childcare and how many businesses feel them?

Across  
Missouri.

Which of the following events, if any, has your company experienced during the past year, due to employees' access to child care?		
Employees taking time off to fill child care gaps	100%	68%
Employees trading shifts with co-workers, or otherwise temporarily changing their work hours / availability	100%	51%
Candidates declining employment offers	67%	36%
Employees permanently changing their work hours / availability	33%	31%
Employees terminating their employment	33%	36%
None of the above	0%	8%

IFF/KidsWin Employer Survey: Which of the following events, if any, has your company experienced during the past year, due to employees' access to child care?



# The Provider's Experience

# Waitlists are prevalent, yet providers often operate under licensed capacity.

**80%** of surveyed providers report having a waiting list of children, echoing parents' experiences, yet **48%** of licensed providers report operating below licensed capacity.

Which of the following best describes how your actual enrollment compares with the licensed capacity of your child care or early learning location(s)?

Enrollment is very close or exactly matched (within 5%) to licensed capacity	44%
Enrollment is slightly (up to 10%) lower than licensed capacity	6%
Enrollment is somewhat (10-20%) lower than licensed capacity	19%
Enrollment is much (20% or more) lower than licensed capacity	22%
Don't Know / Not Sure	8%

*IFF/KidsWin Provider Survey: Which of the following best describes how your actual enrollment compares with the licensed capacity of your child care or early learning location(s)?*

*IFF/KidsWin Provider Survey: Do you currently have a waiting list of children whom you cannot currently accommodate in your child care or early learning location(s)?*

# 96% of providers report one or more major challenges to hiring.

Which of the following have you experienced with hiring and retaining staff during the last year in your child care or early learning location(s)? Please choose as many as apply.

Cannot afford to offer a wage that will attract applicants	<b>66%</b>
Not enough applicants for open positions	<b>51%</b>
Staff leaving to take positions elsewhere	<b>45%</b>
Applicants do not have the needed work experience	<b>45%</b>
Applicants lack needed training	<b>34%</b>
None of the above	<b>4%</b>

*IFF/KidsWin Provider Survey: Which of the following have you experienced with hiring and retaining staff during the last year in your child care or early learning location(s)? Please choose as many as apply.*

# Key Takeaways

1

Access is elusive.

Getting a seat is difficult. **The biggest barriers in Mississippi County are long waitlists, convenient locations, and available hours.**

2

Access: inseparable from quality.

We often think of waiting lists and affordability as caused by limited supply: parents make it clear that we should understand these challenges as the by product of limited supply *of quality seats.*

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Enrolling has many costs.

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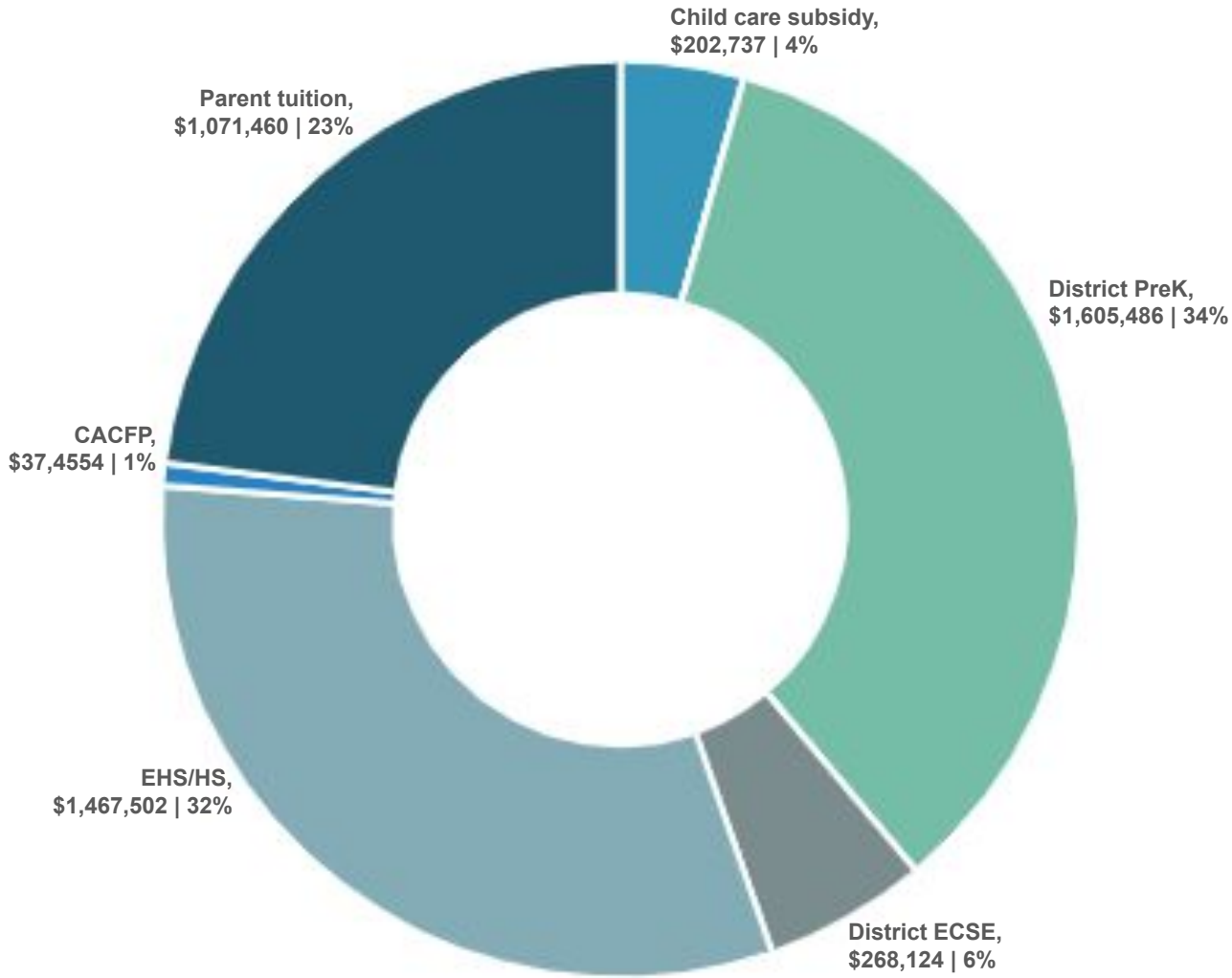
Fiscal  
Mapping  
&  
Cost  
Modeling

# Fiscal Mapping

## Data Sources

- Office of Childhood: Child Care Subsidy Monthly Management Reports
- Department of Health and Senior Services
- Missouri Market Rate Survey
- Candid: Philanthropy Database
- Missouri Department of Elementary and Secondary Education
- Schools
  - Charleston School District
  - East Prairie School District

# ECE Funding 2023



# Fiscal Mapping

- Total funding: \$4,652,754
- Fairly well-balanced funding stream
- Opportunity to engage philanthropic community
  - General philanthropy vs ECE-specific (\$368,860 vs \$0) - 2023
- Average cost of parent tuition (center based, using Market Rate Survey data, n=1):
  - \$5,460/year for infants & toddlers
  - \$5,200/year for preschool



# Cost Modeling

- Created baseline scenarios to represent the current system - Home-based program (unregulated), Non-profit program, Private program
- Baseline models were built using both Missouri Market Rate Survey (MRS), local provider data, and default data for Missouri when local values were not available
- No benefits, professional development included (based on MRS and local provider responses) - Director: \$40,000, Lead Teacher: \$28,080 (\$13.50/hr), Assistant Teacher: \$25,875 (\$12.75/hr)
- 
- Tuition rates were based on MRS -
  - \$105/week - IT
  - \$100/week - PS
- Local tuition rates are low in comparison to other parts of the state

# Cost Modeling

- Models impacted by:
  - compensation and staffing levels
  - preschool to infant/toddler ratios
  - size of the program
  - tuition rates
  - % of subsidized care
  - Enrollment
  - uncollected revenue

# Cost Modeling

Higher Level Models can be built with the following benchmark adjustments:

- Higher salaries
- Health insurance
- PTO
- Additional administrative/classroom support staffing

**Q:**

Are these the right benchmarks? What should a more ideal scenario include?  
What is the size of the program? What is the ideal age mix?

# Cost Modeling

## Nonprofit Program Baseline Model

56 children total  
16 IT  
40 Preschool

\*Does not include health insurance, PTO, or other benefits or additional administrative support

\*Assumes 85% enrollment efficiency & 2% uncollected revenue

\*Assumes 63% of children receive child care subsidy

\*Assumes \$200,000 in grant revenue

### Net Revenue

Net Revenue	-\$100,841
Net Revenue as a Percent of Total	-19%

### Cost Per Child

Cost Per Child 0-2	\$15,338
Cost Per Child 3-5	\$9,875
Staffed Capacity	56
<b>TOTAL TEACHING STAFF</b>	<b>9.6</b>

# Cost Modeling

## Nonprofit Program “PLUS” Model

56 children total  
16 IT  
40 Preschool

\*\$6000 health, 3 weeks PTO,  
\$1000/teacher PD

\*Assumes 85% enrollment efficiency &  
2% uncollected revenue

\*Assumes 63% of children receive child  
care subsidy

\*Assumes \$500,000 in grant/fundraising

### Net Revenue

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Net Revenue	\$9,407
Net Revenue as a Percent of Total	1%

### Cost Per Child

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Cost Per Child 0-2 yrs	\$20,634
Cost Per Child 3-5 yrs	\$12,427
Staffed Capacity	56
<b>TOTAL TEACHING STAFF</b>	<b>9.6</b>

# Cost Modeling

## Private Center Program Baseline Model

56 children total  
16 IT  
40 Preschool

\*Does not include health insurance, PTO, or other benefits or additional administrative support

\*Assumes 85% enrollment efficiency & 2% uncollected revenue

\*Assumes 63% of children receive child care subsidy

### Net Revenue

Net Revenue	-\$300,841
Net Revenue as a Percent of Total	-89%

### Cost Per Child

Cost Per Child 0-2	\$15,338
Cost Per Child 3-5	\$9,875
Staffed Capacity	56
<b>TOTAL TEACHING STAFF</b>	<b>9.6</b>

# Cost Modeling

## Private Center Program “PLUS” Model

56 children total  
16 IT  
40 Preschool

\*\$6000 health, 3 weeks PTO,  
\$1000/teacher PD

\*Assumes 85% enrollment efficiency &  
2% uncollected revenue

\*Assumes 63% of children receive child  
care subsidy

### Net Revenue

Net Revenue	-\$490,593
Net Revenue as a Percent of Total	-146%

### Cost Per Child

Cost Per Child 0-2 yrs	\$20,634
Cost Per Child 3-5 yrs	\$12,427
Staffed Capacity	56
<b>TOTAL TEACHING STAFF</b>	<b>9.6</b>

# Cost Modeling

## Home-based Program Baseline Model (unregulated)

12 children total  
7 IT  
5 Preschool

\*Does not include health insurance, PTO, or other benefits or additional administrative support

\*Assumes 85% enrollment efficiency & 2% uncollected revenue

\*Assumes 0% of children receive child care subsidy

### Net Revenue

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Net Revenue	\$45,385
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Net Revenue as a Percent of Total	65%
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### Cost Per Child

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Cost per child average	\$2,009
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# Cost Modeling

## Home-based Program Baseline “PLUS” Model (unregulated)

12 children total  
7 IT  
5 Preschool

\*\$55,000 salary for director/owner

\*\$15/hr plus \$6000 health for assistant,  
\$1000/teacher PD

\*Assumes 1500 sq ft home (80% space used for care)

\*Assumes 85% enrollment efficiency &  
2% uncollected revenue

\*Assumes 0% of children receive child care subsidy

### Net Revenue

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Net Revenue	-\$77,721
Net Revenue as a Percent of Total	-145%

### Cost Per Child

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Cost per child average	\$10,935
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# Meeting #3

## Strategy Work Session

September 18, 2024

# Agenda

Review key findings

Priorities

Root Causes

Strategy Brainstorm

Next Steps

# Key Findings

- There are only three providers, and all three are center-based, so choices for care are very limited.
- The study area has very low capacity for Infant/Toddler slots, with only 25 slots available for nearly 300 kids.
- Head Start is meeting the capacity needs of the community, but no Early Head Start slots are available.
- Only 2% of the children who are eligible for the state subsidy program are successfully accessing it.
- From 2017 to 2022, the number of kids ages 0-5 has decreased by 13% and the number of kids with all parents working is way down, dropping 42%.

# Gap in Total Slots

	NUMBER OF SLOTS, TOTAL	NUMBER OF KIDS WHO NEED CARE	GAP IN SLOTS, TOTAL	PERCENT SERVED
INFANT & TODDLER (BIRTH-2 YEARS)	35	291	-256	12%
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PRE-K (4-5 YEARS)	156	102	54	152%

This table is based on the assumption that 70% of kids need care  
Pre-K (4-5 years) slots and kids are a subset of Preschool (3-5 years) slots and kids

# Priorities

**Increase access to high-quality, affordable, and accessible infant-toddler care.**

**Support, strengthen, and build the child care workforce.**

**Engage business, civic, and philanthropic communities to achieve all current and future priorities.**

# Root Causes

## Infant/toddler care

THEME: **Availability:** Limited, to no, licensed in-home providers and centers with IT care are available in Charleston and surrounding area. If it were to be available, **affordability** is of great concern.

\*Infant care is expensive to provide. The group sizes are smaller, the ratios are higher...all leading to increased cost.

# Root Causes

## **Workforce attraction and retention -**

**THEME: Systems improvement/funding structures:** State regulations/requirements for providers, especially in-home, serve as a challenge to operation (i.e., lengthy state subsidy reimbursement, exhaustive requirements and regulations for in-home providers seeking approval).

**THEME: Systems capacity:** There is a lack of job opportunities overall, particularly in Charleston.



# Root Causes

## **Business, civic, philanthropic communities**

**THEME: Limited visibility:** Parents and guardians of those requiring child care have carried the burden of the challenges of Mississippi County's early childhood system. There has not been involvement of the business, civic, and philanthropic communities; however, the opportunity to foster such relationships does exist.

# Strategy Brainstorming

What do you think could be done to move the needle?

New ideas? Things have worked in the past? THings you are curious about?

What's being tried in other parts of the state and country?

What's  
next?