

CITY OF LA CROSSE CHILD CARE SURVEY DATA



January 2023

**SURVEY DATA CONSIST
OF INFORMATION FROM:**

11 Group Child Care Centers

13 Family Child Care Providers

(8 licensed family, 5 certified family)

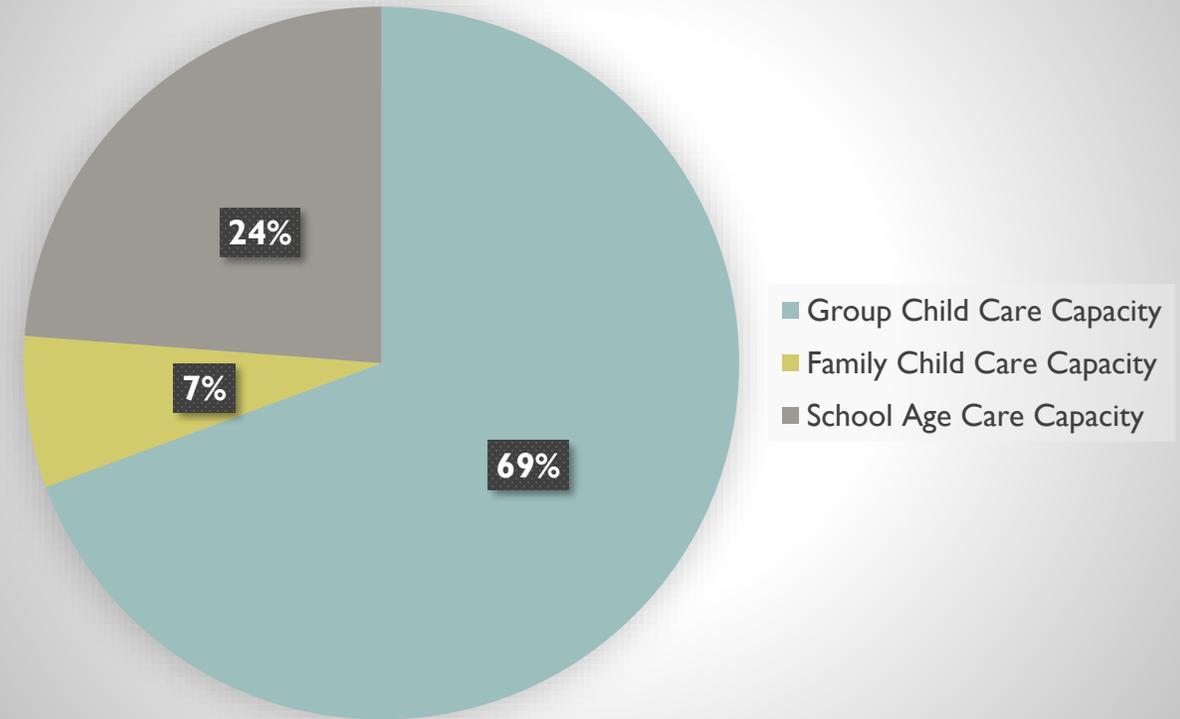
7 School Age Sites



OF THE PROGRAMS SURVEYED:

TOTAL CHILD CARE
SLOTS IN THE CITY OF LA
CROSSE

Current Child Care Capacity

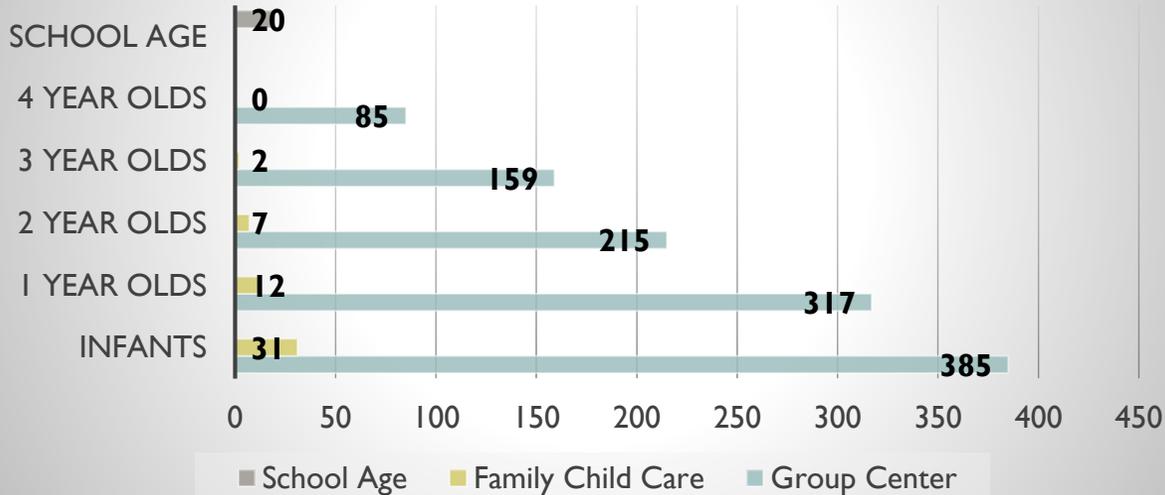


Group Child Care Center Capacity: **948 total slots**
Family Child Care Provider Capacity: **94 total slots**
School Age Site Capacity: **325 total slots**

Total slots: 1,367

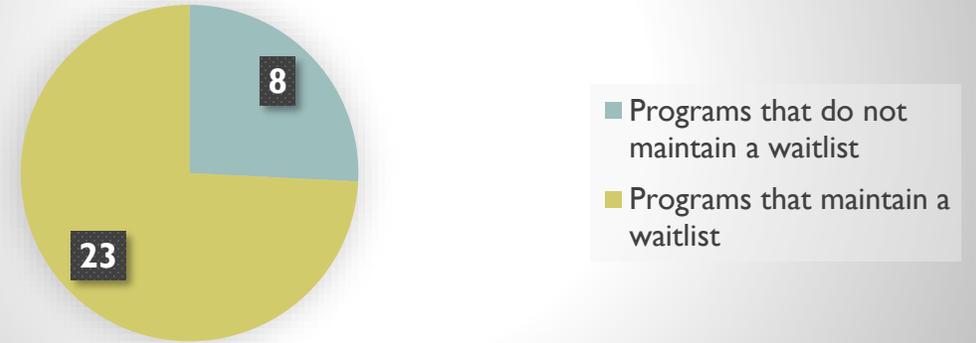
WAITLIST INFORMATION

Number of Children on Child Care Waitlists



Total of 1,233 children on waitlist

Number of Programs that Maintain a Waitlist



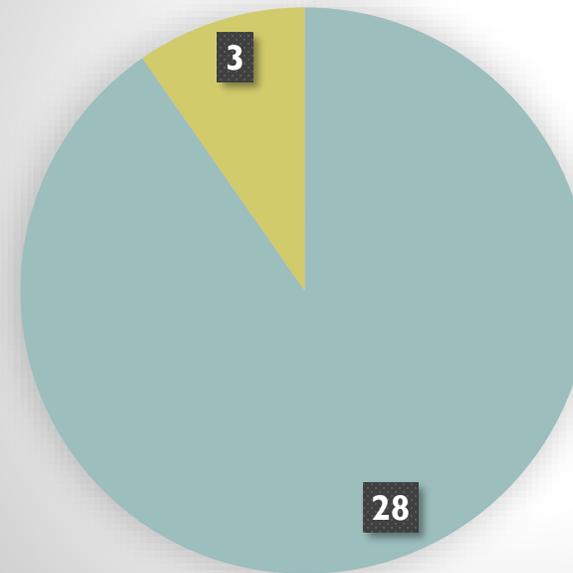
- 10/11 (91%) of Group Child Care Centers maintain a waitlist
- 6/13 (46%) Family Child Care providers maintain a waitlist
- 7/7 (100%) School Age Sites maintain a waitlist

WISCONSIN SHARES (CHILD CARE SUBSIDY)

107 Children are receiving
WI Shares

11/11 Group Child Care Centers Accept WI Shares
10/13 Family Child Care Providers Accept WI Shares
7/7 School Age Sites Accept WI Shares

Programs Willing to Accept WI Shares Payments



■ Programs willing to accept WI Shares
■ Programs not willing to accept WI Shares

**ADDITIONAL CHILD
ENROLLMENT
INFORMATION FROM
PROVIDERS**

“All of the empty enrollment is due to staffing challenges”

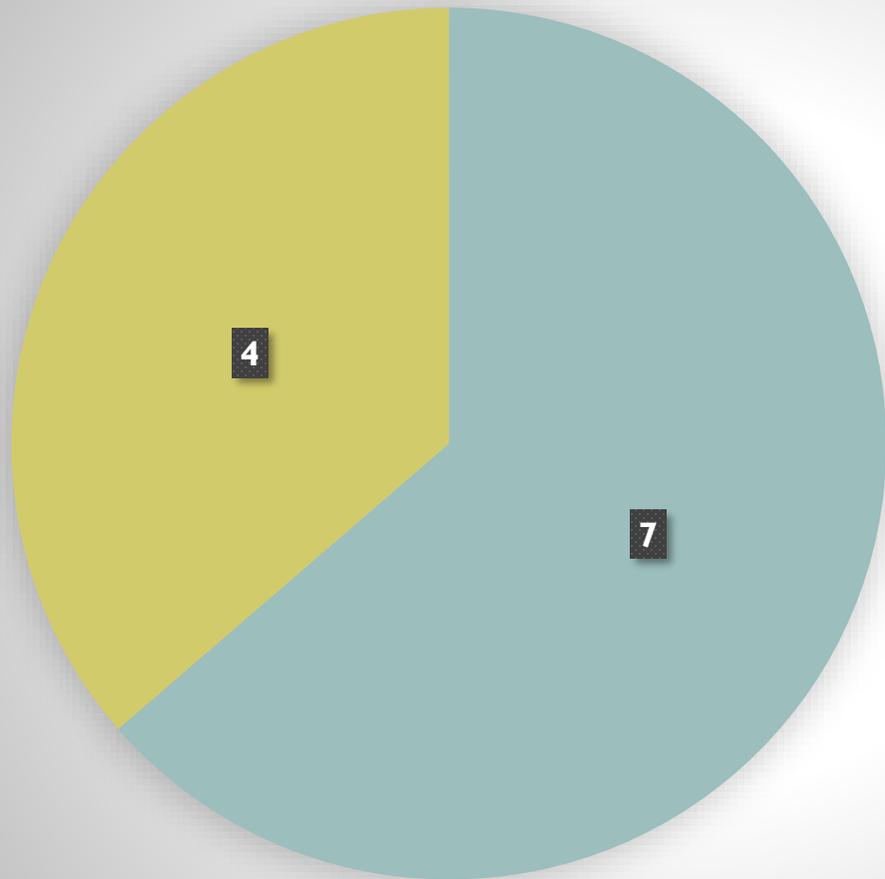
“It is not hard to find children when an opening occurs”

“It is difficult to bring in new families because families grow and siblings take priority on waitlist”

“The need for infant care is so high, I do not usually get inquiries for children over 2 years old”

“We would enroll more and actively recruit child enrollment if we were more confident in staffing. Our license capacities could easily be increased if we had staff consistently”

STAFFING CHALLENGES



- Centers Operating at Reduced Capacity due to staffing challenges
- Centers Operating at Full Capacity

Number of group child care centers operating at a reduced capacity due to unfilled staff positions: 7

Number of school age sites operating at a reduced capacity due to unfilled staff positions: 4

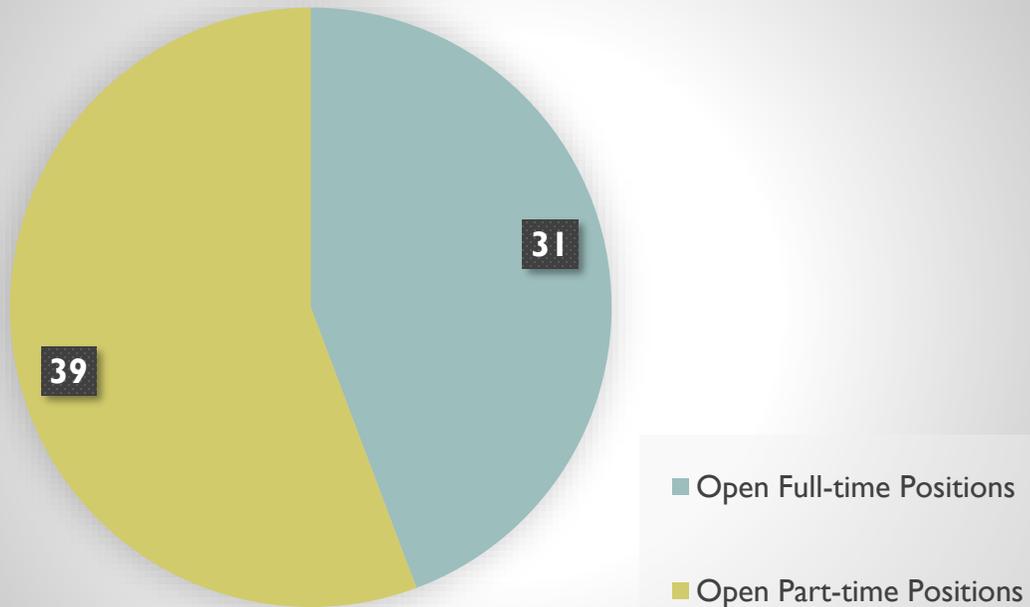
Number of classrooms closed due to unfilled staff positions: 4 (68 slots)

Number of classrooms operating at a reduced capacity due to unfilled staff positions: 21 (122 slots)

Number of open slots in school age programs due to unfilled staff positions: 10

Total of 200 slots available

UNFILLED TEACHER POSITIONS



Number of full-time teacher positions open: 31

- Group Child Care Centers: 31
- School Age Programs: 0

Number of part-time teacher positions open: 39

- Group Child Care Centers: 4
- School Age Programs: 35

STAFF TURNOVER

Total number of group child care center staff turnover in 2022:

111 staff

Average per center: **10.09**

A total of **4 (36%)** group child care centers had a change in director

TEACHER SALARIES



Average starting pay for teacher qualified positions:

Group Child Care Centers: \$15.14/hr
 Lowest \$13/hr, Highest \$38,000/annually
 5/11 (45%) are under \$15/hr

School Age Programs: \$13.25
 Lowest \$12.75/hr, Highest \$13.75
 7/7 (100%) are under \$15/hr

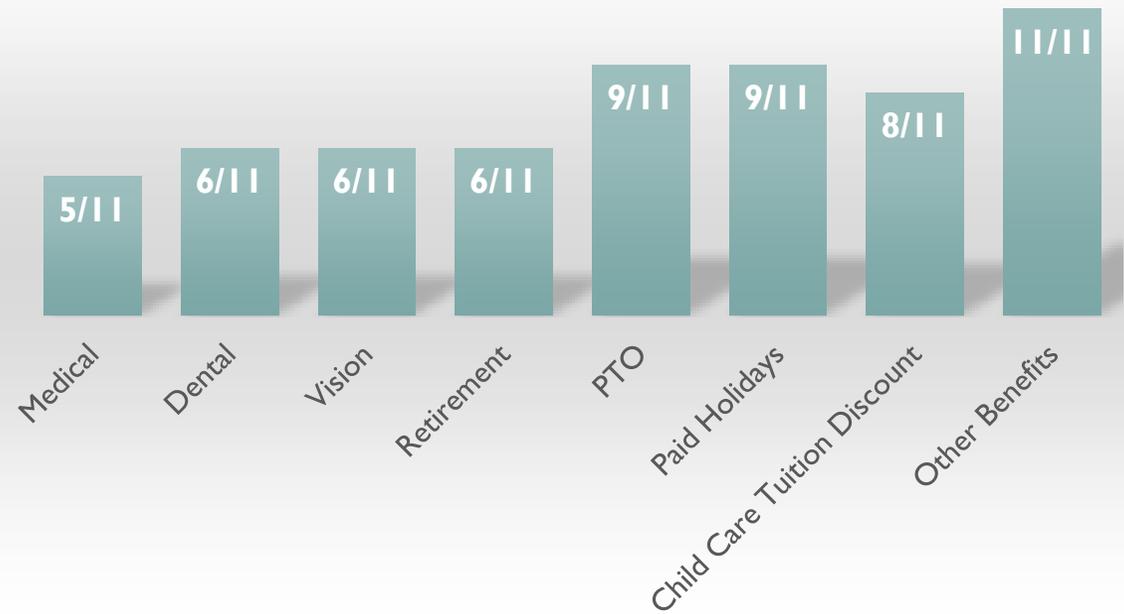
Average starting pay for assistant teacher qualified positions:

Group Child Care Centers: \$12.68/hr
 Lowest \$9/hr, Highest \$15/hr

School Age Programs \$13.25
 Lowest \$12.75/hr, Highest \$13.75

BENEFITS

Benefits Offered in Group Child Care Centers



Other benefits include:

life insurance, disability, professional development, tuition reimbursement, paid planning time, hospital/accident insurance, parental leave, free lunch (meals) while at the center, free uniforms, coffee bar, pet insurance, free gym membership

FAMILY CHILD CARE RETENTION

Number of Years in Regulation

38 years

35 years

34 years

32 years

26 years

16 years

13 years

7 years

7 years

6 years

5 years

1 month

Average number of years family child care providers have been operating within regulation:

18.25 years

Highest: 38 years, Lowest: 1 month

Family child care providers plan on staying open for:

- 1-2 years – 1 provider
- 2-5 years – 5 providers
- 5-10 years – 4 providers
- More than 10 years – 3 providers

Most common reason for closing in the near future is retirement

**ADDITIONAL STAFFING
INFORMATION FROM
GROUP CHILD CARE
CENTERS AND SCHOOL
AGE SITES**

“Staffing is difficult, it is difficult to get people in the door, are needing to hire un-qualified people that are needing to become qualified.”

“Without child care counts and other grants the center would not be open right now. Had to end school age care due to being short staffed”

“COVID relief money has helped to raise wages \$4/hr and also provide monthly bonus. Would not be open without the COVID relief money, worried for when Child Care Counts money is gone.”

“Our staff are primarily college students. In order to retain them in this area and in this field of work through the summer and college breaks we need to pay higher. At times they leave working for us over breaks even though they love the work to make more money at other jobs. A consistent workforce year round would really help to have consistent enrollment.”

CURRENT (2021) CHILD CARE WEEKLY RATES VS. TRUE COST OF CARE

Ages:	0-12 months	1 year	2 years	3 years	4 & 5 years	6+ years
Licensed Group Center	\$216.53	\$216.53	\$189.05	\$189.05	\$180.17	\$169.47
Licensed Family	\$166.88	\$166.88	\$153.44	\$153.44	\$151.67	\$146.05
Certified Family	\$172.50	\$172.50	\$165.21	\$165.21	\$162.50	\$156.82
True cost of care:	\$450	\$450	\$350	\$275	\$250	\$225

BARRIERS TO CHILD CARE SUCCESS

When asked, child care providers shared the following as barriers to child care success:

- Recruiting and retaining quality staff
 - Biggest reasons include wages and access to benefits
- Lack of available funding and supports
- The perception of early childhood educators (not being seen as a career)
- Initial trainings (which are required) can be expensive
- Cost of food, bills, utilities (especially due to the rising costs with inflation)
- Child care tuition not covering the true cost of care
- Not enough information on earning potential and understanding business practices – specially for family child care
- Head start and publically funded 4K
- Start-up costs

POSSIBLE CHILD CARE SOLUTIONS:

When asked, child care providers shared the following possible solutions:

- More funding available
 - Support from the private sector
 - Support from local government
- Investments from private businesses (partnerships with current child care providers)
- Focus on appreciation of child care providers
- Make trainings easier and more affordable
- Access to affordable benefits
- Available discounts for child care providers at local business's (same as public school teachers)
- Mentoring programs for new teachers/providers