



# Why Does Early Childhood Development Matter to Business?

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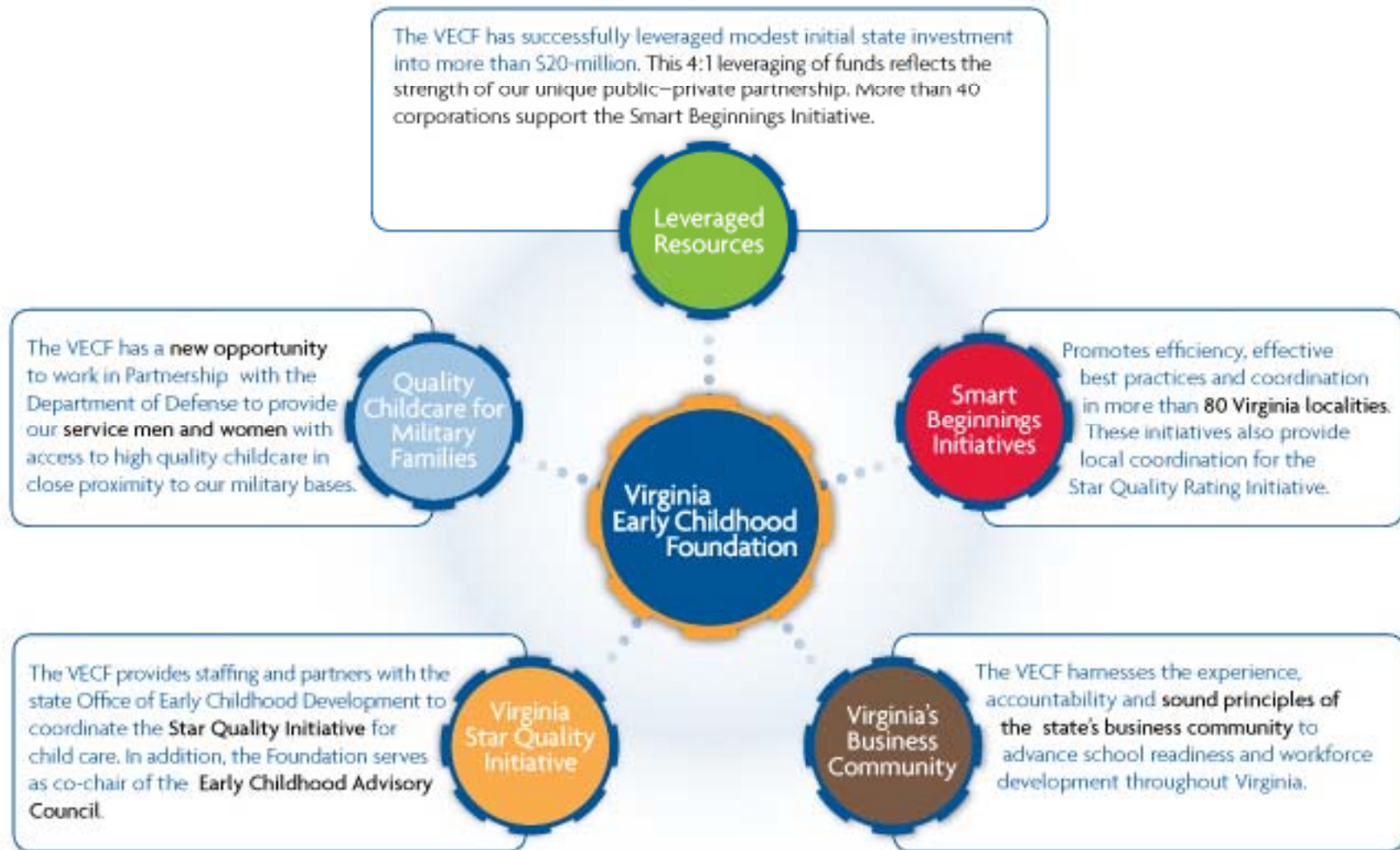


## Virginia Early Childhood Foundation

- The Virginia Early Childhood Foundation was founded in 2005 as a public-private partnership with Virginia's Office of Early Childhood Development.
- Our function is to support efforts throughout the Commonwealth that improve the quality and capacity of early childhood activities.
- Our Vision: Every child in Virginia enters kindergarten healthy and ready to succeed in school and in life



# The Core of Virginia's Early Childhood Efforts





## What is Virginia Business for Smart Beginnings?

- Virginia Business for Smart Beginnings is an advocacy group of business leaders working to increase the capacity and quality of early childhood activities.
- Virginia Business for Smart Beginnings was established by the Virginia Early Childhood Foundation.
- Funding for Virginia Business for Smart Beginnings comes from the Partnership for America's Economic Success and The Pew Charitable Trust.



## Virginia Business for Smart Beginnings will focus on:

- Engaging Virginia’s business community in influencing early childhood policy issues to the Virginia General Assembly and in their local communities.
- Encouraging Virginia businesses to play an active role in either local or state early childhood activities.



## The Importance of Workforce Development

- In globally competitive workplace, children must enter preschool prepared and ready to learn and succeed
- In a few short years, China will have the most people fluent in the English language
- 25% of India's population with the highest IQ is greater than the total population of the U.S.
- India graduates more honor students than the U.S. has kids
- In the U.S., we are losing up to half of our potential workers because they don't graduate from high school



## The Importance of Workforce Development

- A well-educated, qualified workforce is the backbone of a thriving economy and an affluent community
- We can't afford not to address early childhood development
- High quality preschool advances workforce, giving a good foundation in early social, academic skills



## Early Learning is a Business Concern...

- Strong schools are a business issue
- As business leaders, we understand the value of long-term investments
- Business leaders can help promote school readiness and success



## Early Learning is a Business Concern— especially here in Virginia

- We must **EDUCATE, GRADUATE, TRAIN** every potential child born in Virginia to ensure the workforce needed in Virginia to attract companies
- When companies look to locate to Virginia, they look for **ENERGY, TRANSPORTATION, A WELL EDUCATED AND AMPLE LABOR POOL, AND QUALITY OF LIFE FOR THEIR EMPLOYEES.**



## Supporting Today's Workforce

- High-quality early care and education allows parents to go to work confident their children are in safe, nurturing environments
- Good early childhood programs:
  - reduce employee absenteeism
  - increase productivity
  - encourage recruitment, retention



# Early Childhood Development and National Security

- The Pentagon is reporting that 75 percent of all young adults ages 17 - 24 in America are unable to join the military. Why?
  - **Criminality: One in ten** American youth cannot join because they have at least one prior conviction for a felony or serious misdemeanor
  - **Inadequate Education:** Approximately **one out of four** young Americans lacks a high school diploma, and many who do graduate lack the academic skills necessary for the military.
  - **Weight problems: 27 percent** of young Americans are too overweight to join the military.

**Conclusion: Early education is an investment in national security**



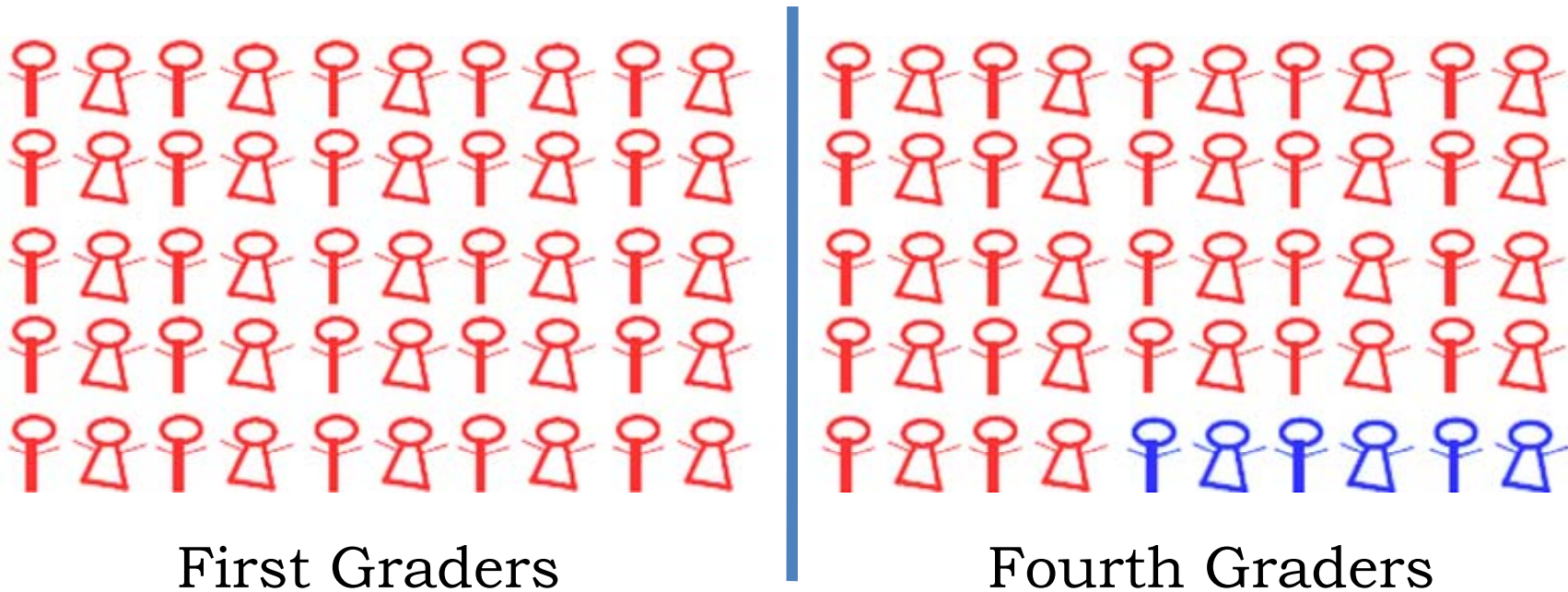
RESEARCH SHOWS: QUALITY EARLY  
LEARNING IS A PROVEN INVESTMENT  
IN SCHOOL SUCCESS

1. In Virginia 15% of children arrive at kindergarten not ready (up to 1 in 3 in some communities)  
(Virginia Department of Education)



## The Early Years Matter

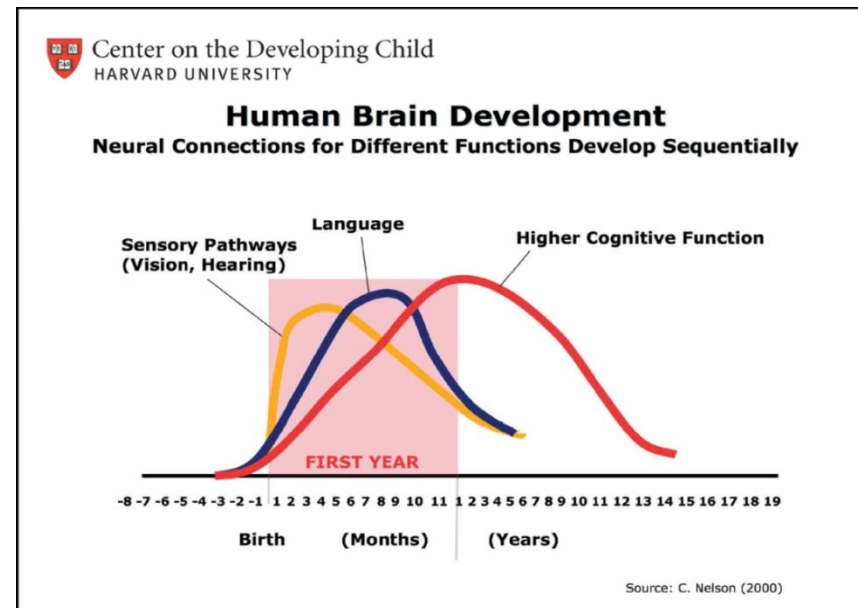
Of 50 children who have trouble reading in first grade, 44 will still have trouble in fourth grade



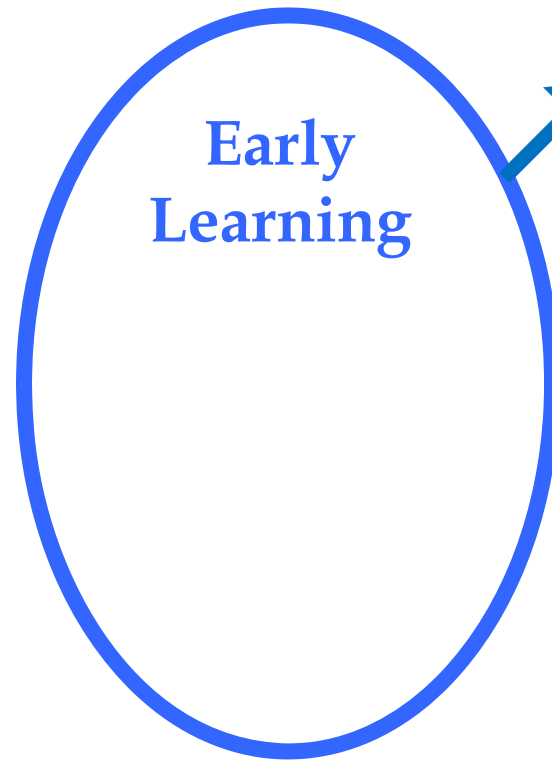
*Source: Partnership for America's Economic Success*

## The Good News: The Earlier We Make Investments, The Greater The Return

- Research shows early experiences shape brain development, lay the foundation for all future learning, behavior, success
- Rate of return for an investment in high-quality early learning programs is substantially higher than return for job training programs later in life

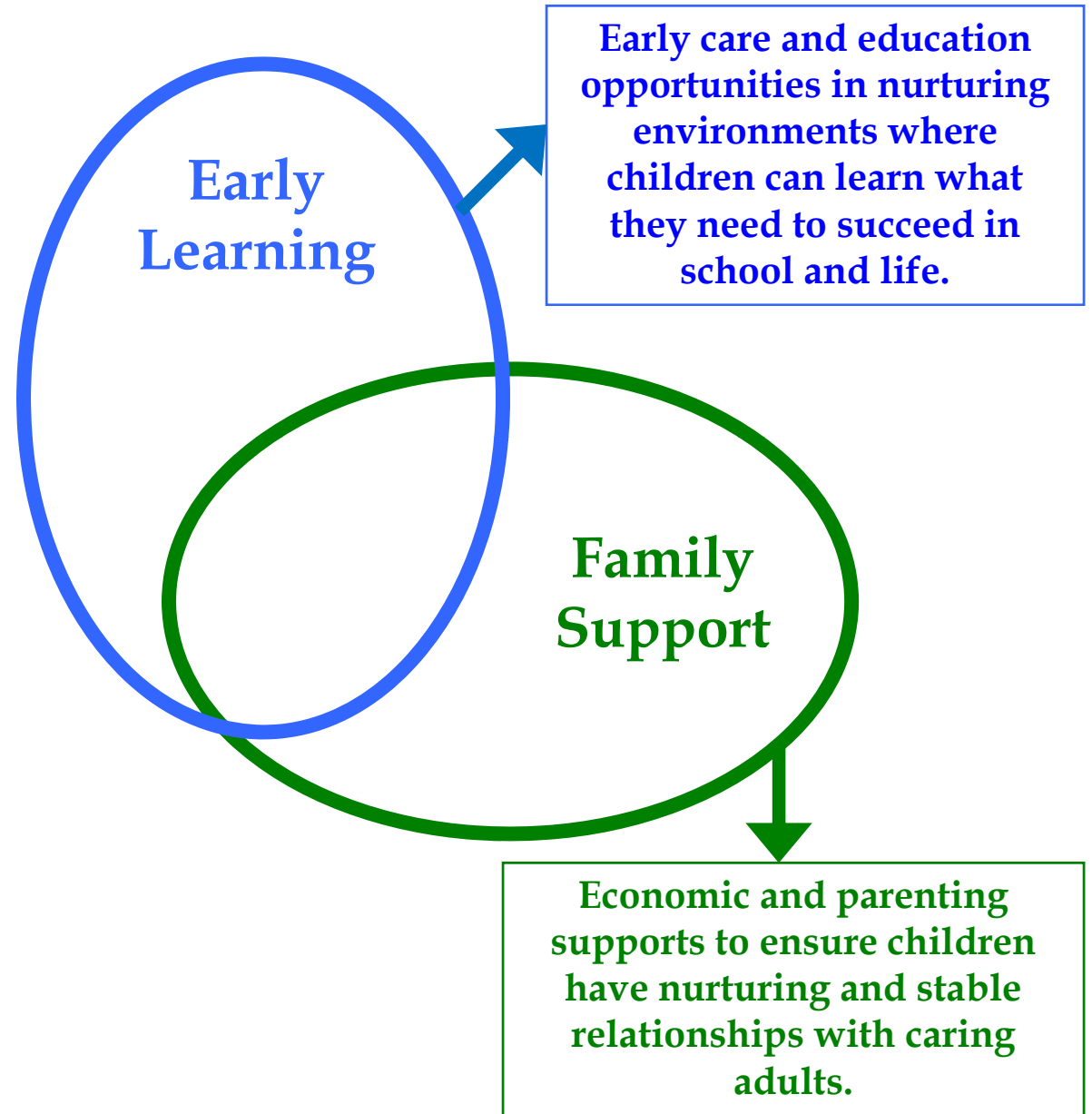


# Early Childhood Development System

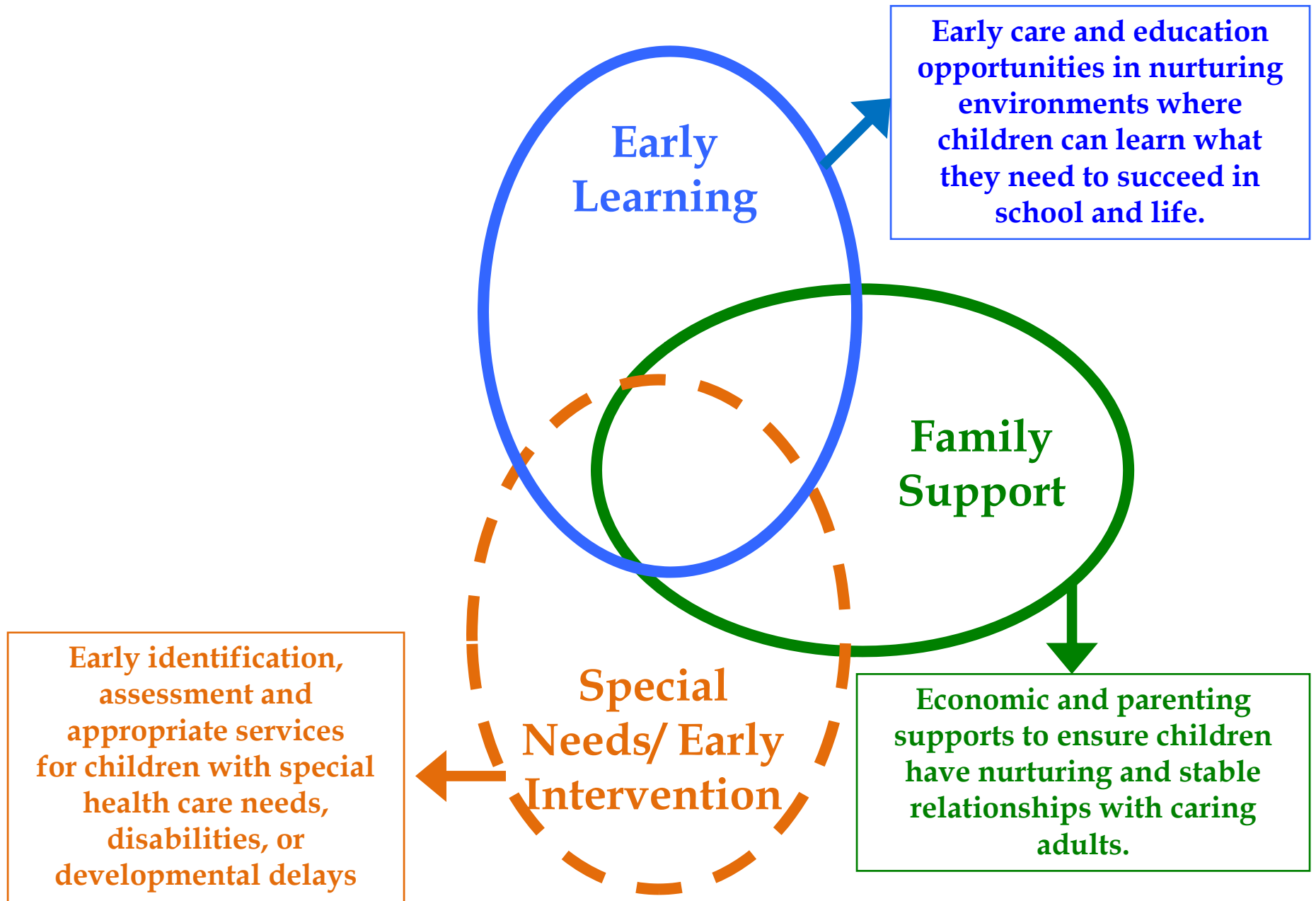


Early care and education opportunities in nurturing environments where children can learn what they need to succeed in school and life.

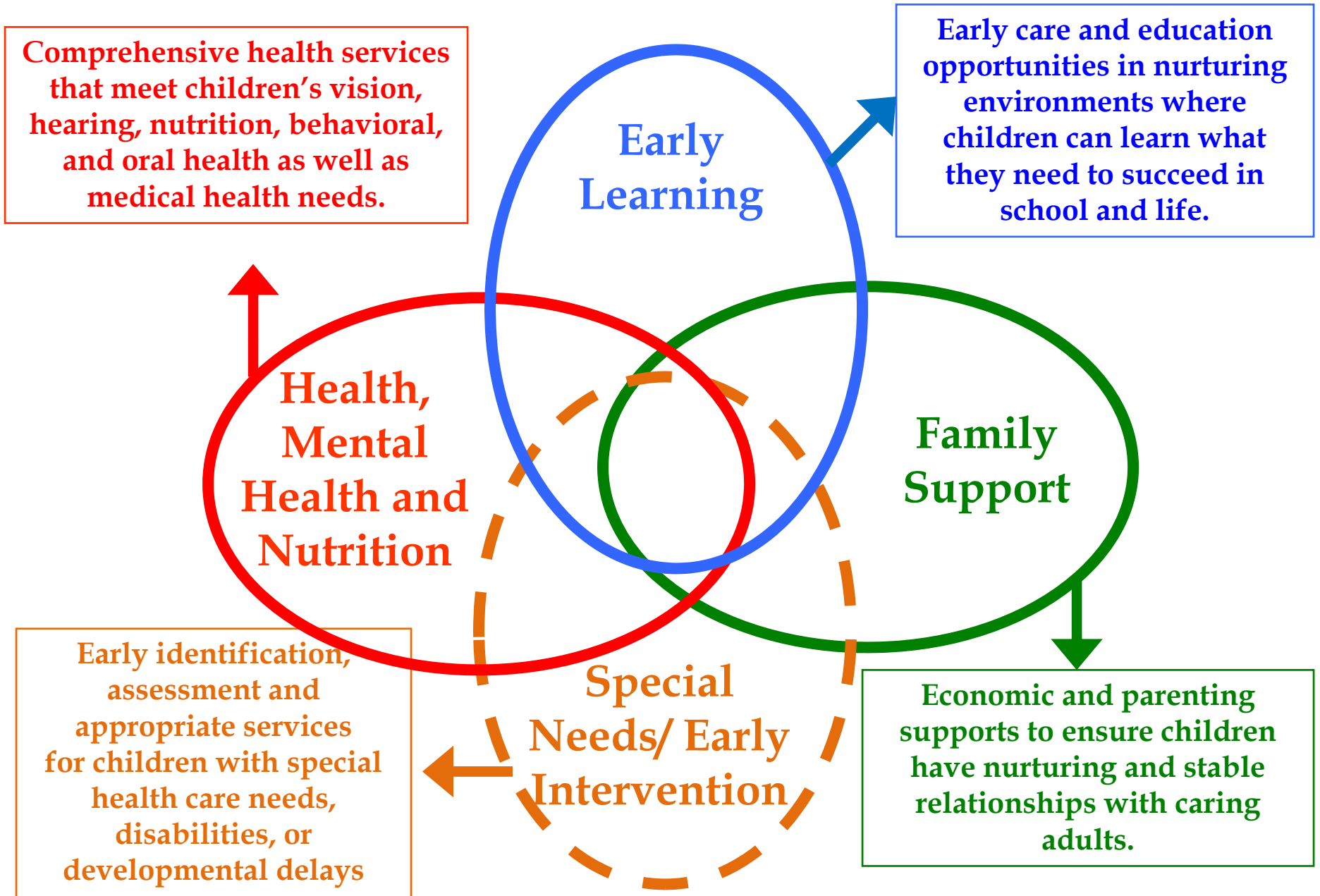
# Early Childhood Development System



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## Research Shows: Quality Early Learning is a Proven Investment in School Success

1. 15% of children enter kindergarten not ready
2. A child that enters kindergarten behind all too often remains behind
3. Lack of school readiness is not a class issue
4. 90% of brain growth happens by the age of 5
5. Early childhood investment is minimal
6. Early childhood is a non-partisan issue



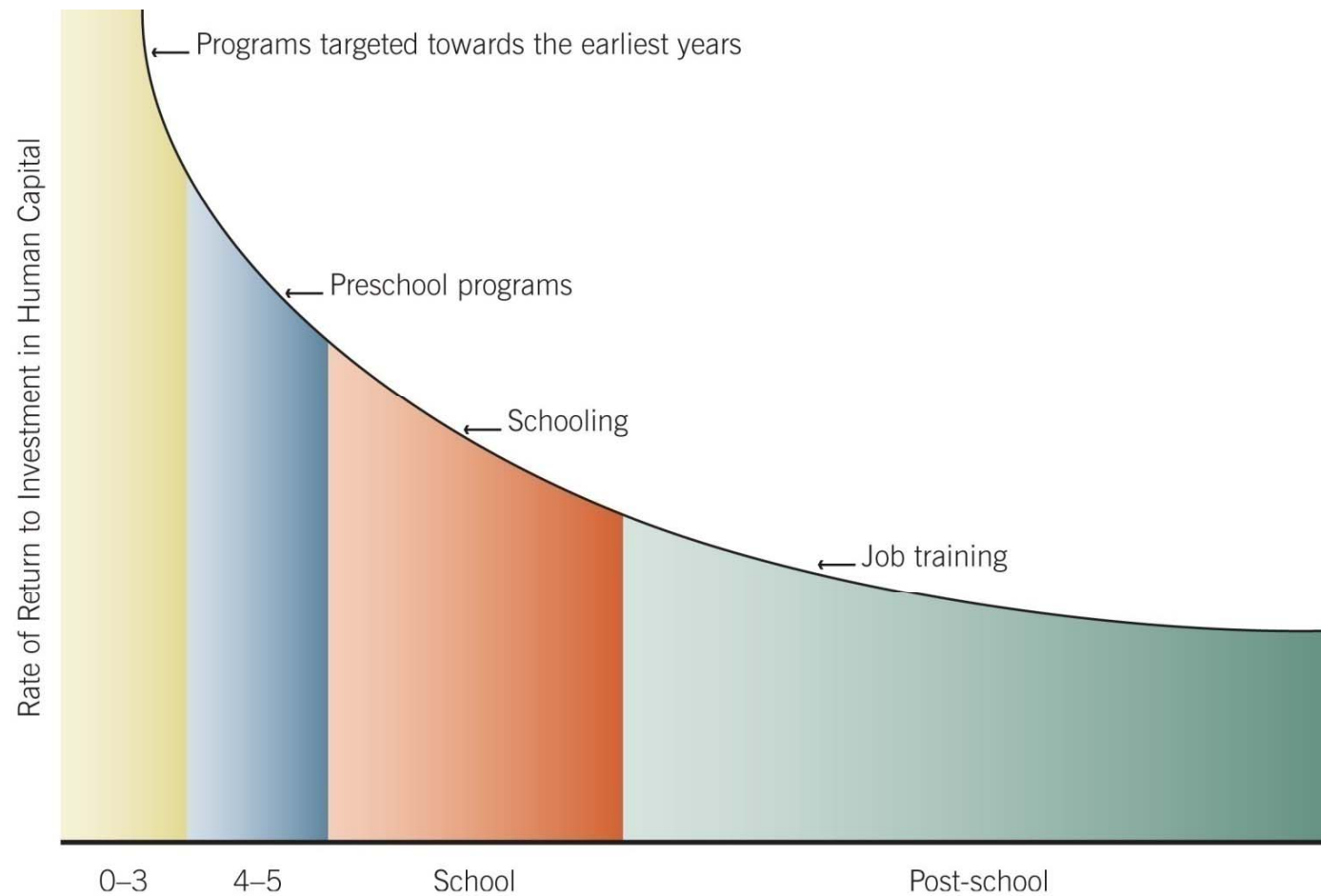


## Documented Benefits of Quality Early Care and Education

- ✓ Increased Achievement test scores
- ✓ Reduced Special education and grade repetition
- ✓ Increased High school graduation
- ✓ Reduced Behavior problems, delinquency, and crime
- ✓ Increased Employment & earnings
- ✓ Decreased welfare dependency, smoking, drug use, depression
- ✓ Decreased Schooling costs
- ✓ Reduced Social services costs
- ✓ Decreased Crime costs
- ✓ Lower Health care costs (teen pregnancy and smoking)

Barnett, W. S. (2002) Early childhood education. In A. Molnar (Ed.) *School reform proposals: The research evidence* (pp.1-26). Greenwich, CT: Information Age Publishing.

## Returns to a Unit Dollar Invested



Source: Heckman and LaFontaine (2007).

## Cost-Benefit Analyses: Early Childhood Education Offers One of Highest Returns of Any Public Investment

- \$1-\$16 for every dollar spent



- Saves government spending on K-12 education, public assistance, criminal justice system
- Increases tax revenues as a result of higher earnings



## The Economic and Health Effects of Childhood Obesity

- A study in the April 5, 2006, issue of the Journal of the American Medical Association found that **17.1 percent of children and adolescents ages 2 to 19 were overweight**. Being overweight puts children and teenagers at greater risk for a number of serious health conditions.
- Obesity also is costly to states; **annual obesity-attributable U.S. medical expenses were estimated at \$75 billion for 2003**. Taxpayers fund about half of this through Medicare and Medicaid.

*Source: National Conference of State Legislatures*



## What Can You Do?

### Become a **Smart Beginnings** Champion!

- Sign up for Virginia Business For Smart Beginnings email updates
- Meet with Smart Beginnings advocates to learn more about early learning issues
- Visit a preschool to see high-quality early childhood education in action
- Post information about early childhood education on your company's website or in newsletter
- Sign a letter to the editor
- Host a community engagement breakfast or brown bag lunch at your organization



## What Can You Do? Become a **Smart Beginnings** Champion!

- Get involved and provide leadership to Smart Beginnings in your region:





Virginia Business for  
**SMART BEGINNINGS**

*With support from*

PARTNERSHIP FOR AMERICA'S  
ECONOMIC SUCCESS



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# VAJOB ONE

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