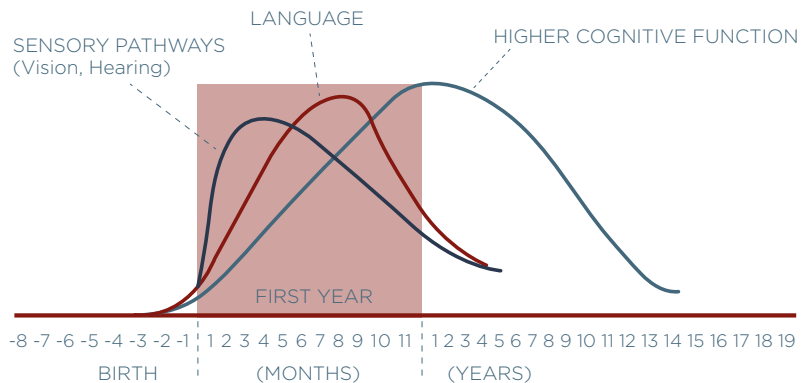


WHAT IS EARLY CHILDHOOD DEVELOPMENT (ECD) AND WHY IS IT IMPORTANT?

- ECD refers to the physical, cognitive, linguistic, and socio-emotional development of a child from the prenatal stage up to age 5, when they enter Kindergarten.
- The extraordinary development that occurs from birth to age 5 forms the bedrock for lifelong health, intellectual ability, emotional well-being, and social functioning.

HUMAN BRAIN DEVELOPMENT Neural Connections for Different Functions Develop Sequentially

Source: <https://46y5eh11fhgw3ve3ytpwxt9r-wpengine.netdna-ssl.com/wp-content/uploads/2007/03/InBrief-The-Science-of-Early-Childhood-Development2.pdf>



WHY BUSINESS BENEFITS FROM SUPPORTING HIGH-QUALITY ECD

Adopting a family-friendly company culture is an effective way business can support EDC. Family-friendly practices help parents build safe, stable, and nurturing environments for their young children. A family-friendly company culture is:

- Supporting the physical and emotional health of employees and their families.
- Increasing the ability to attract and retain high-quality employees, especially those with young children.
- Reducing absenteeism through child care and flexible scheduling supports.
- Helping employees balance between family and work, thus greater capacity to fulfill both their family and work obligations.

WHY IT MATTERS TO YOUR CURRENT WORKFORCE

83%

of millennials say they would leave their current job for one with more family-friendly benefits.

In Austin, more than

60%

of all children under age 6 have all available parents in the workforce.

70%

of non-working middle skill parents cite child care as one of the top 5 reasons for not participating in the workforce.

“No success at work is worth failure at home.”

Earl Maxwell, Founder - Maxwell, Locke & Ritter; Former CEO - St. David's Foundation

OUR FUTURE WORKFORCE IS AT RISK

Investing in high-quality early childhood development is the most effective way to unleash the next generation's collective human potential.

- In Travis County, 39% (approx. 35,000) of children under age six live in families with low income, of which 90% are children of color.
- In Greater Austin less than half of all children start Kindergarten ready to learn, grow, and succeed. But only:

36%

of Black children enter Kindergarten ready to learn

39%

of children living with low income enter Kindergarten ready to learn

44%

of Hispanic children enter Kindergarten ready to learn

Kindergarten readiness is highly predictive of academic performance in third grade, and students not reading on grade level by third grade are four times more likely to drop out of school.

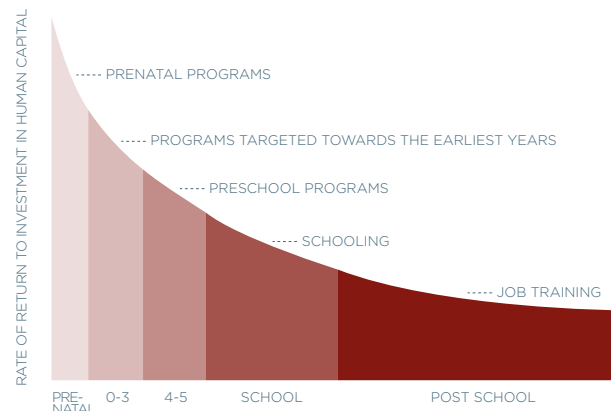
Research shows that access to high-quality early childhood development and learning can dramatically reduce the inequality in Kindergarten preparedness and transform the future economic trajectory of children who grow up living with poverty.

13.7% ROI

EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT

Nobel Laureate James Heckman,
University of Chicago

Source - The Heckman Curve: <https://heckmanequation.org/resource/the-heckman-curve/>



- High-quality early education helps develop children's social-emotional skills and self-regulation, as well as their ability to focus and stay on task, all prerequisites for success in the 21st century workplace. Children's ability at age 4 to pay attention and complete a task strongly predicts their chances of graduating from college by 25.
- Students living in poverty who DO NOT receive high-quality early childhood development are less likely to be productive citizens and workers. They are:

25% more likely to drop out of school | **40%** more likely to become a teen parent

50% more likely to be placed in special education | **60%** less likely to attend college

"Access to high-quality early education and learning opportunities is integral to helping today's children prepare for the highly competitive, face paced global economy." -National Association of Manufacturers