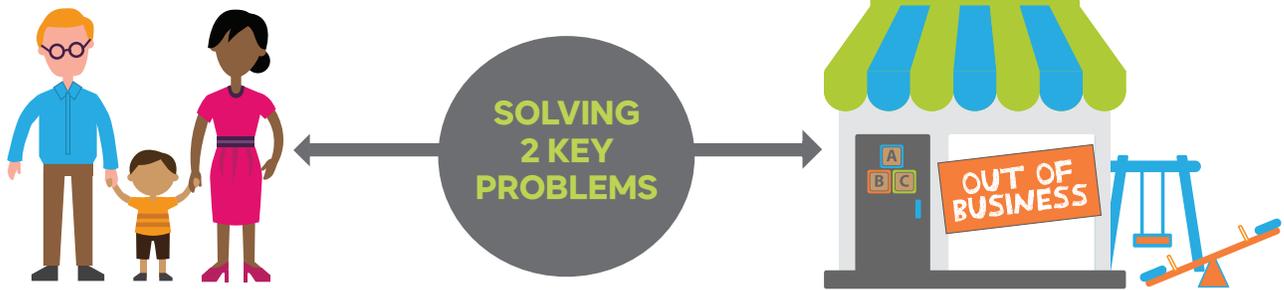


# How is HRSSA transforming the child care industry?



## LACK OF QUALITY CHILD CARE for families

- Few openings
- Long waiting lists
- Quality programs hard to find
- Parents miss work due to unreliable care
- Children start school less prepared

## BROKEN BUSINESS MODEL in early education industry

- Administrators stretched thin
- Low staff wages
- Staffing shortages & high turnover
- Lack of business training/experience
- Revenue shortfalls



HRSSA (pronounced “harissa”) introduces early education programs to a business model that pools resources and provides economies of scale. This nonprofit helps participating centers **reduce administrative costs and reallocate the funds toward program quality**. Not only does HRSSA enable centers to share resources like bookkeepers and cutting-edge software, but it also trains them on best business practices, ramps up their HR and implements technology to streamline internal processes.

### THE IMPACT



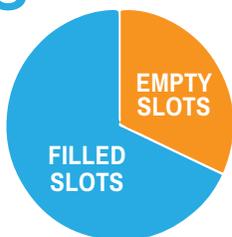
This centralized services approach promotes program effectiveness and efficiency, and recognizes childcare as a thriving business and profession that’s vital to a healthy local economy.

# The childcare worker quandary in Hampton Roads

HRSSA surveyed approx. **90 local childcare programs** that took part in its annual Leadership Academy. This represents 14.2% of our region's childcare programs. Please note that the problem is more significant than even is shown below, as this only captures programs *already committed to improvement*.

Lack of qualified employees has left centers operating at

**68%** capacity



**40%** of the centers operate *without* childcare management software, which is essential for success in this industry

**2,524** more children could be cared for if these centers were fully staffed



**\$13.76** starting wage for lead teacher

**\$12.08** starting wage for assistant teacher

Only **10%** offer a medical plan

Only **20%** offer a retirement plan

**\$14.04** mean wage for parking attendant

*US Bureau of Labor Statistics*

**RETAINING TEACHERS = MORE SLOTS = FAMILIES CAN ACCESS CARE = STRONGER WORKFORCE**

## What has HRSSA achieved so far?

**HRSSA is the first shared services alliance in the country to be housed at a chamber of commerce**—falling under the umbrella of the Hampton Roads Chamber Foundation. Since its founding in 2019, HRSSA has helped dozens of child care centers in the area, with five participating at the most extensive tier of services (Tier 3). These expert services enabled participant Arms of the King Child Care Center to earn the rare and coveted Level 5 status in Virginia Quality, the state's early education measurement system.

**But even the centers taking advantage of HRSSA's most basic tier of services have seen dramatic improvements.**

Tier 1 gives these centers access to, among other resources, the award-winning Early Education Business Program. This "mini MBA" class series was created by Early Education Business Consultants, the contracted management company for HRSSA. EEBC conducts this program in addition to coordinating all HRSSA processes and systems with individual centers (funded in part by a systems building grant from the Virginia Early Childhood Foundation). The Early Education Business Program alone has created an average 25% increase in annual revenue through increased enrollment and decreased employee turnover.

**This is an excellent model of a public-private partnership** allowing early childhood communities to drive technology use and program improvement by partnering with innovative companies like EEBC.

### PARTICIPATING CENTERS CHOOSE FROM 3 SERVICE TIERS *which can include:*

- **HR management**—recruitment and screening services, compliance, benefits
- **Low-cost insurance**—Teledoc, dental, vision
- **Tech integration**—childcare management platform, enrollment and waitlist management software
- **Business development**—defining unique strategic goals & planning around them
- **Marketing services**—website assistance & more

- **Financial management**—Tuition billing, payroll processing
- **Data reports & analytics**—accounts receivable, subsidy swipes, enrollment, staffing
- **Training**—admission to Southside Leadership Academy or Virginia Peninsula Leadership Forum
- **Free management templates**
- **Virginia Shared Services Platform**

Become a sustainable partner! For details, visit [HRSSA.org](http://HRSSA.org)

