



**The  
Children's Cabinet**

# NEVADA EMPLOYER CHILD CARE DEVELOPMENT

Benefits the Business | Supports the Family | Invests in the Community



The Employer Child Care Development Project is funded through the Division of Welfare and Supportive Services by Grant Number 2101, NVSC6 Administration for Children & Families, Child Care and Development Block Grant – American Rescue Plan Act (ARPA)

# WHO WE ARE

The Employer Child Care Development Program assists Nevada businesses in attracting and retaining their workforce by supporting the implementation of family-friendly benefits and policies.

Employers who help find or offset the cost of child care are more likely to retain their workforce.

All services are free of charge in order to support Nevada's employers and families.







# NEVADA COST OF CARE

Infant and toddler care in Nevada is more expensive than college tuition. The cost of infant care for one child is approximately 15% of median family income. For a single mom it would be 40% of her income. Child care for families with an infant and a toddler would be 27% of median family income. Employer investment in child care support is a critical strategy to stabilize and strengthen Nevada's workforce.<sup>1</sup>

Annual Costs in Nevada



# NEVADA IN CRISIS

## Care Shortage

Nevada is a “child care desert” due to the lack of licensed care available throughout the state, especially for infants and toddlers. Many child care providers struggle with high turnover and low profits, which prevents them from enrolling to their full capacity and can cause them to close. Nevada also has a large hospitality and tourism industry, causing many workers to need care during non-traditional hours.

When child care is not available, 73% of parents have to make major changes at work.<sup>3</sup>

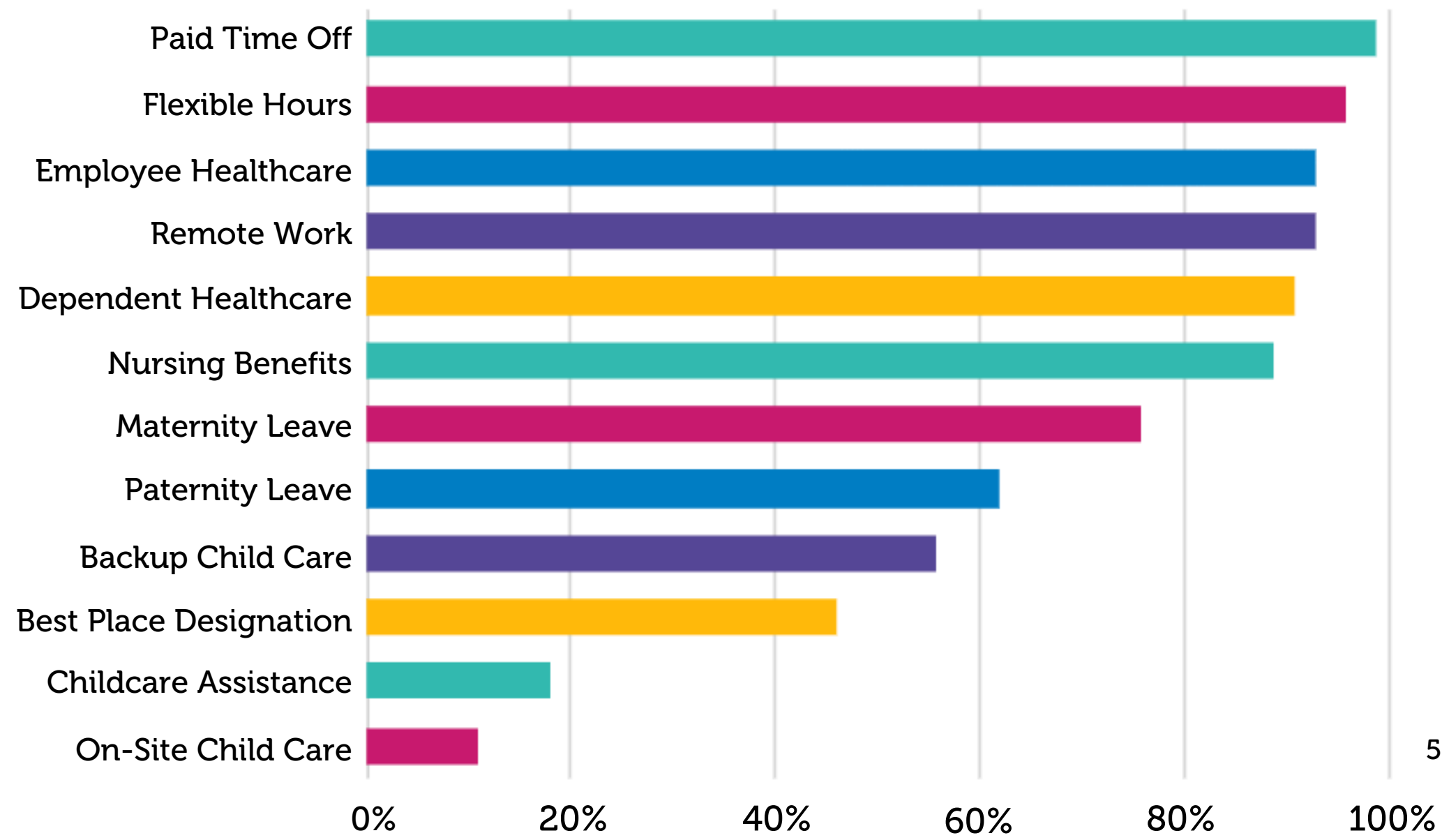
## Workforce Shortage

The unemployment rate in Nevada has exceeded average US unemployment since 2007.<sup>2</sup> Many employees, disproportionately women, have had to leave the workforce in order to care for their children. In order to stabilize their existing workforce and remain competitive in attracting new talent, employers are exploring family-friendly benefits and supports.



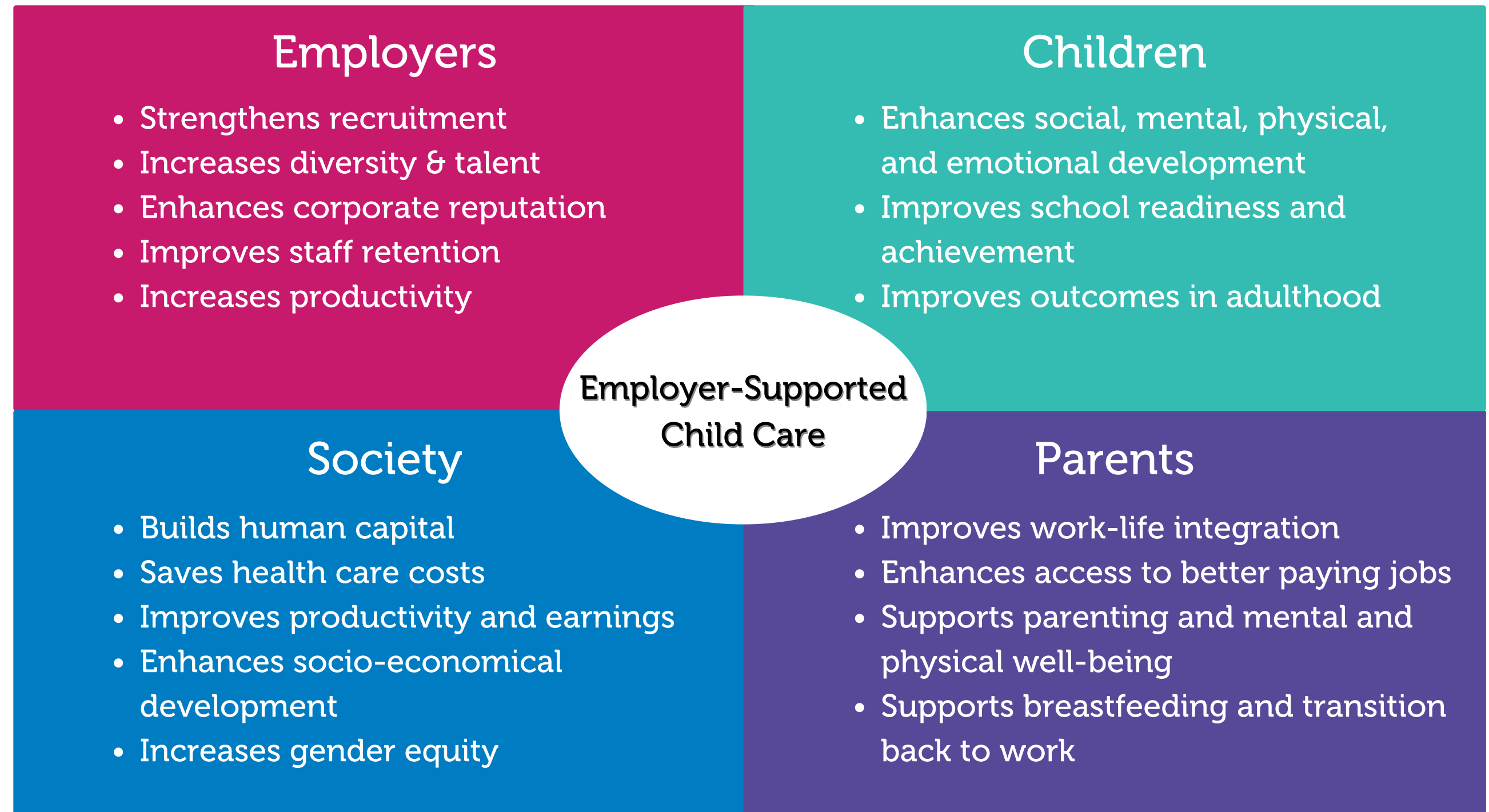
# A Changing Workforce

The competition for talent is at an all-time high with over 8.2 million job openings nationwide.<sup>4</sup> Workforce culture is changing, and businesses who embrace it are going to benefit through employee engagement, attraction of new talent, and retention. Innovative businesses nationwide offer the following top ten family-friendly policies:



56% of businesses are prioritizing child care to support working parents in 2024. This is a 10% increase from 2023.<sup>6</sup>

# Return on Investment for Employer Support



# The Benefits of Employer Support

Not all employers can offer on-site child care, but there are many options for businesses to support their employees' work-life balance. It is important for businesses to design a meaningful benefits package and create a culture that embraces and supports working parents. By adopting family-friendly policies and reducing the stigma of employees using their benefits, the workplace will thrive. The days of "work comes first and family comes second" are gone. The workforce of today seeks a sustainable work-life balance and prioritizes family-friendly employers.



51% of fathers hide their child care concerns because they worry their employer will not understand. <sup>8</sup>



# Employer Benefit Strategy

## Employee Demand

- Types of child care problems
- Ages of children
- Types of care—regular, intermittent, nonstandard hours

CHILD CARE  
ISSUES TO  
ADDRESS:

Availability  
Affordability  
Accessibility  
Quality



## Explore Benefit Options

- FSA dependent care
- Subsidies
- Reserved space in child care facility
- On-site child care
- Partnerships
- Back-up care
- Flexible work schedules
- Dependable schedules



## Employer Goals & Resources

- Desired outcomes
- Which employees to target
- Company assets & values

COMPANY  
ISSUES TO  
ADDRESS:

Absenteeism  
Performance  
Recruitment  
Retention  
Quality



INTEGRATED  
CHILD CARE  
STRATEGY



How can approaches be combined to solve employee needs and meet employer goals while leveraging community resources?

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# How We Support Employers

Our 5-Step Process for Identifying Solutions



1  
Understand  
Your Business



2  
Analyze  
Current  
Benefits



3  
Complete  
Needs  
Assessment



4  
Aggregate  
Results



5  
Support Through  
Implementation

# 1

# Understand Your Business

We will take the time to understand your business model and what makes you unique. We will talk about your company culture, goals, and needs. Understanding your business will help drive our conversations and inform possible solutions to increase your family-friendly policies and fringe benefits.



- How do you want to support your existing workforce?
- What are your recruitment targets?
- What is your ideal turnover rate?



# Analyze Current Benefits



Our program will assess your current benefits package and benchmark it against national size and industry standards. This will help you understand how your business compares to competitors and allow you to create a benefits package that draws in the top talent.



# Complete Needs Assessment

Understanding how your employee demographics and needs intersect is paramount to identifying solutions that have the greatest return on investment.



How often in the last year have you missed work due to any of the following?

- A problem with child care arrangements \_\_\_\_\_
- Child's illness \_\_\_\_\_
- Another unscheduled child-related responsibility \_\_\_\_\_

Having access to child care that I like and could afford would help me...

- Be more productive at work
- Have a better work/life balance
- Decrease stress
- Find more time for myself
- Other (please specify)
- Focus more at work
- Create more work loyalty
- Accomplish professional goals
- Apply for a promotion

We will work with you to design a unique assessment that can measure your employee needs. Once the assessment is defined, we will administer it to your employees using an online survey software. If needed, we can also facilitate focus groups to dig deeper into employee needs and possible solutions.



## 4

# Aggregate Results & Review Recommendations

Once we have established a deeper understanding of your workforce needs, we will tailor solutions based on your goals, business, and employees. You will be provided with a comprehensive report that aggregates our needs assessment findings and describes possible child care solutions or other family-friendly policies.





# Support to Implement

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We will support you through the implementation process as you decide to execute one or more of the recommended family-friendly solutions. We will assist you through the execution of each benefit, including connecting you with local partners.

## Follow-Up Contact

Our team will touch base with you annually for up to three years to provide support. Post-implementation surveys will be requested to determine the effectiveness and utilization of the solutions you select. All results will be aggregated and shared with you for ongoing quality improvement.

We are here to support Nevada businesses of all sizes and industries. There are many diverse options to help you implement family-friendly solutions for your employees.

Our team can help navigate the process and identify solutions that are tailored to your business.

Please contact us for a free consultation.



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# Sources and Additional Information

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