Tomorrow’s workforce starts with early childhood: Opportunities for Mayors

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Philip A. Peterson, FSA
Partner, Aon Hewitt
Advisory Board Co-Chair, ReadyNation
phil.peterson@aonhewitt.com

www.ReadyNation.org

ReadyNation is a project of
Creating the future workforce and customer base requires investing early...

Employable, tax-paying citizens are critical to a vital economy.

If children graduate, they are more likely to get a higher education and/or enter job market as tax-paying citizen.

If children read at grade level by third grade they are 4 times more likely to graduate from high school.

But...if children start school ready to learn, they are twice as likely to read at grade level by third grade.

90% of brain growth occurs by age five. Disadvantaged children can show up at kindergarten already 18 months behind and knowing half as many words.
What drives business engagement?

• Focused agenda – something for business community to “do”
• Existing champions; momentum
• Coordinated outreach by the advocacy community
• Solutions, not just a problem statement
• Quality programs
  – Strong evidence; allowing room for experimentation
  – Meaningful, policy-relevant outcomes
  – Measured, reviewed and improved over time
• Results that can have consequences
Business organization support for early childhood across the country
Business champions

Dick Alexander, Viking Industries
Ken McNeely, AT&T California
Al Stroucken, Owens-Illinois
Steve Voigt, King Arthur Flour
JD Chesloff, Massachusetts Business Roundtable
Gary McCollum, Cox Communications
Dave Adkisson, Kentucky Chamber of Commerce

Jim Heckman, 2000 Nobel Laureate in Economics
Gary Kaiser, H-E-B
Hawaii Business Roundtable
George Kaiser, GBK Corporation
Billy Canary, Business Council of Alabama

Larry Langley, New Mexico Business Roundtable
Charles Butt, H-E-B

ReadyNation
**Policy victories**

- **Michigan:** In 2013, $6.5 million (60%) increase for pre-k
- **Virginia:** In 2013, state funding for a comprehensive kindergarten readiness assessment pilot was part of governor’s education agenda
- **Ohio:** In 2013, $30 million increase over biennium for pre-k
- **Pennsylvania:** Created local scholarship fund for early education. State funding on pre-k per child rose from $4,629 in 2007 to $5,193 in 2011
- **National:** From 2006 – 2011, state funding on pre-k rose from $3.2 billion, serving 942,000 children to $5.5 billion, serving 1.3 million children.
What you can do

• Use education funds or discretionary funds to support early education.

• Recognize business leaders who contribute to early childhood.

• Collaborate with local chambers of commerce and other business/civic groups to focus on early childhood.

• Ask Congress to expand federal supports for early childhood.

• Utilize existing partners/resources like National League of Cities/Inst. For Youth, Education and Families to mobilize business community
Ready to go? How we can help you

• Support your communications to policymakers
• Materials you can distribute, use for speeches
• Shine a spotlight on local champions
• E-newsletter with ideas, new economic data
• Attend National Business Summit on Early Childhood, Sept 22-23, Atlanta
• Sign Open Letter to Pres. Obama and Congress

Sign up at www.ReadyNation.org