
EARLY CHILDHOOD EDUCATION IN VIRGINIA: INVESTING FOR ECONOMIC OPPORTUNITY



IN 2017, WE PARTNERED TO CRAFT A BOLD VISION FOR VIRGINIA'S ECONOMIC FUTURE



FIVE TRANSFORMATIONAL GOALS FOR VIRGINIA AND VEDP

1. Robust State Growth
2. Every Region Wins
3. Best State for Business
4. Top State EDO (VEDP)
5. Super Collaborator (VEDP)

IN JUST THE LAST DECADE, WORKFORCE AVAILABILITY HAS RISEN TO THE TOP OF SITE-SELECTION CONSIDERATIONS

In 2008, top site consultants in the U.S. ranked “availability of skilled labor” as the **third** most important site-selection factor; in 2018, they ranked it **no. 1**

In 2008, corporate real estate execs in the U.S. ranked “availability of skilled labor” as the **sixth** most important site-selection factor; in 2018, they ranked it **no. 1**

VA EDUCATION STRENGTHS TO SUSTAIN AND BUILD ON

- PreK-12 and higher education in Virginia represent perennial state selling points for VEDP (e.g., higher ed ranked no. 1 by SmartAsset, PreK-12 ranked no. 8 by U.S. News)
- USN&WR: Ranks many public/private Virginia institutions strongly overall, with UVA, William & Mary, and Virginia Tech all ranking in the top 30 for public universities in the U.S.
- Bachelor's degree attainment among the highest in America
- Decentralized higher education governance model, like that of the U.S. overall, is a defining aspect of the VA higher ed
- FastForward through VCCS is helping address demand for sub-baccalaureate postsecondary credentials

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**AMERICA'S TOP STATE
FOR BUSINESS**

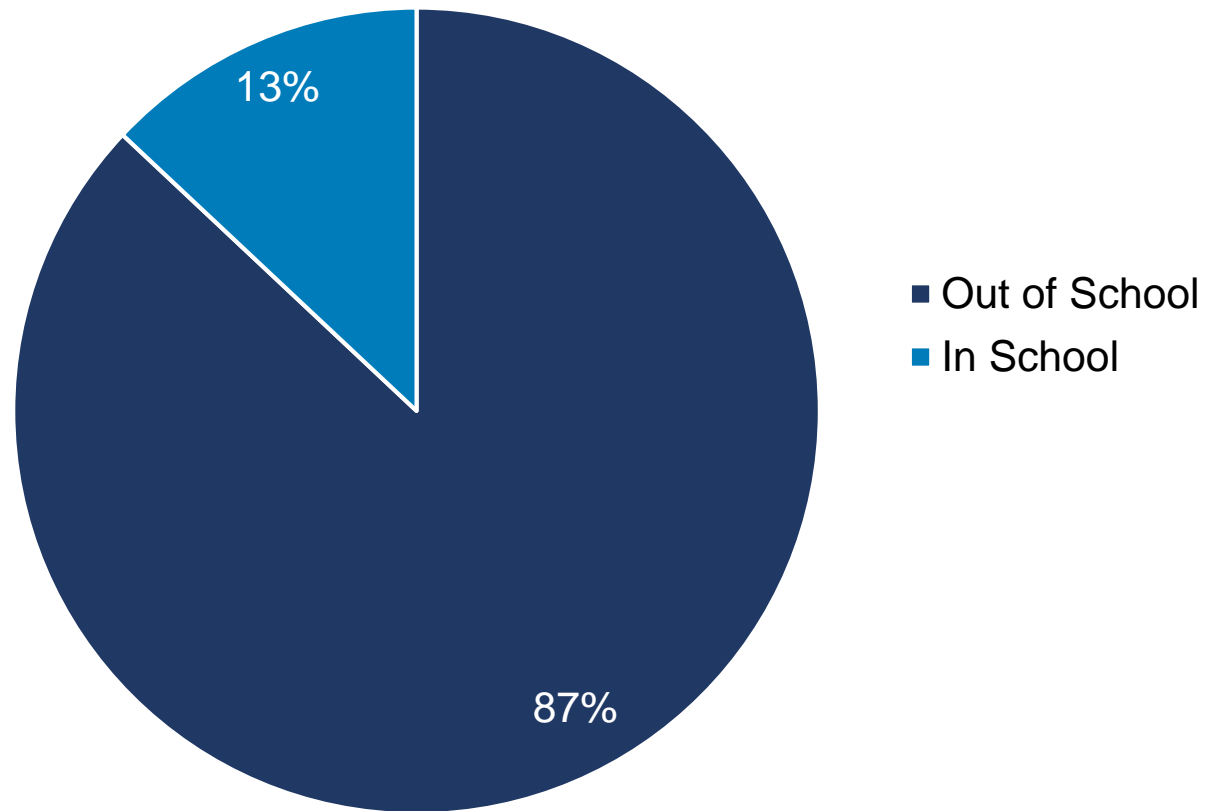
CNBC, 2019

EDUCATION IN VIRGINIA: AREAS FOR IMPROVEMENT

- Still trailing many states in early childhood education, which is the foundation of our entire talent pipeline – ideally need a clear, comprehensive, and cohesive vision with a durable structure
- Insufficient pipeline of skilled trades workers in multiple regions
- Rarely ranked among top states for state workforce development programs – due to lack of statewide custom recruitment and training incentive program (like in Georgia, Louisiana)
- Tech-talent pipeline not sufficient to address large number of openings, including but not limited to Northern Virginia
- Persistently high levels of underemployment among full-time employed individuals with a bachelor's degree or higher (roughly 25% – better than many other states but still too high)
- Educational attainment and performance disparities between rural and urban areas, and between Northern Virginia and other regions

FROM BIRTH TO AGE 18, CHILDREN IN THE UNITED STATES SPEND ONLY ~13% OF THEIR WAKING HOURS IN SCHOOL

Percent of Waking Hours from Birth to Age 18



BENEFITS OF INVESTING IN EARLY CHILDHOOD EDUCATION FROM AN ECONOMIC DEVELOPMENT PERSPECTIVE



Workforce quality

Development of a **more qualified workforce** in the long-term through better educational and employment outcomes



Labor availability

Broader labor force when parents who might otherwise stay home continue working, providing a **boost to labor availability**



Stronger communities

Improved social outcomes, making for **stronger, safer communities** where businesses and workers want to be located



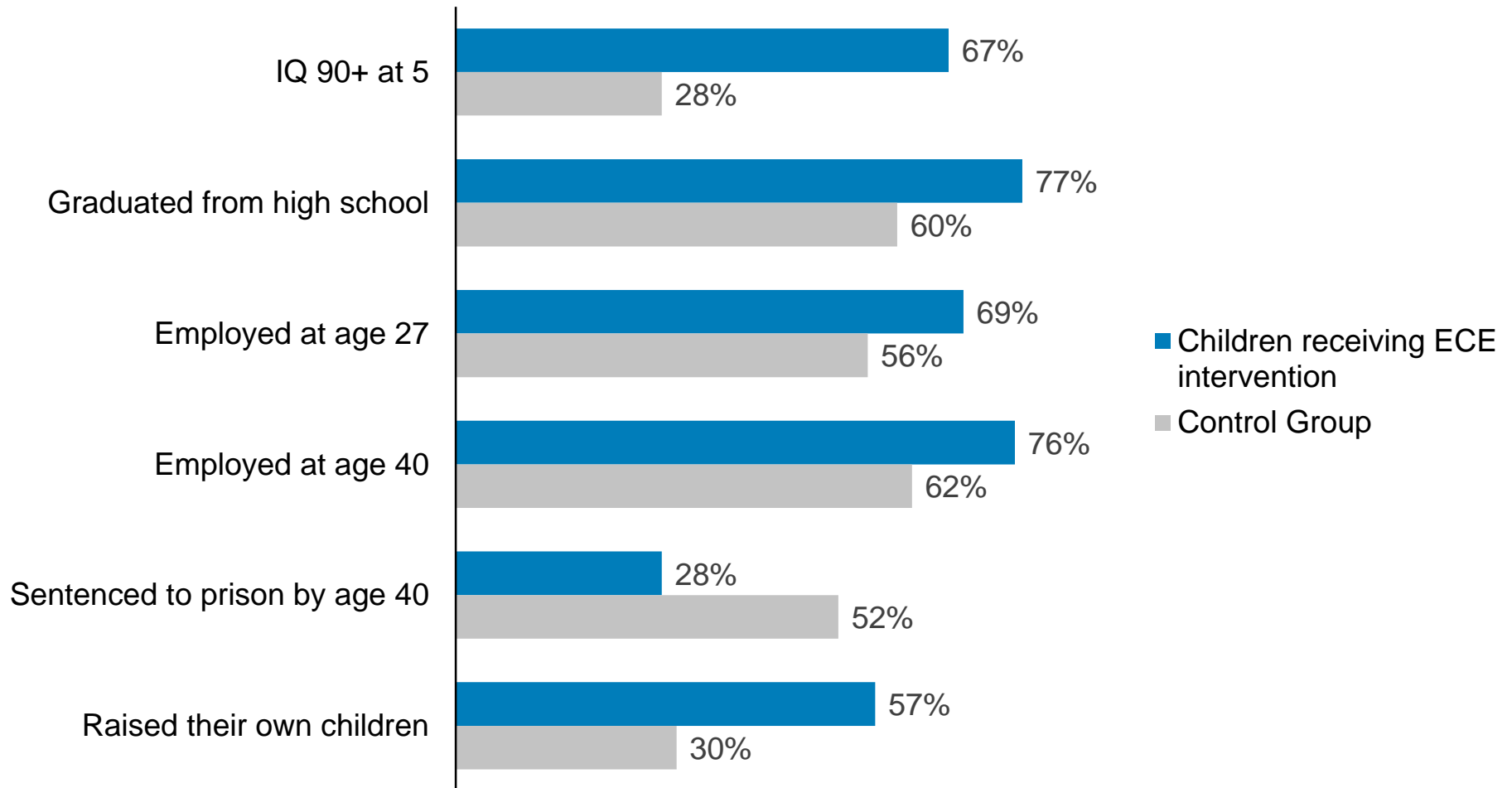
Talent attraction

Improved **quality of life** through the strengthening of local educational offerings, a key factor for highly mobile talent

EARLY CHILDHOOD EDUCATION (ECE) IS ASSOCIATED WITH A VARIETY OF IMPORTANT SOCIAL AND ECONOMIC OUTCOMES

Perry Pre-School Study outcomes

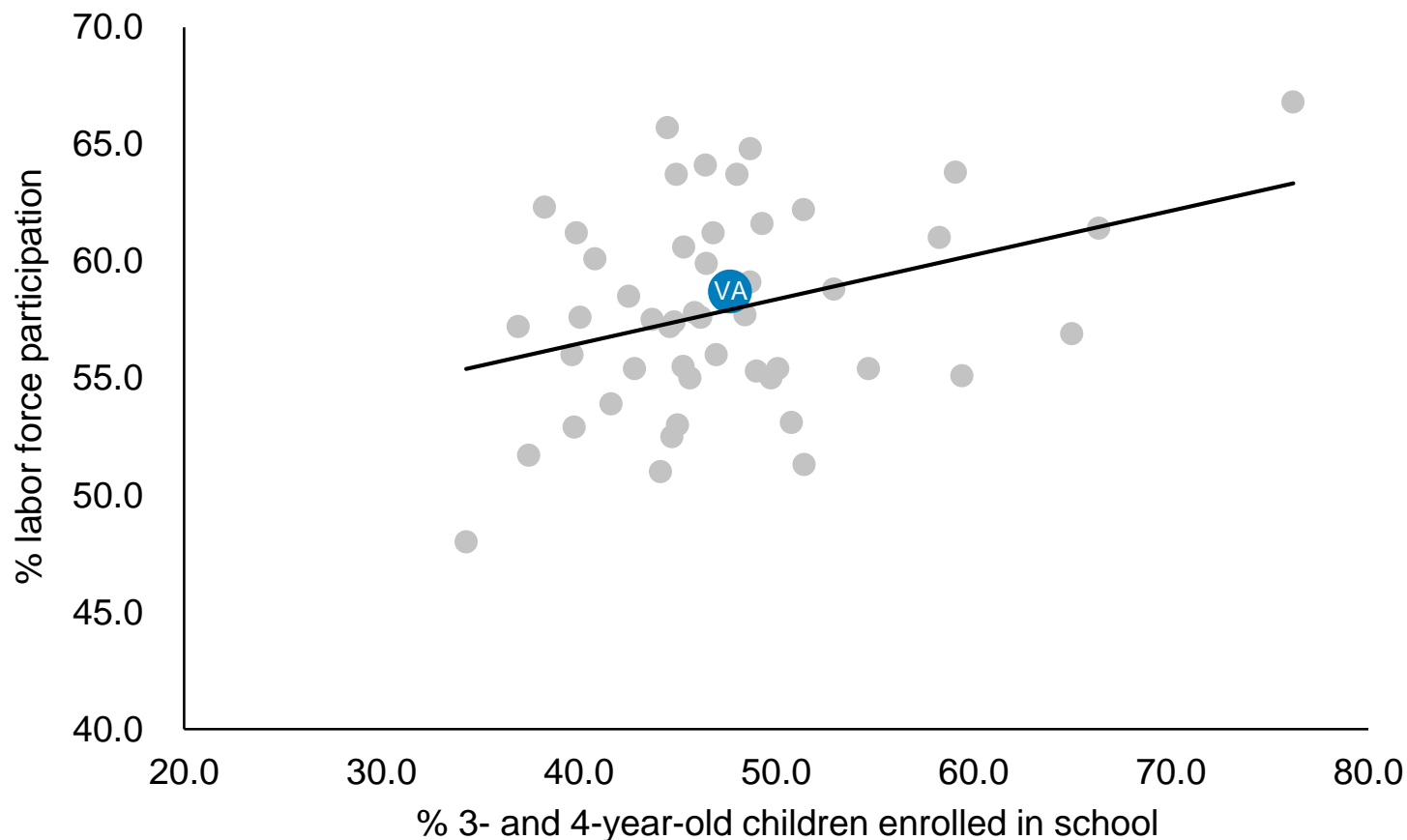
Educational, economic, and social outcomes observed, % of respective populations



STUDIES HAVE SHOWN THAT AVAILABILITY AND AFFORDABILITY OF ECE INCREASES LABOR FORCE PARTICIPATION OF WOMEN

Correlation between ECE and female labor force participation rates

% of 3- and 4-year-old children enrolled in school, % female labor force participation (2017)



Source: Child care and parent labor force participation: a review of the research literature (Morrissey, 2016); Effects of Child Care Subsidies on Maternal Labor Force Participation in the US (Burgess, Chien & Enchautegui, 2016); American Community Survey; Bureau of Labor Statistics; VEDP analysis

EARLY CHILDHOOD EDUCATION IMPACTS SITE SELECTION, BUSINESS CLIMATE RANKINGS, AND QUALITY OF LIFE

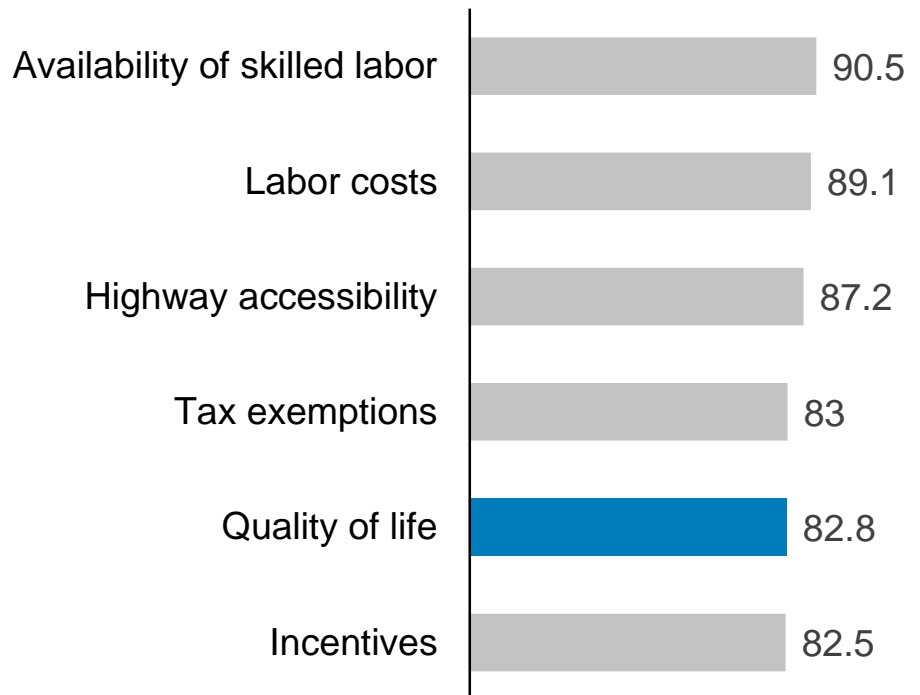


NAEP scores for 4th graders are a metric used by Forbes to rank states on quality of life



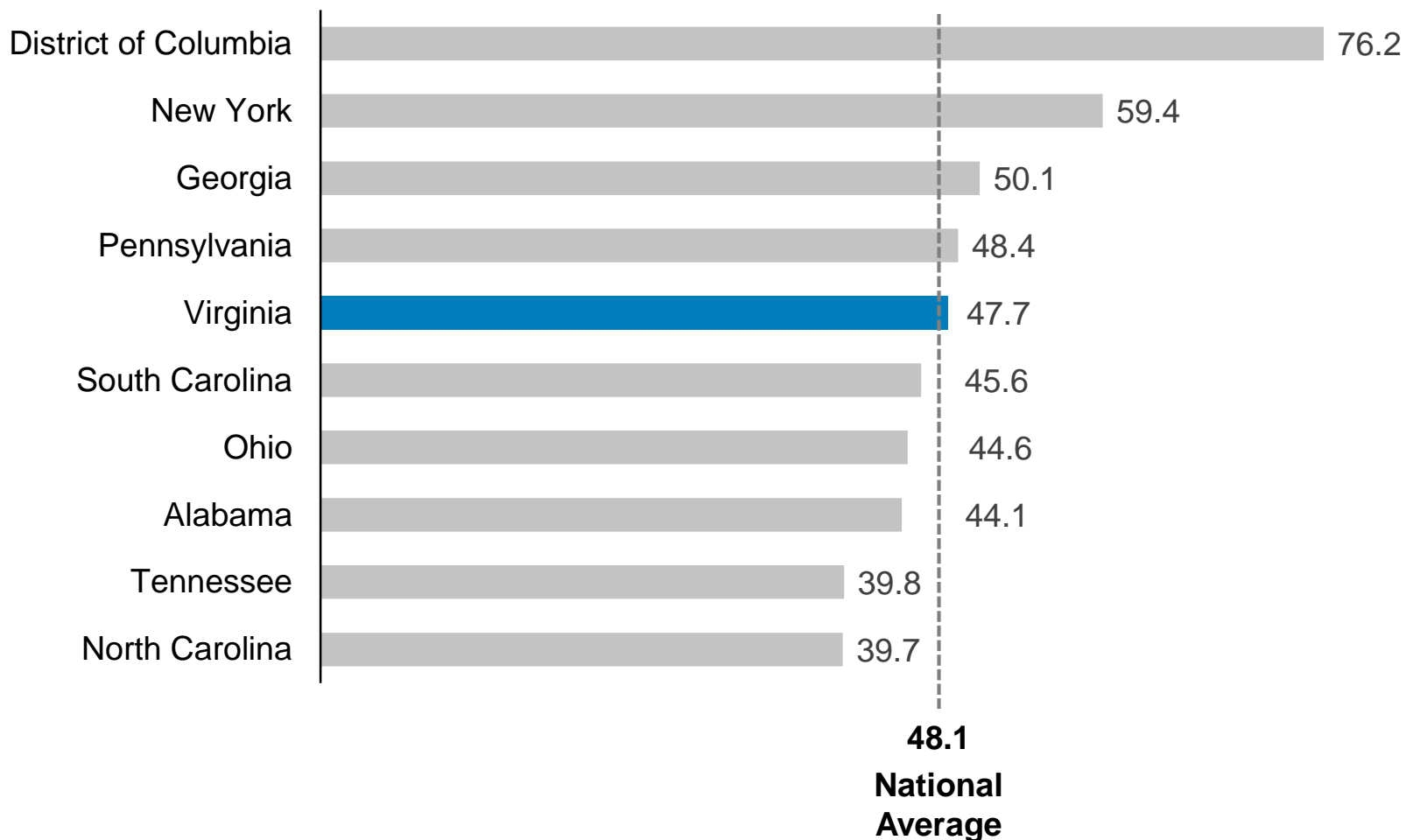
Pre-school enrollment and standardized test scores are used by U.S. News & World Report as a metric in its "Best States" ranking

Key decision factors for corporate executives % ranking 'very important' or 'important'



VIRGINIA'S ECE PARTICIPATION FARES WELL COMPARED TO SOME COMPETITORS, BUT LAGS BEHIND NATIONAL AVERAGE

Prevalence of ECE in Virginia compared with select states
% of 3- and 4-year-old children enrolled in school (2017)



AMAZON HQ2 CASE STUDY



Amazon HQ2 RFP stressed quality of life and showed interest in early education pipeline:

Community/Quality of Life – The Project requires a significant number of employees. We want to invest in a community where our employees will enjoy living, recreational opportunities, educational opportunities, and an overall high quality of life. Tell us what is unique about your community.

Please include programs/partnerships currently available and potential creative programs with higher education institutions in the region in your response...Additionally, include information on your local/regional K-12 education programs related to computer science.

Virginia's HQ2 Proposal stressed quality of life and educational excellence, as well as innovative early education partnerships:



A national leader in K-12 education

Virginia – and NOVA in particular – boasts some of the best public education systems in the country. Though the region is also home to many high-quality private schools, access to top-rated public schools provides a major affordability advantage for Amazon employees choosing to live in NOVA.

Virginia consistently ranks high across a number of K-12 state rankings, and NOVA's counties are among Virginia's best.

A statewide priority

Virginia starts from a strong K-12 base, ranking fourth nationwide in the percentage of students who have passed an AP STEM exam. But we have gone further in making computer science education in K-12 a statewide priority. In 2016, Governor McAuliffe signed legislation calling on the State Board of Education to include computer science, computational thinking, and computer coding into the K-12 curriculum and standardized testing. The governor also signed legislation requiring computer science course credits to satisfy state high school graduation requirements in science, math, or career and technical education.

THE VIRGINIA CHAMBER HIGHLIGHTED THE IMPORTANCE OF EARLY CHILDHOOD EDUCATION IN BLUEPRINT VIRGINIA 2025

“BUILDING A STRONG FOUNDATION FROM THE BEGINNING THROUGH EARLY CHILDHOOD EDUCATION”

- Improve access to affordable, high-quality early childhood education for Virginia’s working families
- Encourage employer policies and strategies that support access to high-quality early learning for families
- Protect the early education workforce by ensuring access to affordable, competency-building credentials and exploring strategies that value and retain this talent pool
- Expand public-private partnerships and mixed delivery of the Virginia Preschool Initiative
- Establish an integrated early childhood data system to inform financing and policymaking decisions and promote accountability
- Create an integrated public-private financing model that promotes innovative, flexible, and collaborative approaches to high-quality early childhood services for at-risk children
- Explore performance-based financing policies that incentivize and sustain high-quality early childhood services as part of Virginia’s quality improvement framework

EARLY CHILDHOOD EDUCATION INVESTMENTS ARE AMONG THE MOST IMPORTANT INVESTMENTS FOR THE FUTURE OF VIRGINIA

- Widespread consensus within the business community
- Growing bipartisan consensus among public officials
- Economic development imperative
- The foundational investment we can make to advance our education system and workforce development, as well as the economic competitiveness of the Commonwealth

Thank You

 [@StephenMoret](https://twitter.com/StephenMoret)

Virginia Tech