

# Engaging the Business Community to Become Champions for Children

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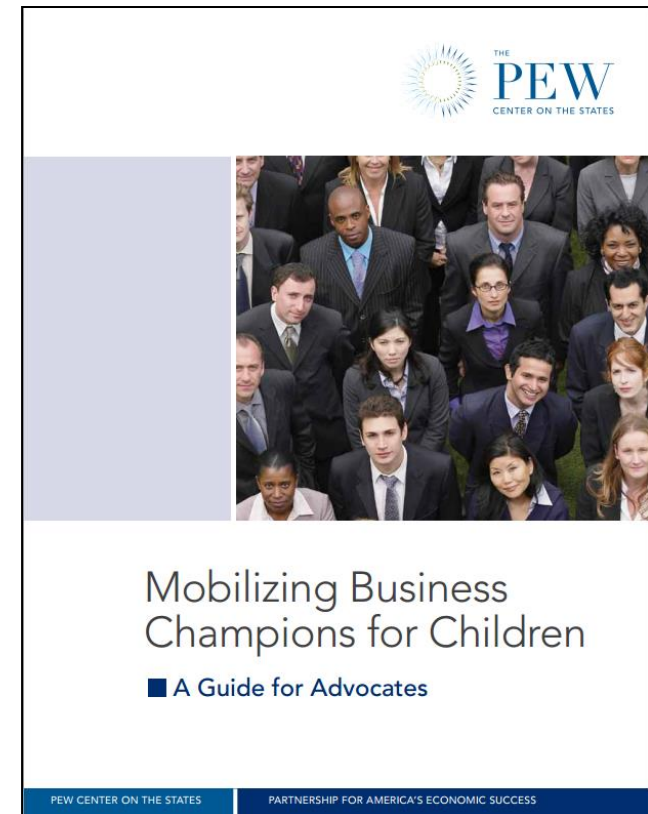
# What Drives Business Engagement?

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- 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

# Talking with Business Leaders

- Know what you want before you engage business
- Neither “rubber stamp” nor *War and Peace*
- Share your evidence-based outcomes to resonate with business person
- Meet them where they live
- Know what’s it in for them – many hooks, including industry-specific
- Good to hear messages from many national groups *and* local leaders
- Don’t mix fundraising with advocacy
- No surprises



# The Importance of Connecting the Dots

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

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

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

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If children start school ready to learn, they are more likely to read at grade level by third grade.

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If families and caregivers can provide quality early childhood development, then children will start school ready to learn.

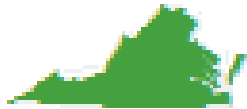
From the Richmond, VA Chamber of Commerce

# Taking Action – Mobilizing Business People

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- Meet with legislators and policymakers
- Speak to business and service groups
- Educate employees
- Invite colleagues to meetings
- Media - write op-eds; do radio shows
- Visit high quality early childhood programs
- Recruit colleagues to become champions

# Business Leaders Help Advance Policies and Programs



- **Virginia:** In 2010 business leaders turned proposed cuts in home visiting into 25% increase; increased pre-k funding to reach 7% more children.



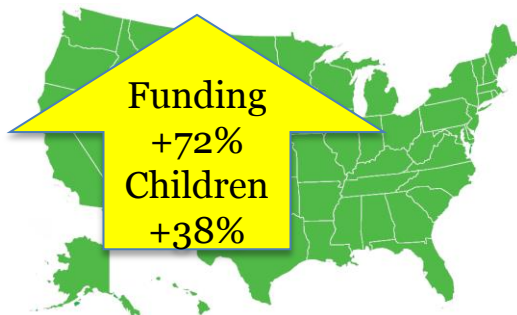
- **New Mexico:** Enacted Early Care and Education Act in 2011; \$14.3 million additional for early childhood in 2012.



- **Colorado:** Employer toolkit for family-friendly workplaces.



- **Pennsylvania:** Created local scholarship fund for early learning centers. 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.