

## The Michigan Business Advantage...Coming Summer 2019 Video Script

*[Sad piano loop music plays as sentences pull on screen for the first thirty seconds]*

*First screen pop-up: "We are failing Michigan's families and children".*

*Second screen pop-up is a quote from a Center Director of a Closed Program in the Lakeshore Area that reads: "We would still be open if we could find staff and substitutes."*

*Third screen pop-up: "Early care and education providers in Michigan are struggling".*

*Fourth screen pop-up is a quote from a Group Home Provider in Kalamazoo Michigan that reads: "It took me four years to be able to save enough to purchase a curriculum".*

*Fifth screen pop-up is a quote from a Center Administrator in Detroit Michigan that reads: "I've been a teacher for most of my career. I feel I have the education and training, but I have no clue when it comes to things like taxes or payroll".*

*[Screen darkens and fades into clips of child care centers and clips of children playing.]*

**Deep male voice:** Rising cost, shrinking budgets, high rates of staff turnover, the diverse needs of children and families and the ever-increasing necessity to improve quality is translating into an average of 100 licensed providers closing their doors each month, leaving families scrambling and desperate to find alternative care. For parents The U.S. Department of Health and Human Services states, affordable child care should consume 10% or less of the family budget. Instead 70% of families pay about twice that affordability threshold.

**Female voice:** For Child Care Providers think about the high cost of providing quality care on top of balancing the everyday business responsibilities is a heavy burden, even for business-savvy administrators. The tight margins of Child Care programs with administrators who lack business training and supports to understand how to cover their costs are leading to closures. *[screen fades to black; sad piano loop music fades softer and then stops]*

*[This statement then pops up on the screen in white text with no music] What if we told you we have a solution... [Statement then fades to black; happy loop music plays while footage of providers, parents and children playing, and learning comes on the screen]*

**Female voice:** What if early education providers in Michigan had access to discounts to significantly reduce their cost, control their budgets and shift provider's focus back to providing high-quality care to children? The Michigan Early Learning Business Advantage, powered by the Early Childhood Investment Corporation, is here to help.

**Deep male voice:** This Initiative is built upon the framework known as Shared Services. This framework connects child care educators, and community members to national and statewide discounts, resources, and business tools & efficiencies. All the while supporting local community efforts to help aid the sustainability of their programs allowing providers to focus on the children and families they serve. In Michigan, we've created vendor discounts for commonly used goods and services that will save providers fifteen to twenty percent on expenses. This translates into yearly savings of twenty-five hundred dollars for our in-home providers and up to ten-thousand dollars for our center-based providers.

**Female voice:** The ability to access quality and affordable child care is a critical issue facing families in Michigan. While many parents stay home with their children by choice, others may be forced to leave their job if child care is unavailable.

**Deep male voice:** The Michigan Early Learning Business Advantage is building on decades of extensive planning, research and pilot' efforts both at the local, state, and national levels to harness practical and sustainable solutions to support and strengthen our eighty-five hundred licensed early education providers statewide.

**Female voice:** With generous support from the W.K. Kellogg Foundation, the Early Childhood Investment Corporation will collaborate with local partners to implement shared services in Michigan. Through the Business Advantage we will assist in stabilizing the market, reducing provider closures, and help build capacity.

**Deep male voice:** Together we can help over one million Michigan families have access to quality affordable child care that will set the foundation for our children to succeed in school and in life.

*[screen fades to black, music continues playing]*

*The Michigan Early Learning Business Advantage, and the W.K.Kellogg Foundation logos pop up with the text displaying, "Coming Summer 2019". The logos and text fade.*

*Text slides into the screen from the left reading, "Special thanks to the W.K. Kellogg Foundation for providing seed funding for this effort. ECIC is grateful for their investment and support for early childhood education". This text fades to black.*

*Text fades into the screen reading, "Visit [www.ecic4kids.org](http://www.ecic4kids.org) for more information". The words fade into black, as the music fades ending the video.*

*[END]*