Committee for Economic Development

5 Ways for **Business Leaders** to Advance **High-Quality Early Education**

1. **Highlight the connection between early learning and life-long success.** Describe how a strong educational start improves success in school and the workplace, and enriches community vitality. If you care about strengthening our economic competitiveness, putting our nation's fiscal house in order, and lowering imprisonment rates, then you care about advancing early education.

2. **Promote the return on investment**. As early learning philanthropist J.B. Pritzker noted, "The returns on investing in early education for at-risk kids are 7-10% consistent per year, and calculated based upon the savings that can be realized during their lifetimes: lower incarceration rates, higher graduation rates, their ability to get a job, and better health."

3. **Voice your support when the time is right.** The majority of funding for early education programs comes through the states, which also face their own budget constraints. Be prepared with your talking points for the appropriate time to weigh in with policymakers.

4. **Lead by example.** Ensure that your own employees have high-quality child care by sharing what we know about parenting seminars, and helping them to find and assess quality care settings and providers.

5. **Leverage available resources.** Find local advocates for high-quality child care and look for ways to collaborate. Often times, they welcome the opportunity to provide talking points and data to support outreach efforts for key stakeholders.

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