

## CED Around the World

Building on CED's domestic success with early childhood education programs, CED is working to bring the importance of early child development to the forefront of international economic debates by hosting a series of international conferences. Locations include The Hague, The Netherlands; Washington, D.C.; Cape Town, South Africa; and Sao Paulo, Brazil.

CED believes that business leaders who publicly support early child development have a unique opportunity to contribute to economic growth in emerging markets. CED's international work seeks to mobilize a business constituency to establish and support early child development reforms and programs in their regions.



**Jørgen Vig Knudstorp**  
CEO Lego Group

## Building on Strong Foundations

CED is proud to partner with many organizations in promoting increased investment in quality early care and education. The Birth to Five Policy Alliance has been an active supporter of CED's work in this area in recent years. The Alliance was established in 2005 to promote innovative and successful policy ideas that support families and young children. The work of the Alliance is currently funded by the Buffett Early Childhood Fund, the W.K. Kellogg Foundation, the Bill & Melinda Gates Foundation, the Children's Initiative: a Project of the JB and MK Pritzker Family Foundation, the George Kaiser Family Foundation, the Irving Harris Foundation, and an anonymous donor.

More information on the Alliance is available at [birthtofivepolicy.org](http://birthtofivepolicy.org)



**2006 to present**  
CED hosts events across the country. Locations include California, Colorado, Illinois, Kansas, Kentucky, Louisiana, Massachusetts, Michigan, Mississippi, Nebraska, New Mexico, New York, North Carolina, Oklahoma, Tennessee, Washington, D.C., and Wisconsin.



**April 2008 - June 2010**

CED launches a series of international conferences on early education. Guests and speakers have included Her Majesty, Queen Beatrix of the Netherlands, Her Royal Highness Princess Laurentien of the Netherlands, and Matalde Chioela, Head of Learning and Talent Development Standard Chartered Bank.

[www.ced.org](http://www.ced.org)



**March 2008**

CED President Charles Kolb speaks at a business-to-business roundtable hosted by Jeff Joeres, Chairman & CEO of Manpower, Inc.



**Committee for Economic Development**  
The Best of Business Thinking

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CED is a non-profit, non-partisan, business-led public policy organization. Membership includes more than 200 senior corporate executives and university leaders who lead CED's research and outreach efforts. CED is dedicated to policy research on major economic and social issues and the implementation of its recommendations by the public and private sectors. CED's research and initiatives have influenced policy development relating to the pivotal issues affecting economic growth and opportunity in the U.S. for over 65 years.

As a pioneer in promoting business involvement in education, CED has underscored the importance of investments in early care and education to economic development. Through research, reports, events, and engaging the business community, CED has been influential in elevating the issue in the national discourse, highlighting the enduring economic and societal benefits of investments in high-quality early care and education, and recruiting corporate leaders to actively promote the cause. CED continues to be a leader in raising awareness and encouraging investments that improve the lives of young children and promote long-term economic growth and prosperity.

CED continues to seek partners in the business community to help promote quality early care and education. For more information on getting involved with CED contact [laura.oldanie@ced.org](mailto:laura.oldanie@ced.org).

# Investing in Children: Business Leadership in Early Care and Education

## A Tradition of Engaging Business Leaders

Since 1942 the Committee for Economic Development (CED) has been at the forefront of business engagement in public policy. CED's leadership in advancing early care and education, spanning several decades, has been a defining chapter in its long tradition of promoting business statesmanship and employing the best of business thinking in the nation's interest. By 1968 CED had recognized the need for high quality preschool education to be part of a larger effort to improve the American educational system in the policy statement, *Innovation in Education: New Directions for the American School*. CED noted the benefits of preschool learning in better preparing children for school in the 1971 statement, *Education for the Urban Disadvantaged: From Preschool to Employment*.

Business leaders have an acute understanding of the importance of a well educated workforce in supporting a strong economy and keeping America competitive globally. Because so many business leaders quickly grasp the economic benefits of investing in early care and education, CED's model of engaging business leaders in pressing public policy issues has been especially successful in the area of early learning. With tools provided by CED, corporate leaders have traveled nationwide speaking to audiences of business and civic leaders about the importance of investing in children and families. Other leaders have chaired CED subcommittees, overseeing new research and identifying strategic partnerships. Some have gone on to launch early childhood initiatives through public private partnerships, or as a centerpiece of their company's corporate philanthropy.

Over 200 business leaders have publicly endorsed CED's research on the importance of pre-kindergarten and led outreach efforts to secure the support of their peers for preschool across the country. Pre-K funding has increased from \$2.4 billion in 2001-02 to \$5.3 billion in 2009-2010<sup>1</sup>. Early education advocates point to business support of these programs as a key element to the funding increases.

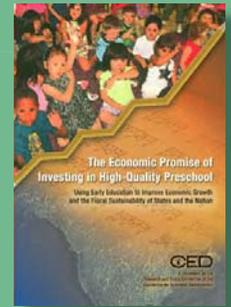
Early care and education is an area in which business leaders continue to make a lasting, meaningful impact on the welfare of children and the country's future workforce and global competitiveness. Much remains to be done, and CED is committed to continuing its efforts to engage business leaders.

<sup>1</sup> Pre-K Now, a campaign of the Pew Center on the States



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## Advancing Business Leadership

In the 1980s CED was in the vanguard of expanding the involvement of the business community in schools, recognizing that students represented the next generation of workers and citizens. Early education was an essential element of the movement CED led towards greater partnerships between schools and businesses. The groundbreaking 1985 CED report, *Investing in Our Children: Business and the Public Schools*, which the *New York Times* wrote "became a blueprint for national business and public education alliances," identified preschool programs as an important investment in future productivity and competitiveness. Directing resources to early care and education was also a major theme of CED's influential 1987 policy statement, *Children in Need: Investment Strategies for the Educationally Disadvantaged*.

**Owen B. (Brad) Butler** served as chairman of CED from 1988-92 and before that chaired the CED subcommittees that produced *Investing in Our Children* and *Children in Need*. As the



chairman of The Procter & Gamble Company in the early 1980s, he used his position as a leading corporate figure to marshal a new wave of business involvement in education and improving the lives of young children. In 1995 Butler founded *Bright Beginnings* in Colorado with former Governor Roy Romer. The organization provides free early care and education support and information to Colorado families. Shortly after his death the *New York Times* proclaimed him "A C.E.O. for Children."



**James J. Renier** served as chairman and CEO of Honeywell, Inc. He chaired the CED subcommittee that produced *The Unfinished*

*Agenda*. Under his leadership Honeywell joined with the United Way of Minneapolis in 1989 to form *Success by 6*. The program, which aims to ensure that every child enters school healthy and ready to learn, has since spread to communities nationwide.

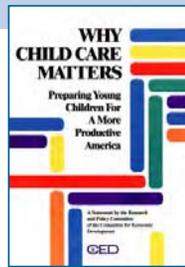


**Roy J. Bostock**, chairman of the Board of Yahoo! Inc., is a former chairman of CED and co-chaired the CED subcommittee that produced

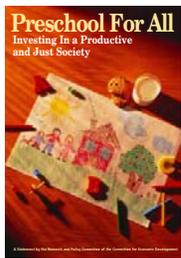
*Preschool for All*. He has spoken around the country promoting universal, voluntary preschool for all 3- and 4- year olds.

## Responding to Workforce Change

By the 1990s the precipitation of women in the workforce resulted in a marked increase of young children entering some form of child care. Taking note of the shift, CED viewed quality early care and education as a major issue affecting the contemporary and future workforce. In the 1990 policy statement, *An America That Works: The Life-Cycle Approach to a Competitive Work Force*, CED described early care as "a workforce issue with two dimensions." Not only was it crucial for enabling parents to work as the two-working-parent household became the norm but it was also essential to preparing the workforce of the future by fostering healthy child development. *The Unfinished Agenda: A New Vision for Child Development and Education* (1991) urged that child care and early education not be viewed as separate entities while *Why Child Care Matters: Preparing Young Children for a More Productive America* (1993) provided a comprehensive set of recommendations for improving the quality of the child care system.



## Impact



CED's efforts over the years have drawn attention to the need for quality early education and its economic benefits. Recent years have seen a clear increase in interest in the issue and visible action in many states. CED continues to advocate for investments in quality early education programs and to recruit business leaders to the cause. CED's 2002 policy statement, *Preschool for All: Investing in a Productive and Just Society*, represented the first call from the business community for universal access to high quality preschool education for all children age three and over. The 2006 statement, *The Economic Promise of Investing in High-Quality Preschool: Using Early Education to Improve Economic Growth and the Fiscal Sustainability of States and the Nation*,

furthered the effort by highlighting the latest research indicating significant return on investment in high-quality preschool programs. CED has also supported several working papers by leading experts and eminent economists, including 2000 Nobel Laureate in Economics, James J. Heckman of the University of Chicago. This body of work has been extremely influential in convincing state and local lawmakers to pursue high-quality early education programs despite budget restrictions. State investment in pre-k has more than doubled since the publication of CED's 2002 policy statement<sup>1</sup>.

<sup>1</sup> Pre-K Now, a campaign of the Pew Center on the States

## Making the Case Nationwide

In addition to enlisting corporate champions for children and arming them with the latest research and analyses showing the substantial returns from investing in quality early care and education, CED also sponsors forums and facilitates business leader participation in events across the country to spread the message and inform their peers.

In December of 2004 CED convened a ground-breaking national conference on "Building the Economic Case for Investments in Preschool" in Washington, D.C. The forum brought together distinguished business leaders, economists, and early childhood experts and advocates to highlight the growing body of research that underscores the sizeable benefits of quality preschool and to discuss strategies to expand that investment. A second conference in New York City in January 2006 generated further interest among the business and economic communities.

The two events featured representatives from the Federal Reserve Banks of Minneapolis and Cleveland; the *Wall Street Journal* and companies such as PNC Financial Services Group; Genzyme Genetics; Mosbacher Energy Company; H.B. Fuller Company; Goldman Sachs Group; Bashas' Groceries, Inc. and the Benjamin Douglas Companies. The events were the forerunners to the annual national conference of the Partnership for America's Economic Success.

In addition to national conferences, CED has also sponsored and participated in local events around the country to develop grassroots support and cooperation among local advocates and business leaders. Forum locations have included California; Colorado; Illinois; Kansas; Kentucky; Louisiana; Massachusetts; Michigan; Mississippi; Nebraska; New Mexico; New York; North Carolina; Oklahoma; Tennessee; Washington, D.C.; and Wisconsin.

**James J. Heckman, Nobel Laureate and Professor of Economics, University of Chicago**



**Carl Camden, President & CEO, Kelly Services**



**Robert Dugger**, managing partner of Hanover Investment Group, is a national leader in ascertaining and communicating

the economic and societal benefits of investing in the early lives of children. He co-chaired the CED subcommittee that produced *The Economic Promise of Investing in High-Quality Preschool*, founded the Partnership for America's Economic Success and is chairman of the Invest in Kids Working Group. He is very active in early learning initiatives in Virginia.

PNC chairman and CEO, **James Rohr**, is a leading early education advocate.



PNC Financial Services Group, Inc. has made early development and learning

a centerpiece of its corporate philanthropy and community involvement through the PNC *Grow Up Great Program*, an unprecedented 10-year, \$100 million investment in school readiness to help prepare children from birth to age five for success in school and life.



When it comes to passionately espousing the benefits of early care and education and the need for increased investment and

leadership, **Daniel Rose**, chairman of Rose Associates in New York, is exemplary. He has been an active participant in CED's work on the issue and has spoken frequently, and fervently, on the topic.

