

# 2020 Kentucky Child Care Workforce Report

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## ABOUT THE ORGANIZATION & PROGRAMS

Child Care Aware® of Kentucky (CCAKY) is the statewide regional network for Child Care Resource and Referral (CCR&R) services supporting access to safe, affordable, quality child care for families and professional development for child care providers and trainers.

CCAKY is housed at the Human Development Institute at the University of Kentucky. The Human Development Institute is Kentucky's University Center for Excellence in Developmental Disabilities Education, Research and Service. Projects focus on improving lifelong opportunities and services for individuals with disabilities, their families, and the community.

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## **2020 Child Care Workforce Report**

The 2020 Child Care Workforce Report represents the second phase of analysis of the combined Work Force and Market Rate Survey conducted for 2020. The Market Rate Report on those data was submitted on March 30, 2021 and is available on the [CCAKY website](#).

This report focuses on the remainder of data collected which includes a snapshot of the cost of care, focus on wages and benefits for the child care workforce, the effects of the pandemic on the functioning of child care during the pandemic, and additional contextual information on child care in the Commonwealth of Kentucky during the year 2020.

The Market Rate and Workforce Survey was sent to every Licensed Child Care Center (Type I and Type II) and Certified Family Child Care Home across the Commonwealth of Kentucky. This survey was available to any provider who had been open for any portion of the 2020 calendar year.

Survey respondents were free to skip questions during the survey. Any complete data that was submitted for a section was included for analysis. Survey participation by section may vary for this reason.

### **Data Collection**

Survey invitations were sent to the contact email address for all child care facilities (Type I, Type II, and Certified Family Child Care) on 12/7/2020. Notices were placed on social media, messages were sent by the DCC ListServ, and CCAKY coaches reminded providers that the survey was available. Early care and education stakeholder groups also were encouraged to share information about the survey. As an additional incentive, a random drawing for eight \$25 Visa gift cards was included to any provider who completed the survey.

The survey remained open throughout the winter holiday break. In January 2021, a final push was made to all providers to encourage them to participate. Additional DCC ListServ messages and social media posts were made. CCAKY coaches followed up with their own caseloads to encourage providers to look for the survey in their email, or to fill out a survey via an anonymous link. The anonymous link was created for those who could not find the original invitation or who might have had a change in email. Participants added their licensing information so that it could be matched to the larger list of providers.

Data collection concluded on January 15, 2021. The overall response rate to the survey was 1029 out of a possible 2052 for a response rate of 50.15%. This rate is strong particularly considering the numbers of providers that closed on a temporary or a permanent basis as well as the tremendous stress that the entire community was undergoing during the pandemic.

## Estimating the Cost of Care

For this report, we asked all directors of child care centers (Licensed Type I and Licensed Type II) as well as Certified Family Child Care to provide a percentage estimate of where their costs lie. This provided us with a snapshot of similarities and differences among providers. Determining the actual cost of care is an important tool to understanding how to support the business of child care in a sustainable way. Evaluating this cost more precisely across the state will be the focus of future research work.

According to this snapshot of costs (Table 1), these cost estimates varied by child care types. For all three types, the top five categories were salary, materials, facility costs, food, and operational expenses. However, the order of these percentages varied by provider type (Table 2).

For Licensed Type I Child Care Centers, the single largest cost was salary (45.35%) followed by materials, facility costs, food, operational expenses, benefits, professional development, and transportation. If we combine salary costs with the cost of benefits, this would place personnel costs for Licensed Type 1 centers at 51.01% of all costs. For Licensed Type II centers, the salary expenses were also the single highest expense, but due to their smaller staffing levels, measured only 26.25% (or 29.14% including benefits) of costs followed closely by materials at 25.82%, food, facility costs, and operational expenses.

Certified Family Child Care reported their single highest cost as materials at 23.91% of costs, followed by facility costs, food, salary, and operational costs. Since most certified family child care homes are single proprietor businesses, personnel costs necessarily run much lower for them. Although operational expense is also fifth in their ordering of costs, this represents a higher percentage of expenses than for any other provider type.

Table 1. Cost of Care Estimates by Provider Type

Expense Type	Licensed Type I	Licensed Type II	Family Child Care Home
Salary	45.35%	26.25%	17.49%
Benefits	5.66%	2.89%	1.06%
Facility Costs	12.15%	14.11%	19.72%
Transportation	0.49%	0.29%	1.11%
Professional Development	4.49%	6.18%	5.28%
Materials	15.42%	25.82%	23.91%
Food	8.83%	16.21%	18.20%
Operational Expense	7.60%	8.25%	13.23%

Table 2. Cost of Care Estimates from Highest Expense to Lowest Expense by Provider Type

Licensed Type I	Licensed Type II	Family Child Care Home
Salary	Salary	Materials
Materials	Materials	Facility Costs
Facility Costs	Food	Food
Food	Facility Costs	Salary
Operational Expense	Operational Expense	Operational Expense
Benefits	Professional Development	Professional Development
Professional Development	Benefits	Transportation
Transportation	Transportation	Benefits

## Description of the Workforce

### Licensed Child Care Center Staff

Directors were asked to report on the staff in their centers including their tenure in the facility, their years of experience, and information about wages and benefits for both full-time and part-time staff. Table 3 includes the numbers of total staff reported on by directors.

Table 3. Licensed Child Care Staff Totals

Staff Type	Full-Time	Part-Time
Directors	883	298
Infant Teachers	699	229
Toddler Teachers	1167	459
Preschool Teachers	1497	680
School Age Teachers	529	525
Assistant Teachers/Aides	990	779
<b>Total</b>	<b>5765</b>	<b>2970</b>

Table 4 lists what licensed child care directors reported on staff tenure in their center as well as their staff's total years of experience in early care and education. Perhaps unsurprisingly, directors reported that on average they had been at their centers the longest and had the greatest number of years of experience in the field. In fact, 60.92% of directors report being in their role at their center for more than six years, and 76.90% report over six years of experience in the field in total.

Alternately, teachers and teacher aides have many fewer years in particular centers, and many fewer years of experience in the field. Among the staff in the centers surveyed, 47.04% of all teachers and 67.49% of assistant teachers or teacher aides have worked two years or less in their center. In addition, 31.70% of teachers, and 58.15% of assistant teachers/aides have fewer than two years' experience total in early care and education.

Table 4. Staff Years in Center, Years of Experience in ECE

Years at Current Center	Directors	Teachers	Assistant Teachers/Aides
Less than 1 year	9.84%	21.99%	38.23%
1-2 years	13.94%	25.05%	29.26%
3-5 years	15.30%	24.36%	18.35%
6-12 years	19.30%	16.35%	7.79%
More than 12 years	41.62%	12.25%	6.37%
Years of Experience in ECE	Directors	Teachers	Assistant Teachers/Aides
Less than 1 year	9.06%	11.80%	32.28%
1-2 years	5.18%	19.90%	25.87%
3-5 years	8.86%	25.22%	21.54%
6-12 years	16.24%	21.95%	8.80%
More than 12 years	60.66%	21.13%	11.51%

The survey also asked detailed questions about wages and benefits received in centers for both full and part-time employees. As expected, full-time employees enjoyed more wage supplements and benefits than part-time employees did. See detailed results regarding wages, health benefits, and dental benefits in Tables 5-10.

Table 5. Wage Information for Full-Time Employees

Wage Information for Full-Time	Director	Teacher	Assistant Teacher/Aide
Wage supplement based on training and experience	58.37%	55.51%	39.22%
Short-term disability insurance	33.33%	34.09%	28.21%
Long-term disability insurance	30.02%	28.21%	23.38%
Retirement plan	40.72%	38.46%	29.86%
Paid sick leave	56.41%	54.75%	41.03%
Paid vacation	68.48%	66.21%	47.96%
Paid holidays	76.47%	75.11%	55.96%

Table 6. Wage Information for Part-Time Employees

Wage Information for Part-Time	Director	Teacher	Assistant Teacher/Aide
Wage supplement based on training and experience	12.37%	22.17%	23.68%
Short-term disability insurance	5.43%	7.09%	6.94%
Long-term disability insurance	4.22%	5.43%	5.28%
Retirement plan	4.98%	9.95%	10.11%
Paid sick leave	9.50%	18.85%	19.61%
Paid vacation	10.11%	18.85%	17.35%
Paid holidays	13.73%	28.81%	27.90%

Table 7. Health Benefits for Full-Time Employees

Health Benefits for Full-Time	Director	Teacher	Assistant Teacher/Aide
Fully paid insurance for employee and dependents	8.54%	4.70%	2.79%
Fully paid insurance for employee only (no dependents)	10.28%	8.54%	7.14%
Partially paid insurance for employee and dependents	24.56%	22.30%	19.69%
Partially paid insurance for employee only (no dependents)	17.25%	16.90%	14.46%
Health insurance is available but unpaid	7.49%	9.41%	8.36%
Health insurance is not available	38.85%	37.98%	33.10%

Table 8. Health Benefits for Part-Time Employees

Health Benefits for Part-Time	Director	Teacher	Assistant Teacher/Aide
Fully paid insurance for employee and dependents	0.52%	0.52%	1.05%
Fully paid insurance for employee only (no dependents)	0.70%	0.52%	0.87%
Partially paid insurance for employee and dependents	3.31%	3.31%	3.83%
Partially paid insurance for employee only (no dependents)	2.44%	3.31%	3.48%
Health insurance is available but unpaid	4.88%	6.27%	5.57%
Health insurance is not available	34.84%	39.20%	39.55%

Table 9. Dental Benefits for Full-Time Employees

Dental Benefits for Full-Time	Director	Teacher	Assistant Teacher/Aide
Fully paid dental insurance for employee and dependents	8.05%	4.83%	3.40%
Fully paid dental insurance for employee only (no dependents)	7.16%	6.62%	6.26%
Partially paid dental insurance for employee and dependents	17.35%	15.74%	14.13%
Partially paid dental insurance for employee only (no dependents)	9.66%	10.20%	9.66%
Dental insurance is available but unpaid	19.32%	20.39%	17.35%
Dental insurance is not available	41.50%	40.43%	34.88%

Table 10. Dental Benefits for Part-Time Employees

Dental Benefits for Part-Time	Director	Teacher	Assistant Teacher/Aide
Fully paid dental insurance for employee and dependents	0.36%	0.54%	0.72%
Fully paid dental insurance for employee only (no dependents)	0.18%	0.18%	0.36%
Partially paid dental insurance for employee and dependents	2.33%	2.68%	2.50%
Partially paid dental insurance for employee only (no dependents)	1.61%	1.43%	1.79%
Dental insurance is available but unpaid	6.26%	7.33%	6.26%
Dental insurance is not available	35.24%	39.53%	38.64%

## Certified Family Child Care Homes

Certified Family Child Care Homes were also asked to report on their workforce (Table 11). Among those who answered this question, only 11.76% had any staff at all. As not all Certified Family Child Care providers answered these questions, the numbers are lower than the larger survey respondents of certified family child care providers.

Table 11. Certified Assistant Staff

Certified Family Child Care Home Assistant Staff	
<b>Assistant caregiver(s)</b>	
Yes	10
No	75
<b># of paid assistant caregiver(s)</b>	
Average	1.63
Median	1.5
<b>Starting hourly wage</b>	
Average	\$9.76
75th percentile	\$12.00
<b>Benefits provided</b>	
Reduced tuition at program	3
Funds to receive training	3
Retirement/IRA/SEP/Keogh	0
Life or disability insurance	0
Health insurance	0
Paid parental leave	0
Other paid time off	2

Among the certified family child care homes in this sample, 75% have been in operation for at least six years, and nearly 59% have been in operation for more than 12 years. The median number of years that a certified family child care has been in business is 15 years. Table 12 details the responses to this question.

Table 12. Certified Family Child Care Years in Business

Years in Business	# of Providers	% of Providers
Less than 1 year	7	8.24%
1-2 years	10	11.76%
3-5 years	3	3.53%
6-12 years	14	16.47%
More than 12 years	50	58.82%
Unknown	1	1.18%
<b>Total</b>	<b>85</b>	<b>100%</b>



## Pandemic Effects on Licensed and Certified Child Care

Another important area explored in this report are questions about what it was like to operate licensed and certified child care facilities during the global COVID-19 pandemic. Both open and closed providers were invited to participate in this survey. Table 13 reports the open v. closed status of all survey respondents.

Table 13. Open v. Closed Status of All Survey Participants

Current Status	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Open	792	30	103	925
Closed	158	3	8	169

Of the 169 providers who reported being closed at the time of their survey response, they provided the following additional information about their reopening status and their future plans (Table 14).

Table 14. Closed Providers Current and Anticipated Status

Reopening Status	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Never reopened after pandemic closure	48	1	4	53
Reopened but closed again permanently	1	0	2	3
Reopened but closed again temporarily	107	0	2	109
N/A	2	2	0	4
Future Plans	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Expects to reopen	152	2	6	160
Does not expect to reopen	5	1	2	8
N/A	1	0	0	1

Of those providers who indicated that they would not be reopening again, information was collected on reasons why (Table 15). Providers were also asked how many years they had been in operation and how many years they were in their most recent location before closure.

Table 15. Additional Information on Permanently Closed Providers

Reasons for not reopening	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Retirement of director/owner	0	1	1	2
Business not sustainable	2	0	1	3
Sold business	1	0	0	1
Personal/family reasons for closing	1	0	0	1
Other	3	0	0	3
Years in operation before closure	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Less than 1 year	1	0	0	1
1-5 years	3	0	1	4
5-10 years	0	0	0	0
More than 10 years	1	1	1	3
Years at most recent location before closure	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Less than 1 year	1	0	0	1
1-5 years	3	0	1	4
5-10 years	0	0	0	0
More than 10 years	1	1	1	3

Another area of the survey included questions about the pandemic impact on operations. Areas included any changes in operating hours and staffing levels, as well as reasons for staff turnover.

About half of providers kept the same hours or extended hours, while half were forced to reduce hours (Table 16). Similarly, about half of providers increased staffing or stayed at existing levels, while about half decreased staffing levels (Table 17).

Table 16. Pandemic Impact on Operating Hours

Hours	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Stayed the same	435	21	92	548
Reduced	480	11	15	506
Extended	32	0	2	34

Table 17. Pandemic Impact on Staffing in Licensed Child Care

Staffing Level	Licensed Type I	Licensed Type II	Total
Increased	171	5	176
Decreased	350	7	357
Stayed the same	192	14	206

About a third of licensed directors indicate that there was staff turnover due to COVID-19 risks. One out of five directors reported that some staff chose to remain on unemployment rather than returning to work or that some staff found other work during the state shutdown of child care facilities. Just under 14% of directors reported having to lay off staff due to reduced enrollment (Table 18).

Table 18. Reasons for Staff Turnover

Reasons for Staff Turnover	Licensed Type I	Licensed Type II	Total	Percentage
COVID-19 risks	345	8	353	33.18%
Remaining on unemployment insurance	218	4	222	20.86%
Finding other work during shutdown	205	6	211	19.83%
Layoffs due to fewer families enrolled	141	7	148	13.91%
Other	125	5	130	12.22%
<b>Total</b>	<b>1034</b>	<b>30</b>	<b>1064</b>	<b>100%</b>

More than half of directors (31 out of 57) who provided an additional open-ended response for “other” indicated that they had little or no turnover at all. Those who did offer additional reasons for turnover included such things as: dissatisfaction with pay, benefits, or schedule; a lack of respect for the work; and insufficient revenue to keep employees.

The mandates included in the public health and safety emergency regulation measures for child care facilities had an impact on providers’ costs. We asked providers to rank these costs in order of expense. Higher percentages reflect higher rankings across provider types in Table 19.

Table 19. Ranking of Additional Pandemic Expenses

Additional Expense	Licensed Type I	Licensed Type II	Family Child Care Home	Statewide Total
Restrictions on staffing and groups	23.07%	16.93%	13.27%	22.16%
Change in class sizes	21.71%	18.54%	13.91%	21.04%
Personal protective equipment	20.36%	24.71%	29.64%	21.17%
Additional cleaning procedures	18.67%	20.59%	27.27%	19.37%
Changes in center, i.e., portable walls	12.24%	15.33%	11.45%	12.28%
Other	3.94%	3.89%	4.45%	3.98%

## Suspension and Expulsion Policies

The 2020 Market Rate and Workforce Survey also asked child care providers whether they had a suspension and expulsion policy (see Table 20). Nearly half of providers who responded to this question did have such a policy and were invited to share their policy with us. These data were analyzed and coded for the types of open-ended responses provided (see Table 21). Interestingly, 60 of those who reported having a policy shared that this was a “no suspension” policy.

Table 20. Suspension and Expulsion Policy by Type

Suspension/ Expulsion Policy	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Yes	49.50%	46.43%	19.79%	46.33%
No	50.50%	53.57%	80.21%	53.67%

Among the providers who stated that they did have a suspension or expulsion policy, 97 did not include any policy specifics. These included centers that followed Head Start guidance, those that focused on intervention, and those that had a two-week initial screening period before children were accepted into the program.

Of the 314 who included their reasons for suspension policies, the primary reasons were behavioral and included issues such as biting, violence, destruction of property, or uncontrollable behavior. Almost half (154) of those policies that included behavioral reasons also indicated that there were multi-step processes in place to deal with such misbehaviors. Parental issues were also cited as a major reason for suspension or expulsions, including issues of non-payment, late pick-ups, or families who would not work cooperatively with staff. Some policies also explicitly referred to the discretion of the director as a final arbiter of whether or not a child could stay in a program. Summary details are below in Table 21.

Table 21. Summary of Policy Information

Suspension Policy Information	Totals
Total # of Yes responses	374
No policy specifics included	97
"No suspension or expulsion" policy	60
Total suspension policies included	314
Behavior reasons	237
Multi-step process	154
Parental issues	88
Discretion of director	16
Attendance	3

### Additional Information on Survey Sample

The 2020 Market Rate and Workforce Survey included questions to collect additional contextual information about the centers. Questions were asked about the influence of geography on family choice (Table 22), any special accreditations earned by the facility (Table 23), Child Care Assistance Program (CCAP) acceptance (Table 24), and demographics of children served (Table 25).

Table 22. Reasons Why Family Choose a Center

Reason Families Choose Location	Type I		Type II		Family Child Care Home		Total	
	Open	Closed	Open	Closed	Open	Closed	Open	Closed
Close to work	35	2	0	0	3	0	38	2
Close to home	61	43	2	0	5	0	68	43
Both	554	68	21	1	65	5	640	74
Neither	99	37	7	1	29	1	135	39

Table 23. Child Care Accreditation

Accreditation	Licensed Type I	Licensed Type II	Family Child Care Home	Total
NAEYC	58	0	2	60
NAFCC	6	3	4	13
NAA/COA	4	0	0	4
Other	35	0	0	35

Table 24. CCAP Acceptance among Sample

CCAP Accepted	Licensed Type I	Licensed Type II	Family Child Care Home	Total
Yes	565	27	69	661
No	141	2	21	164

Table 25. Demographics of Children Served in Sample

	Age Groups	White	Black/ African American	Hispanic/ Latino	Asian	Multi- Racial	With Disabilities	Child and/or family not English speaking
<b>Licensed Type I</b>	Infant	2036	346	109	20	215	30	12
	Toddler	4380	535	114	57	422	191	89
	Preschool	9021	1030	257	143	753	514	182
	School Age	3123	539	145	68	331	189	43
<b>Licensed Type II</b>	Infant	22	8	0	0	3	2	0
	Toddler	89	22	5	0	9	6	11
	Preschool	98	27	2	0	18	6	1
	School Age	66	24	6	3	9	8	4
<b>Family Child Care Home</b>	Infant	70	16	0	0	9	1	0
	Toddler	106	41	4	0	12	1	0
	Preschool	124	27	3	0	13	2	0
	School Age	49	41	4	0	8	0	0
<b>Total</b>	Infant	2128	370	109	20	227	33	12
	Toddler	4575	598	123	57	443	198	100
	Preschool	9243	1084	262	143	784	522	183
	School Age	3238	604	155	71	348	197	47

## Conclusion

After such an unusual and historic year, perhaps the best way to conclude this report is to listen to the voices of child care providers in Kentucky in their open-ended responses at the end of the 2020 Market Rate and Workforce Survey. These comments help to illustrate some of the stresses that were unique to their businesses during a global pandemic. Below are a selection of typical quotes taken from the survey. These have been edited for brevity and typographical errors, but otherwise are included as written by the provider.

***The COVID-19 has been very damaging to our center. Our enrollment has decreased due to the ratio guideline changes. The CARES funding has been a great help to keeping our center opened during the time we have been opened. My heart goes out to the many centers that have had to close.***

***It's been an incredibly hard year for this industry. Being closed for three months. Staffing is a nightmare due to covid cases, covid exposure and covid delayed testing results. The 14 day quarantine is very tough for families and operating a school. We continue to abide by all rules and regulations. Hoping for better days ahead.***

***We deserve better pay, better benefits, and more training in the field. This pandemic has really put a damper on everything. We are now essential workers, full time teachers, extreme cleaners, and still low income fighting to stay open and fighting for our unemployment. The staff that love their jobs get pushed to the very edge... should they change professions to make more money, spend more time at home with own children, or continue working harder and harder for no respective pay or benefit, the country doesn't even seem to see the importance of our profession.***

***It is impossible to charge enough tuition to pay teachers "what they are worth." No families could afford it. The profit margins are extremely small, if there at all, even while paying teachers what amounts to a poverty level wage (\$25,000-\$32,000/year). Trying to add in healthcare and a 401k makes the profit margin almost non-existent. As a result, good teachers turn to other professions. Government funding to support ECE so that children can get the start that they need and deserve and teachers can get paid a respectable living wage for providing it is critical if we are going to continue to call ourselves a advanced society. And the owners who elect to engage in this industry as a business should be able to make a profit doing so.***

Thanks to all who completed this survey. Results highlighted in the report can help give insight into the current state of the child care workforce in Kentucky and highlight supports that may be needed to help maintain and grow this essential workforce.