



Partnership Opportunities for Child Care Providers & Local Employers

Marketing Your Center

- What makes your center unique or special?
- Why do parents choose your center?
- What do families love most about your center?
- What services do you offer that set you apart from other centers in the area?
- What level of education and experience do your staff members have?
- What does quality care look like at your center and what level are you in KY All STARS?

Potential Contacts

- Chamber of Commerce: [KY Chamber of Commerce List](#)
- Economic Development Organizations: [KY Economic Development List](#)
- Workforce Development: [KY Local Workforce Development Areas](#)
- Human Resource contacts at area businesses located near child care center
 - Consider possible partnership to reserve slots for employer to use for their employees

Benefits for Employer/Employees

- Location of child care facility in relation to employer
- Extended hours to meet employees' needs
- Recruitment perk for employees with children
- Reduced stress for employees finding child care
- Fewer employee absences and decreased tardiness
- Improved morale and reduced staff turnover

Partnership Model and Considerations

- Child care center agrees to reserve a certain number of slots for employer to use for their employees.
 - Number of slots reserved
 - Limitations for slots in certain age groups
 - Length of partnership agreement
- Employer agrees to cover costs for reserved slots.
 - Used vs. unused slots
 - Employer may pay center specified amount to reserve certain number of slots
 - Employer may provide vouchers/subsidy to cover a portion or the full cost of child care paid either directly to center or to employee
 - Employer may offer in-kind support to reserve slots, i.e. materials, playground equipment, supplies, etc.
- Other considerations:
 - Options for drop-in emergency care for school-age children (mildly ill children)
 - Options for summer care for school-age children
 - Options for after-school care for school-age children
 - Consult a lawyer and/or accountant regarding partnership and any legal contracts needed

Contact your Child Care Aware® Health & Safety Coach for more information.

To see a complete list of regional Child Care Aware® staff or to download one of our resources,



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www.childcareawareky.org

