



Child care: your untapped competitive advantage

As a business leader in Portage County, you can effectively drive your business's long-term success while reshaping our community's future.

How? Investing in early childhood learning for your employees' families will boost recruitment, retention, productivity and profitability.



The child care crisis affects more than just your business

Our community is at a crossroads. With 36% of households kept out of the workforce due to child care issues and 65% of businesses reporting employees changing or reducing hours, we need new solutions.

This presents an opportunity for visionary leaders to make a lasting impact—to help position our community for the future.

Reimagining our future

Envision a Portage County where high-quality child care is accessible for all, boosting business growth.

Employee satisfaction and productivity soar as parents can focus on work, knowing their children are well-cared for. This increased productivity and reduced turnover directly contribute to your bottom line.

Steps to get involved

To turn this future vision into a reality, consider these innovative approaches:

- Implement a “Child care Concierge” service to help

employees navigate child care options.

- Allow flexible scheduling and remote work options: Our data shows that only 43% of businesses offer remote work opportunities.
- Establish a “Return to Work” program to provide gradual re-entry and child care support for employees returning from parental leave.
- Partner with other businesses to fund new child care facilities or support existing ones.
- Become a partner of the Portage County FORWARD: Early Learning & Care Coalition.

Now is the time to act

Don't let the child care crisis undermine your business potential.

Turn this challenge into your competitive advantage. Together, we can create a more prosperous future for Portage County businesses and families.

Get involved today!

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