



PRESENTS

Bridging the gaps in early childhood education

GIVEAWAY!

All LIVE attendees of today's webinar will automatically be entered for a **chance to win a \$50 gift card** towards resources for your classroom and center!

Winner will be announced in our show notes email!

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Disclaimer

This content **is not** personalized legal or financial advice for your center. The goal is to have a conversation around the topic to inspire and give you ideas that you can implement at your centers.

Each State and Province has different licensing rules and regulations. **Please consult with your own legal and financial advisors before implementing something that you are not 100% sure about at your center.**

Land Acknowledgement

HiMama acknowledges that our main headquarters is situated in Toronto, Ontario, on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples.



Diversity & Inclusion

HiMama is committed to fostering an inclusive and welcoming environment for our employees, customers and, community.



Housekeeping



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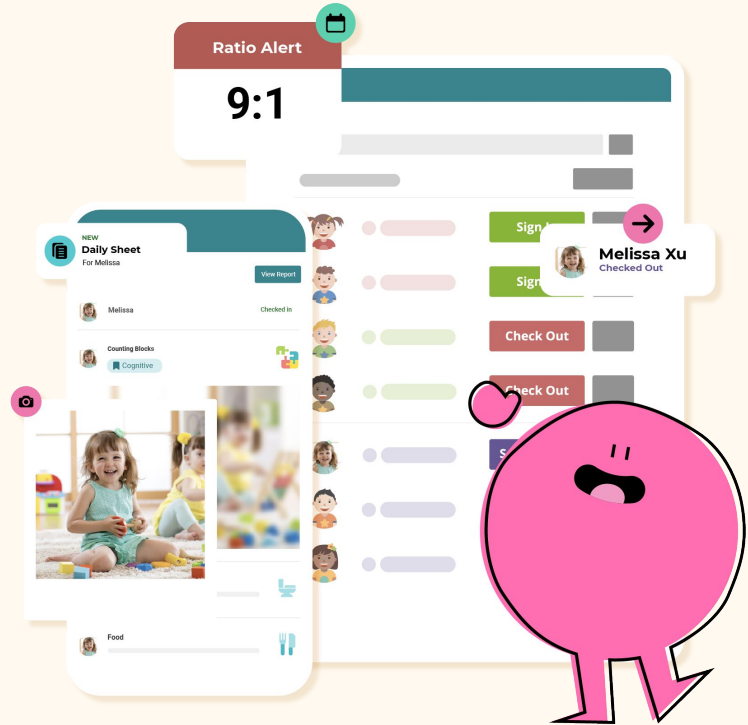
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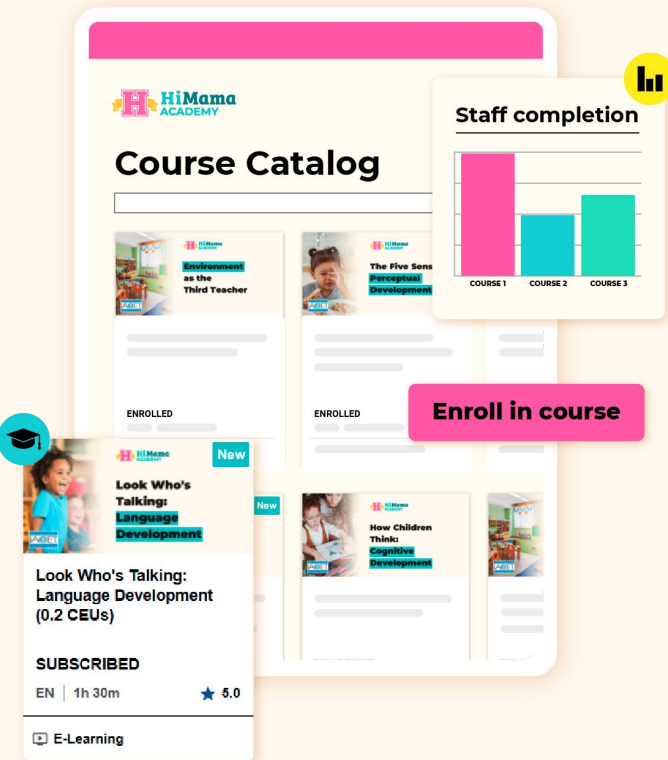
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Learn more about

[HiMama Childcare Software](#)

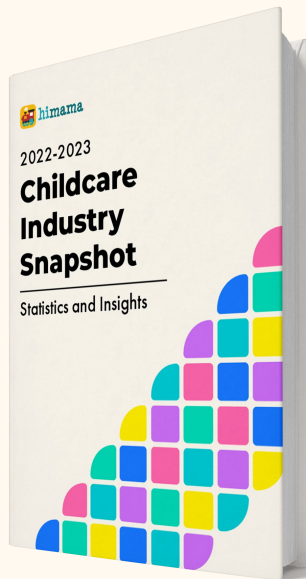


That's Maddie!



And that's Elena!

Download the 2022-2023 Childcare Industry Snapshot



Learn More Here!

Our Special Guests

Tirusha Dave

Owner, Ellie's Academy

Bernadette Testani

Owner, Atelier Kids

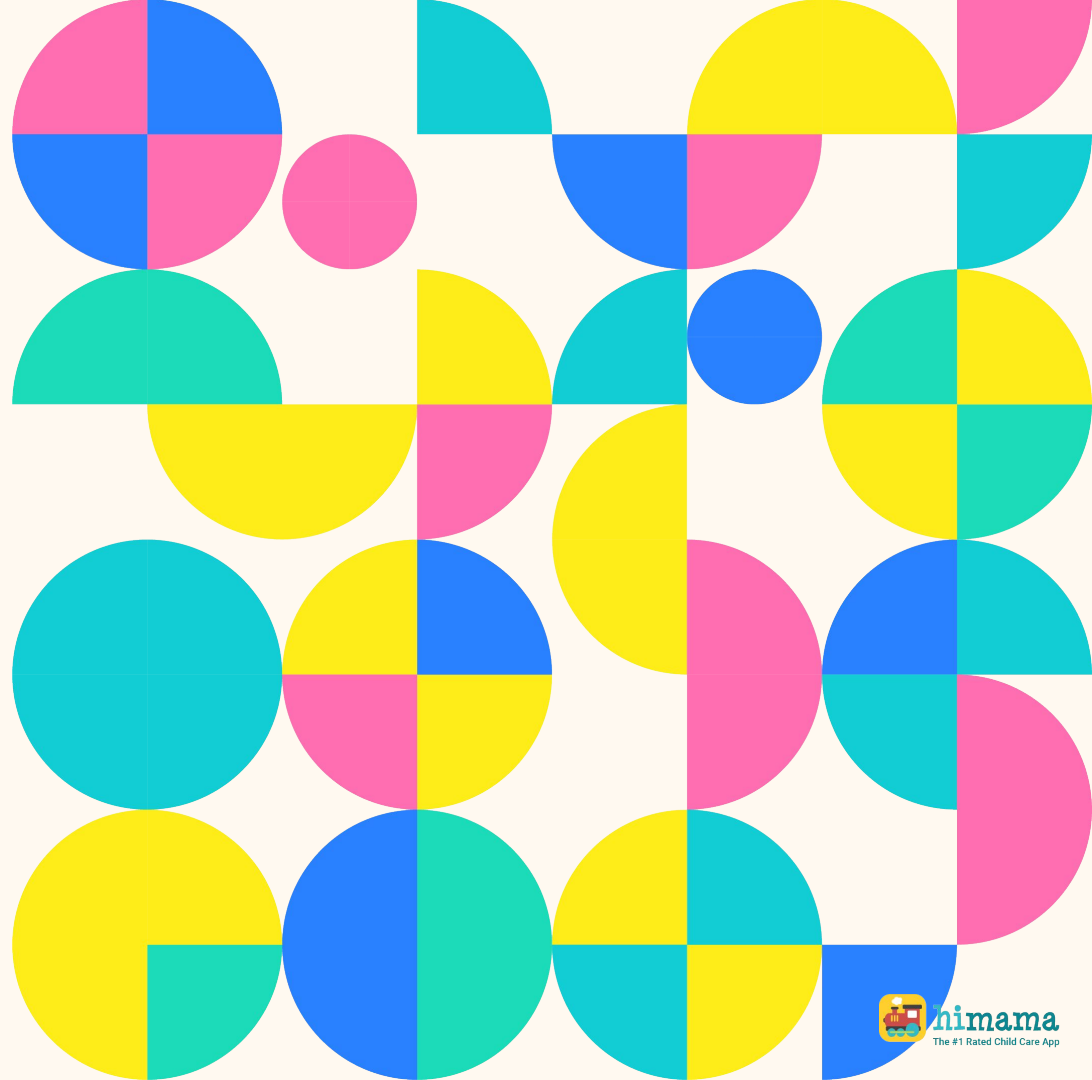
Jovanna Sinanan

RECE, HiMama



Takeaways for today

1. What the state of childcare is looking like 3 years after the pandemic
2. Understanding the gaps between educators, childcare owners, directors and administrators
3. What the future holds for early childhood education





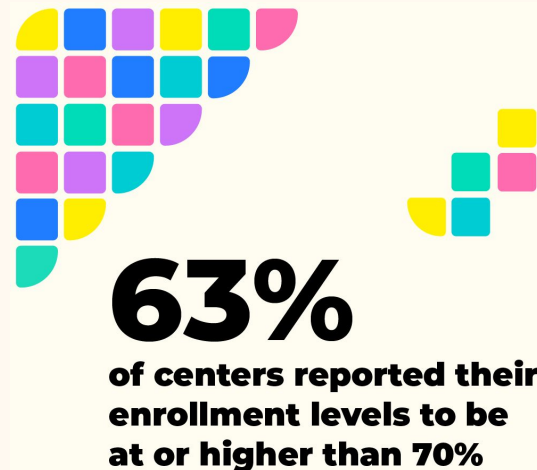
Enrollments

Enrollments

Almost half of survey respondents reported that their current enrollments were at **90% of pre-pandemic levels or higher**, with **19% actually stating that their enrollment levels are above what they were prior to the pandemic.**

Over half of centers surveyed (63%) reported their current enrollment levels at **70% of their total capacity or more.**

Average enrollment for our respondents at the end of **2022 was 78%**, compared to **88% in 2019.**



Childcare Industry Snapshot 2022-23



Staffing



Staffing

We asked childcare center owners, directors, and administrators what they thought would be the best way to support their educators, **the most common answer was *Health and Wellness Perks* (34%), with *Professional Development Opportunities* a close second (26%) and *Career Advancement Opportunities* a distant third (13%).**

We gave educators the same options and asked which would make them feel most supported. ***Professional Development Opportunities* took the top spot (33%) with *Health and Wellness Perks* and *Career Advancement Opportunities* tied for second (28%).**

Not surprisingly, ***Social Events* ranked lowest** on the list, selected by **7%** of owners, directors, and administrators, and **3%** of educators.



1/3 educators
**ranked professional
development opportunities
as the most desirable
employee benefit**

Childcare Industry Snapshot 2022-23



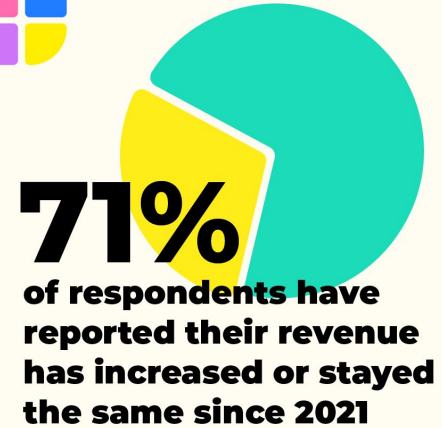
Finances

Finances

For a significant majority of respondents, **revenue in 2022 either increased (41%) or stayed the same (30%) compared to 2021**. The majority of respondents also saw their net income either increase or stay the same, at 34% and 29%, respectively.

The number of centers reporting decreased net income (37%) was larger than those reporting decreased revenue (29%).

Our survey found that the proportion of **centers receiving subsidized childcare funding in 2022 (76%) remained almost unchanged** from the previous year (77%), down from a high of 86% in 2020.



Childcare Industry Snapshot 2022-23





Professional Development

Professional Development

Our survey found that **educators rank professional development as having a greater impact on parent satisfaction, child engagement, and their desirability as job candidates** compared with the rankings of owners, directors, and administrators.

Parent satisfaction stands out as the most contentious topic, with owners, directors, and administrators in our survey almost twice as likely as educators to see professional development as having no impact at all on parent satisfaction.



49%

of educators believe that professional development has maximum impact on child engagement

Childcare Industry Snapshot 2022-23





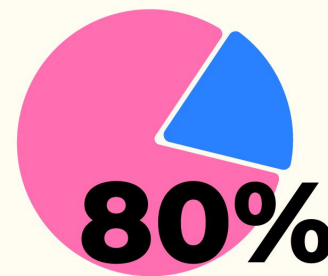
Outlook

Outlook

We asked both groups to select the position that best describes their outlook for 2023, **the majority of both educators (69%) and owners, directors, and administrators (71%) selected “Positive” or “Strongly Positive”.**

Conversely, less than 10% of respondents from both groups reported a “Negative” or “Strongly Negative

Educators (at 81%) seem much more certain that it was possible to improve the employee experience at their center, than owners, directors, and administrators (at 66%).



of educators believe it's possible to improve the employee experience at their center

Childcare Industry Snapshot 2022-23



**We want to hear from
YOU!**



Special Guest Q&A

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Owner, Ellie's Academy

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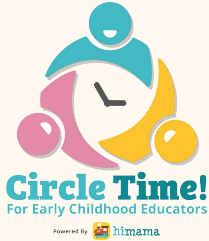
What's Next?

1. **Show Notes & Recording** - You will receive an email linking to resources and this recording early next week!
2. We are taking a quick break as we revamp and improve our webinars! **Stay tuned for when we are back!**

STAY TUNED



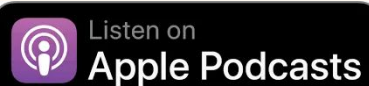
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We're all in this together, stay healthy and stay safe!