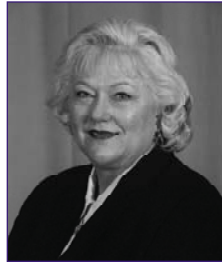


Oakland County's leaders believe in the importance of early education



L. Brooks Patterson
Oakland County
Executive



Vickie L. Markavitch
Oakland Schools
Superintendent



Michael Brennan
CEO, United Way
for Southeastern
Michigan

What can business do?

- Serve as a leader on the Great Start Collaborative- Oakland to elevate the role of early childhood education
- Engage in opportunities to learn more about how early childhood impacts business
- Support working families with reliable resources and referral linkages
- Earmark corporate charitable funds for early childhood projects
- Talk to public officials, fellow business leaders, employees and the public about the vital role quality early childhood care and education plays in current and future workforce development

Great Starts Here!

Great Start Collaborative-Oakland

2111 Pontiac Lake Road
Waterford, MI 48328-2736
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OaklandSchools

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Why Business Supports Early Childhood Care and Education in Oakland County



“We cannot afford to postpone investing in children until they become adults, nor can we wait until they reach school - a time when it may be too late to intervene.”

*Dr. James Heckmann
Nobel Laureate in Economics (2000)*

www.greatstartforkids-oakland.org



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Quality early learning has a long lasting impact on children, their well-being and their ability to learn. The early years of a child's life - ages birth through five - are the most important years in his or her development. Research shows that children who experience stable, high-quality child care perform better in grade school, high school, and beyond.

The skills employers find attractive in employees are rooted in early childhood experiences. Skills such as the ability to work with others, problem solve, take initiative, etc., are introduced in the early years.

Early childhood care and education builds this foundation for children so that they are prepared for success in school and in life.

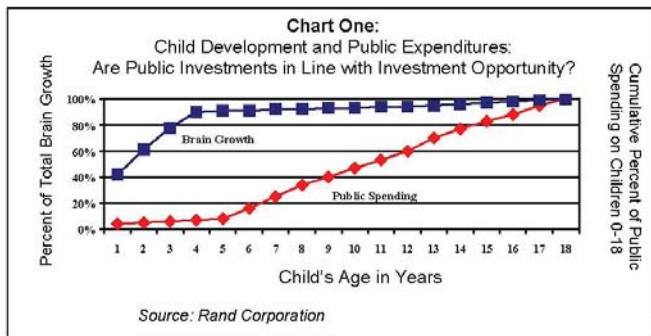
Did you know?

- 90% of brain growth occurs from birth to five years of age
- A child develops the ability to reason by the age of five
- By the age of three, many children know 1,100 words

Importance of Early Childhood investments

What occurs in the first years of life, starting prenatally and extending through age five, determines whether children, and society, will achieve the first National Educational Goal, that "all children start school ready to learn." This goal is important because it also helps determine how well children do in school, and in larger society, as they grow up. Brain research has demonstrated the critical importance of the first five years of life, when 90 percent of a person's brain growth occurs and critical neural pathways are developed related to trust and social attachment. The child development literature shows that many social, psychological, and cognitive characteristics of adults are not determined before birth and but in the first five years of life - determinations that are difficult, if not impossible, to change in later years.

At the same time, however, there is little public investment in children during this period, contrasted with later years of life. The RAND Corporation has contrasted brain growth with public spending for children 0- 18 to show the disparity between the timing of current investments and opportunities make a real difference.



Return on investment

Studies indicate that children with quality early education are 30% more likely to graduate from high school than children without. A high school diploma is a powerful and necessary asset in Oakland County.

- Over a lifetime, high school graduates earn \$200,000 more than non-graduates.
- Non-high school graduates are more likely to be unemployed, and viable jobs for non-graduates continue to decline.
- Michigan's High Scope Research Foundation Study found for each dollar spent on high quality early childhood education, \$17 is saved on welfare, prison and remedial education costs. Children who received high quality early childhood education also had dramatically higher high school graduation rates, home ownership rates and increased earning power.
- Absenteeism caused by poor quality child care costs American businesses more than \$3 billion a year.
- Early education is the most cost-effective way to decrease the number of unskilled adults in the future, saving companies millions of dollars in remedial education. Nearly 50% of American businesses provide remedial education for their workers.

Why should Oakland County's businesses get involved?

Strengthening the early childhood system will make Oakland County a more competitive business environment by helping to attract and retain a well trained workforce.

Quality early care and education is important to parents in choosing a place to live and work and children who have received quality early childhood programs are more likely to develop into productive adult workers.

Investments in Early Childhood education pay off for business!

With a better-educated workforce, Oakland County businesses will spend less on remedial education, out of state recruiting, and relocation expenditures, while increasing earning potential and tax revenues

