

# THE BUSINESS NAVIGATOR

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**EMPLOYER'S GUIDE TO CHILD CARE  
SOLUTIONS IN NEW YORK STATE**



Early Care &  
Learning Council  
United to Promote Quality



Office of Children  
and Family Services



Early Care &  
Learning Council  
United to Promote Quality

# THE BUSINESS NAVIGATOR: A Child Care Toolkit for Employers in New York State



*“Governor Hochul will establish a Business Navigator program in each of the 10 Regional Economic Development Council regions to help interested businesses identify options to support employees’ child care needs, and will also develop a statewide employer child care guidebook, making good on another one of the State task force’s recommendations.”*

— 2023 State of the State press release

More  
information  
available on  
our website



Child care is an economic issue. Through the collaborative efforts of Early Care & Learning Council (ECLC), the Child Care Resource Center (CCRC) network, and the Regional Economic Development Councils (REDCs), the strategic rollout of **The Business Navigator** will connect businesses with child care services and focus on understanding the needs of both businesses and employees, navigating economic and logistical considerations, accessing tax benefits, and delivering resources that can be meaningful in a variety of circumstances across the state.

**The Business Navigator Toolkit** will provide business leaders with key strategies that they can use to support caregivers, along with tools to support implementation. New York State employers who are seeking to deliver a child care strategy that focuses on the specific needs of their employees, and provides a strong return on their investments, will find the essential resources, case studies, and regional contacts to begin this process, or augment a plan already in place.

Employer-sponsored child care is an investment in the workforce that can yield significant returns. Providing employer-sponsored child care solutions can reduce turnover, increase productivity, attract talent, reduce absenteeism, and enhance the overall workplace culture.

**The Business Navigator Toolkit** will be an invaluable resource for businesses across the state to better support their employees in aligning their work responsibilities and caregiving needs. This alignment is essential for businesses to stay **strong and competitive, while also safeguarding equitable economic opportunities for employees.**

**The Business Navigator Toolkit** is designed to help employers understand their employees’ child care needs and connect them with employee benefits, HR services, other child care resources, and relevant tax credits. The Toolkit provides data to child care providers on where the areas of child care needs are the greatest. Additionally, it will support parents in guiding them to find available child care.

## TIMELINE

JUNE 2024 - AUGUST 2024	SEPTEMBER 2024 - NOVEMBER 2024	DECEMBER 2024 - FEBRUARY 2025
Awareness Campaign: Introductory Presentations at REDC Meetings Employer Survey - Identify NY State Employers who are Child Care Champions <i>Contact your local CCRC for more information and to schedule a regional Introductory Presentation.</i>	Pre-Launch Webinars: An Introduction to the Business Navigator Toolkit for New York State Employers <i>Contact ECLC or your local CCRC for more information about webinar dates and times.</i>	LIVE Launch of Business Navigator Toolkit within the 10 Regional Economic Development Council regions across NYS <i>Contact ECLC or your local CCRC for more information about the LIVE Launch of the Business Navigator Toolkit in your REDC—including dates, times and venues.</i>

## CONTACT THE CCRC AGENCY LEADING THE BUSINESS NAVIGATOR TOOLKIT WORK REGIONALLY FOR MORE DETAILS:

REDC	CCRC Agency	Contact	Email & Phone
Western New York	Child Care Resource Network	<b>Susan Gawley,</b> <i>Director of Business Services &amp; Child Care Supply</i>	<a href="mailto:sgawley@wnychildren.org">sgawley@wnychildren.org</a> <b>(716) 877-6666 ext. 3082</b>
Finger Lakes	Child Care Council, Inc.	<b>Jeff Pier,</b> <i>CEO</i>	<a href="mailto:j.pier@childcarecouncil.com">j.pier@childcarecouncil.com</a> <b>(585) 654-4727</b>
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Mid-Hudson	Child Care Council of Westchester, Inc.	<b>Kathy Halas,</b> <i>Executive Director</i>	<a href="mailto:kathyh@cccwny.org">kathyh@cccwny.org</a> <b>(914) 761-3456 ext. 102</b>
	Child Care Council of Dutchess and Putnam, Inc.	<b>Kathleen Murphy,</b> <i>Director of Business Services</i>	<a href="mailto:kmurphy@childcaredutchess.org">kmurphy@childcaredutchess.org</a> <b>(845) 473-4141 ext. 224</b>
New York City	Day Care Council of New York, Inc.	<b>Mary Gamory,</b> <i>Chief Program Officer</i>	<a href="mailto:mgamory@dccnyinc.org">mgamory@dccnyinc.org</a> <b>(212) 206-7818</b>
Long Island	Child Care Council of Suffolk, Inc.	<b>Jennifer Rojas,</b> <i>Executive Director</i>	<a href="mailto:jrojas@childcaresuffolk.org">jrojas@childcaresuffolk.org</a> <b>(631) 462-0303</b>

**Fred Arcuri**, Community Development Specialist, at Corning Incorporated, and the Economic Development Liaison with ECLC's Business Navigator Team, can be reached at [arcurif@corning.com](mailto:arcurif@corning.com) or **607.368.2907**.

For more information about the Business Navigator Toolkit, contact ECLC's Associate Executive Director of Strategy & Vision, **Jeannie Thomma**, at [jthomma@earlycareandlearning.org](mailto:jthomma@earlycareandlearning.org).



**Office of Children  
and Family Services**



Early Care &  
Learning Council  
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# WEBINAR SCHEDULE

Solutions to child care challenges faced by both employers and employees are multi-faceted. The Business Navigator Toolkit is intended to reduce the overwhelm that employers may experience as they seek to solve this critical workforce and economic problem. By providing a clear outline of options, coupled with actionable steps for decision making, this toolkit is designed to meet business leaders where they are today, and provide impactful child care solutions to keep their businesses and employees growing tomorrow.

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WEDNESDAY  
NOVEMBER  
**20TH**  
3:30PM - 4:30PM

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## The Business Navigator Toolkit: Upcoming Webinars



# SCAN ME



Please join us for this informational session.

Scan the QR code today to register.

Contact Early Care & Learning Council for more information.

[jthomma@earlycareandlearning.org](mailto:jthomma@earlycareandlearning.org) or 518-690-4217 x 12.

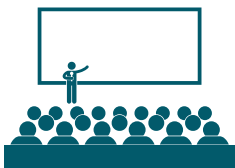


# WHAT TO EXPECT AT THE LIVE LAUNCH



## Networking Opportunity

At each live launch there will be networking opportunities for regional CCRCs, REDC leads, local businesses and HR representatives, government officials and child care champions to connect.



## Presentation

This presentation will be led by the regional CCRC along with four expert consultants. This informative presentation will take a deeper dive into the Business Navigator Toolkit and all that it has to offer.



## Q&A Session

At the end of the live launch presentation there will be time to ask any questions pertaining to the Toolkit.



## Showcase Toolkit

Attendees will receive a printed copy of the Business Navigator Toolkit. An online version will also be available.



## Meet a local government official or business champion

A local child care champion and or government official will make a guest appearance, to discuss the benefits of implementing child care strategies.



## Connecting CCRCs and local businesses

CCRCs can provide support to local businesses and help implement strategies from the toolkit once it becomes publicly available.



# LIVE LAUNCH SCHEDULE

Please attend the official live launches and unveiling of the Business Navigator Toolkit.

Be the first to receive the printed version in your region.

Each Child Care Resource Center will host registration.

10 DECEMBER	Time: 8:00 am - 9:30 am Region: Capital Region Location: The Landing Hotel at Rivers Casino & Resort Schenectady Address: 21 Rush Street, Room 5 Schenectady, NY 12305
14 JANUARY	Time: 8:30 am - 10:00 am Region: Long Island Location: Long Island Association Address: 300 Broadhollow Rd, Lower Level Meeting Room, Melville, NY 11747
15 JANUARY	Time: 9:30 am - 11:00 am Region: New York City Location: CPC One Address: 45 Suffolk Street, New York, NY 10002
16 JANUARY	Time: 9:00 am - 10:30 am Region: Mid-Hudson Location: SUNY Orange Newburgh Campus Address: 1 Washington Center, Kaplan Hall Newburgh, NY 12550
22 JANUARY	Time: 7:30 am - 9:00 am Region: Finger Lakes Location: Child Care Council, Inc. Address: 595 Blossom Road, Suite 120 Rochester, NY 14610
23 JANUARY	Time: 8:30 am - 10:00 am Region: Western New York Location: Child Care Resource Network Address: 1000 Hertel Ave, Buffalo, NY 14216
29 JANUARY	Time: 8:00 am - 9:30 am Region: Southern Tier Location: Family Enrichment Network Address: 245-249 Washington Street, Binghamton, NY 13901
30 JANUARY	Time: 9:00 am - 10:30 am Region: Central New York Location: Double Tree Syracuse Address: 6301 State Route 298, East Syracuse, NY 13057
04 FEBRUARY	Time: 9:30 am - 11:00 am Region: North Country Location: Child Care Coordinating Council of the North Country Address: 194 US Oval, Plattsburgh, Room 220, NY 12903
05 FEBRUARY	Time: 8:00 am - 10:00 am Region: Mohawk Valley Location: Hart's Hill Inn Address: 135 Clinton Street, Whitesboro, NY 13492



# TOOLKIT TABLE OF CONTENTS

## INTRODUCTION: THE CASE FOR CHILD CARE

Child Care is an Economic Issue: The Stats  
Priorities for Today's Workforce  
Solutions for Today and Tomorrow  
Actionable Strategies

## ONE: UNDERSTAND CHILD CARE NEEDS

Where to Begin?  
Still Not Sure?

## TWO: CUSTOMIZE COMPANY BENEFITS

So, What Are the Next Steps?

## THREE: IMPLEMENT QUICK WINS

Why Family Friendly Child Care Wins Matter  
Identify Family Friendly Options  
Talking Points for Leadership

## FOUR: CREATE A PLAN

Types of Child Care in New York State  
Choosing Quality Child Care  
What Happens When Care Can't be Found

## FIVE: CULTIVATE EMPLOYEE AWARENESS

New Hire Packets

## SIX: LEVERAGE INCENTIVES

Tax Benefits

## BONUS: BEST PRACTICE

Best Practice: Become a Trusted Voice in Your Community

Interactive child care map

Case study

Child Care & Business Retention and Expansion (BRE)

Testimonials

Spotlight: Child Care Champions

Regional Economic Development Councils

35 NYS Child Care Resource Centers

Child Care Resource Center Contact List

Your Partners

Resources

Cost of Turnover Calculator

Sample Employee Survey

Links to Resources

Acknowledgments



# ACTIONABLE STRATEGIES

1

**Understand Child Care Needs**

2

**Customize Company Benefits**

3

**Implement Quick Wins**

4

**Create a Plan**

5

**Cultivate Employee Awareness**

6

**Leverage Incentives**

**BONUS: Become an Advocate**





# CONTACT LIST

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PREVIEW

# CHILD CARE CHAMPIONS



**Chobani.**

Chobani's commitment to providing child care benefits for our employees is our demonstration and dedication to supporting their wellbeing, enabling our people to thrive and be their best at work and at home, because caring for our people and their families always comes first.

-Shari Eaton  
Chobani



Ibero's Early Childhood Services is committed to supporting children's cognitive, emotional, and social growth through a bilingual/bicultural experience in a caring, nurturing environment. Ibero's provides services that are free for qualifying families—80% of our services are free. We recently added a childcare subsidy to accommodate those parents who need extended hours of services. Our goal is to continue to offer free services to our community by fostering and maintaining our partnerships with ABC Head Start and RCSD.

-Alex Cruz  
Ibero Early Childhood Services



Villa of Hope's vision aims to disrupt the trajectory of poor health outcomes and early death caused by exposure to trauma experiences and/or vulnerabilities in the social drivers of health. These risk factors impact children, adults, families, and the community as a whole. Our core programs work to provide recovery and stability which can be transmitted across generations to come.

-Carrie Carl  
Villa of Hope



**CORNING**

Child care is a two-generation approach. It enables parents to work. And, it also supports the healthy development of children. Both are important – to parents, to Corning as a leading employer, and to the community. Corning's investment in supporting child care fosters a culture of valuing families. That's both a recruitment and retention strategy.

-Fred Arcuri  
Corning, Inc.