



# Early Learning Ventures: Scaling Shared Services Statewide

Presented by

*Judy Williams, CEO, Early Learning Ventures*

*Tim Garcia, Child Care Partnership Director, Early Learning Ventures*

*Niki Gill Adams, Executive Director Child Care Licensing, Institute for Racial  
Equity and Excellence*

*Phoenix, Arizona | October 2-4, 2023*

# EARLY LEARNING VENTURES SCALING SHARED SERVICES STATEWIDE



# INTRO TO ELV WITH JUDY WILLIAMS

- **Judy Williams**
  - Chief Executive Officer
- **Mission Driven Approach**
  - ELV is a mission-driven nonprofit with an innovation of offering Early Child Care Businesses support to run their business so they can become more efficient and save time and money to focus on what they do best, delivering high-quality care to children and families.
  - [jwilliams@earlylearningventures.org](mailto:jwilliams@earlylearningventures.org)



# INTRO TO EARLY HEAD START CHILD CARE PARTNERSHIPS WITH TIM GARCIA

- **Tim Garcia**
- **Child Care Partnerships Director**
- ELV Early Head Start Child Care Partnerships (EHSCCP)
  - This program makes Early Head Start (EHS) services available to 450 infants, toddlers, and their families enrolled in over 40 licensed child care centers and family child care homes using ELV's shared services network.
  - ELV and their Child Care Partners, located in six Colorado counties, deliver comprehensive services and support for children and families as well as professional development and support for infant and toddler teachers and leadership within Child Care Partner sites.
  - Federal resources are leveraged with other local and state resources to raise and sustain the level of quality within these programs.
- [tgarcia@earlylearningventures.org](mailto:tgarcia@earlylearningventures.org)



# INTRO TO NIKI GILL ADAMS, EXECUTIVE DIRECTOR CHILD CARE LICENSING

- **Niki Gill Adams**
- **Executive Director Child Care Licensing**
- The mission of the Institute for Racial Equity & Excellence is to create inclusive environments and to ensure equity and social justice at all levels of society. We aim to change the hearts and practices of the workforce to enhance child, family, and community outcomes, especially of those working with communities of color and other marginalized groups.



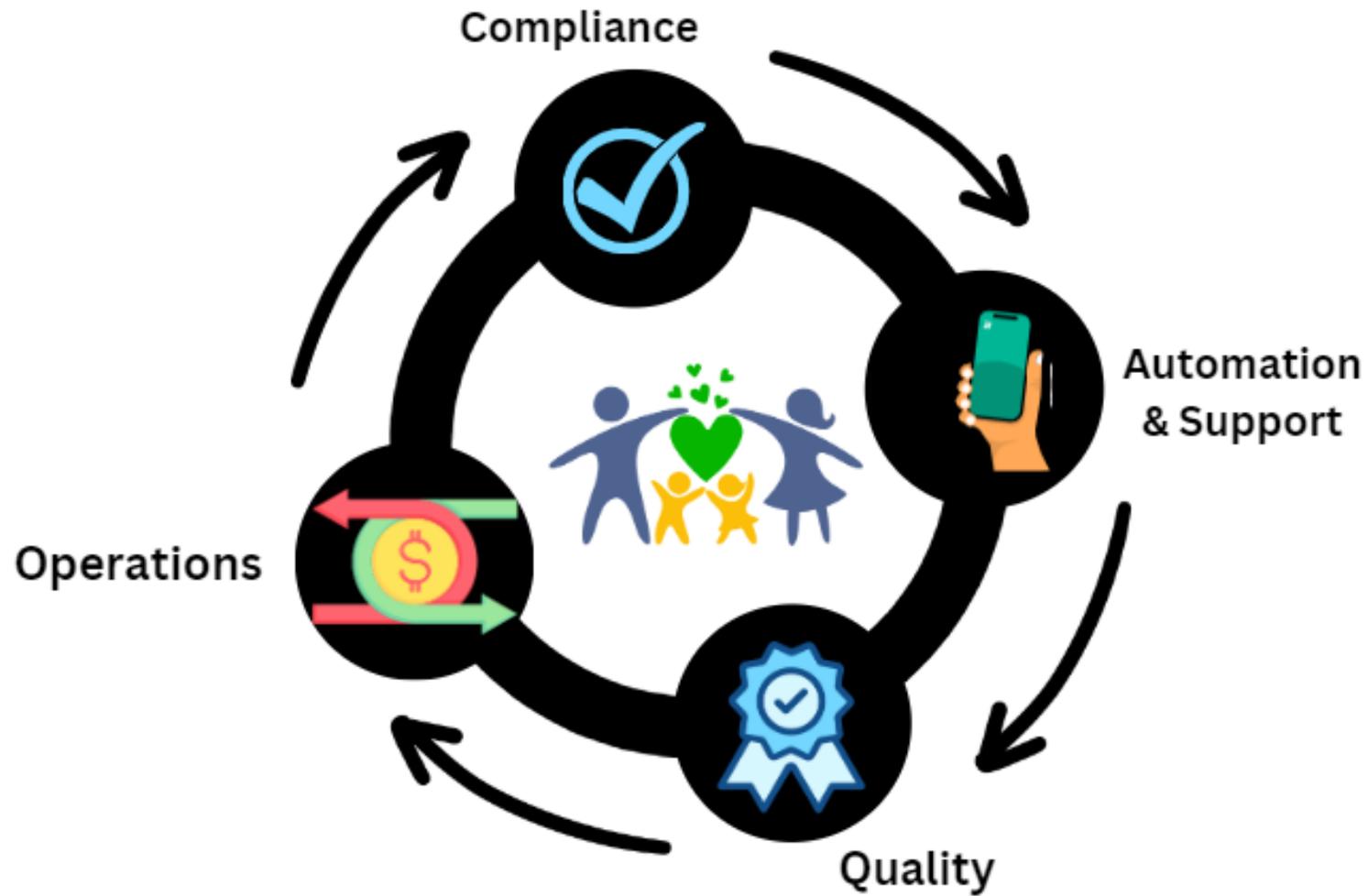
■ [niki@ireeinc.com](mailto:niki@ireeinc.com)

**IREE**  
INSTITUTE FOR RACIAL  
EQUITY AND EXCELLENCE

# AGENDA

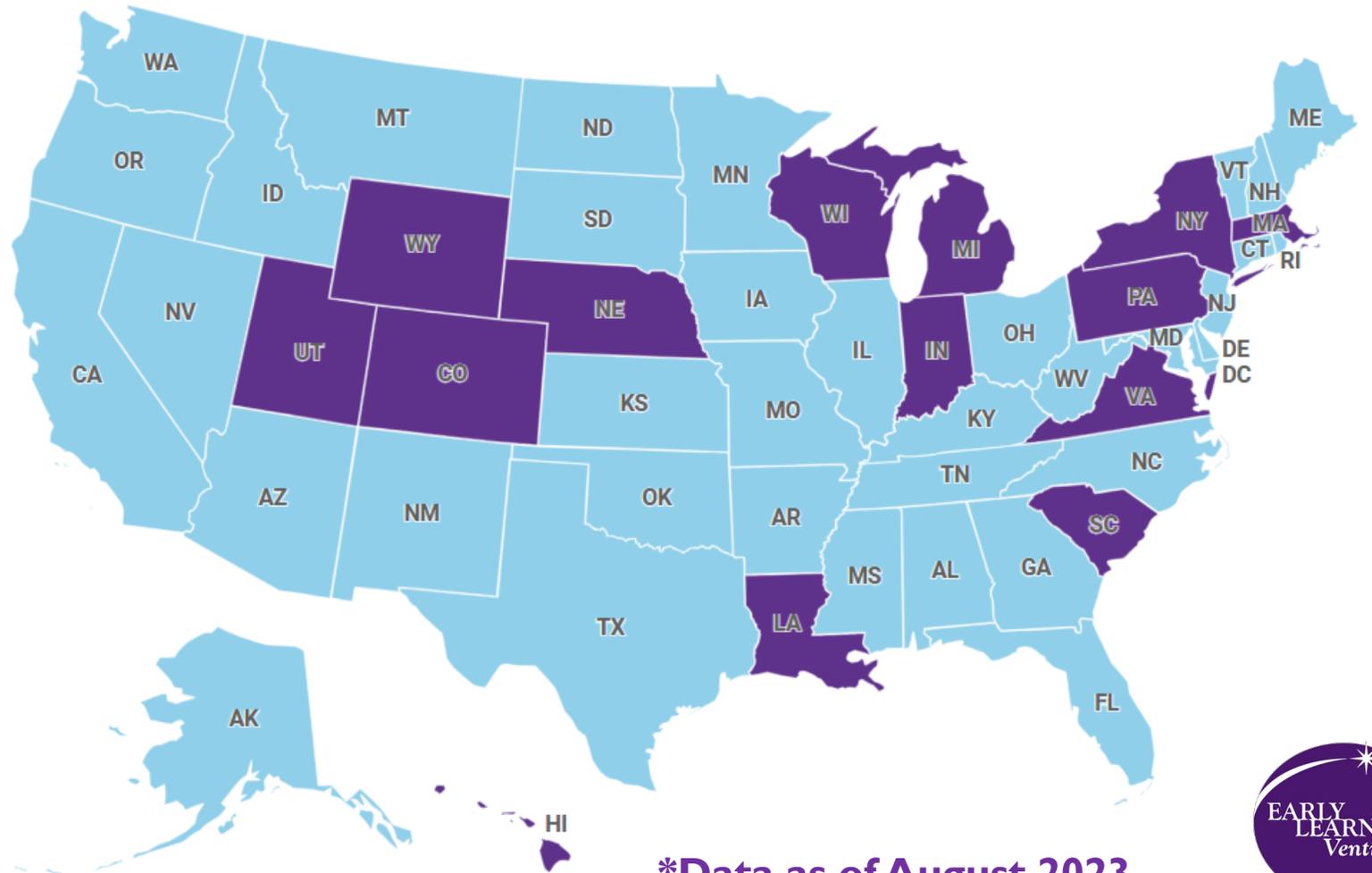
- Overview of ELV
- Compliance Partnerships Role in Shared Services
- Federal and State Funding for Shared Service
- What to measure as a Shared Services Hub
- Sustainability Plan

# STRONGER TOGETHER



# EARLY LEARNING VENTURES

- ▶ Supporting **1,315 Child Care providers** across 14 states
- ▶ Improving quality for over **74,638 children** annually



\*Data as of August 2023



# FREE SERVICES - SHARED RESOURCES AND SUPPORT

## Tier 1



659 Members  
1657 Users

- Community of your peers sharing and learning together
- Online resources, webinars, blogs, What's Up Wednesday (WUW)
- Access to expertise through office hours
- Parent engagement podcast
- Branding support
- Automation introduction
- Access to the Shared Resource Platform and Acquire for Hire powered by CCA for Social Good (currently available in CO only)

# AUTOMATION AND SUPPORT

## Tier 2



656 Members

- Cloud based Child Care Management System
- Individualize coaching and ongoing support
- Key features include;
  - Online enrollment, child/staff check in, parent engagement
  - Food program tracking, billing and reporting
  - Record keeping for compliance and licensing

# EARLY HEAD START CHILD CARE PARTNERSHIPS INFUSING RESOURCES, FUNDING AND SUPPORT

## Tier 3



41 Members

- Deepest level of shared services to providers serving income eligible children and families in CO
- Individualize coaching and ongoing support
- Key program features include;
  - Technical support
  - Quality enhancement support
  - Family engagement
  - Enrollment and billing support
  - Family engagement
  - Funding support

# Value Propositions

## Child Care Providers

- **More time.** ELV services greatly reduce administrative burdens.
- **More money.** Our Resource Platform helps providers keep more money in their pocket, allowing them to reinvest in their business.
- **More confidence.** We deliver the training, resources, and materials needed for quality care.



# Value Propositions

## Private Public Partnerships

- **Systems change acceleration.** ELV is actively engaged in policy and regulatory change, bringing provider voice and insights into the process.
- **Increased access.** ELV serves as a conduit for direct access to provider practice.
- **Stronger engagement.** ELV's enhanced services helps create a care environment with stronger staff-child interactions and family engagement.



# Value Propositions

## Public Funders

- **Stronger linkages.** ELV links licensure, child care tuition subsidy and food programs directly to providers to improve oversight and assistance.
- **Greater program capacities.** Program efficiencies and effectiveness help open more quality slots, especially for low-income children.
- **More dollars in the classroom.** The shared services platform ensures that more public dollars are spent on serving kids.





# Administrative Burden of Compliance

- ▶ Litany of **regulations**  
cost providers time and money
- ▶ Lack of systems for provider  
**accountability**

# COLLABORATION WITH LICENSING

- ▶ Licensing liaison
- ▶ Automation of licensing process
- ▶ Testing in field
- ▶ Results

# LICENSING + ELV COLLABORATION



## EARLY HEAD START CHILD CARE PARTNERSHIPS INTEGRATION TO ELV SHARED SERVICES MODEL

- This program makes Early Head Start (EHS) services available to 450 infants, toddlers, and their families enrolled in over 40 licensed child care centers and family child care homes using ELV's shared services network.
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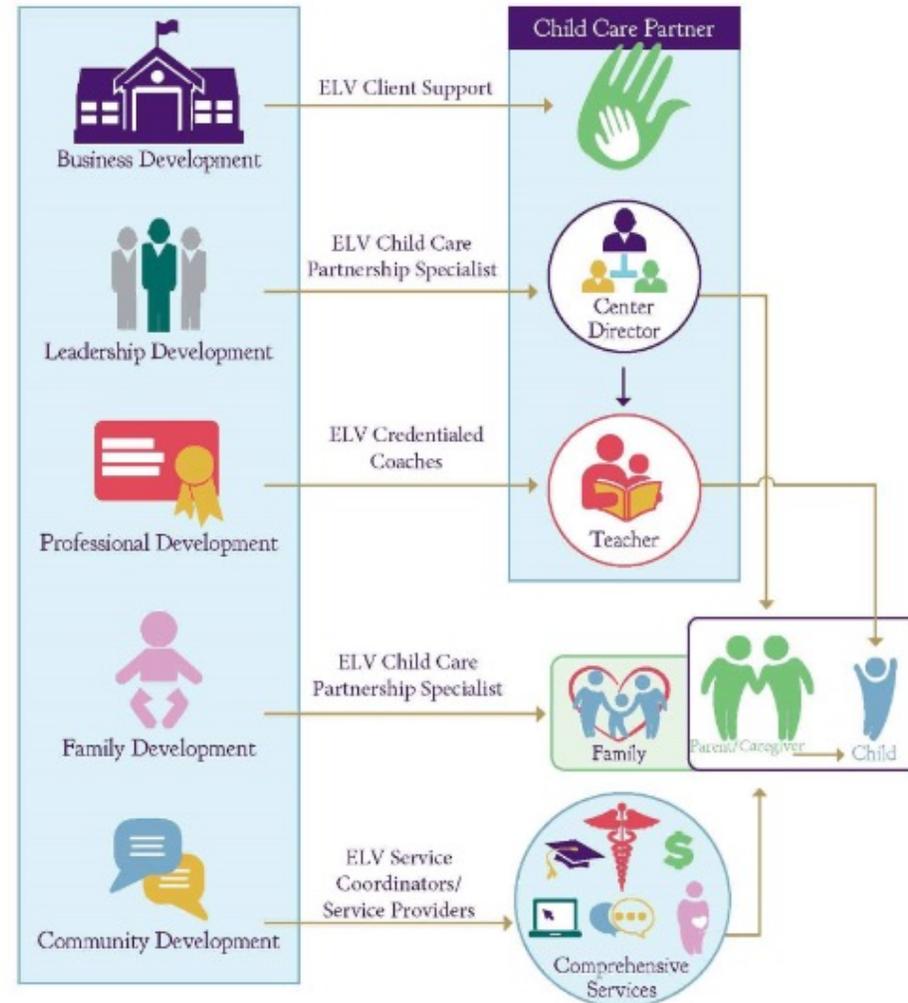


## FEDERAL AND STATE FUNDING TIMELINE

- ▶ 2015 EHS CCP Grant
- ▶ 2019 Expansion EHS CCP Grant
- ▶ 2022 Colorado Universal Preschool
- ▶ 2023 Colorado EHS CCP Expansion
- ▶ 2023 Colorado Sub-pool Intermediary



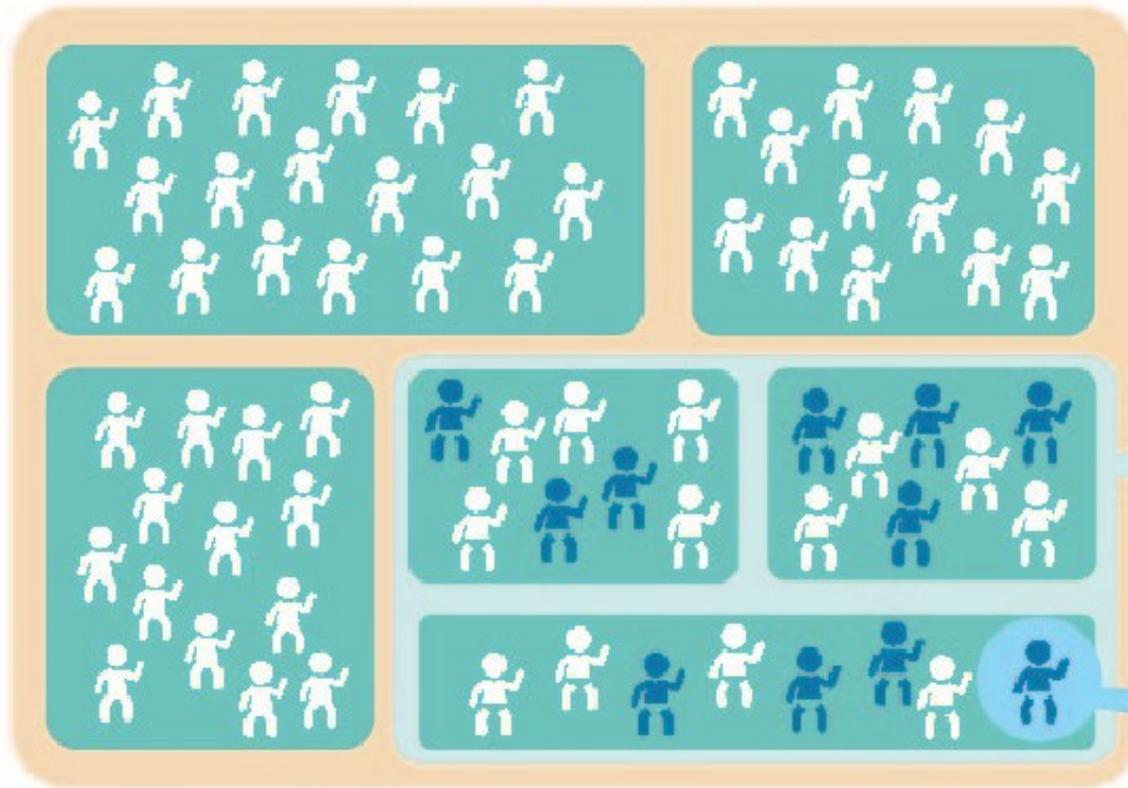
# ELV EHS CHILD CARE PARTNERSHIPS MODEL



# ELV EHS-CCP Model



## CHILD CARE PARTNER



### EHS Provider Partners

- Shared services supports
- Continuous improvement process
- Business development
- Leadership training
- Supplemental funding (per child basis)

### EHS Classrooms

- Increased teacher qualifications, training, and wages
- Enhanced learning environments
- Curriculum & assessment implementation

### EHS-Funded Children

- Comprehensive services
- Intensive family supports



## Alliance Metric Tracking

- Engagement
- Onboarding
- Usage
- Quality

## Sales and Marketing Process



**14 – ECE Programs Joining Per Month**



**95% - Demo Conversion Rate**



**98% - Sales Experience Satisfaction**



**9 - Net Promoter Score**



**95% - Payment Conversion**



**118,671 - ELV Online Social media engagement**

# Onboarding Process



**90% – Retention rate**



**100% - Customer support satisfaction**



**81 - Total number on-boarded as of Aug 2023**



**10 - Providers on-boarded per month**



**24% - User level 1: beginner**



**42% - User level 2: intermediate**



**34% - User level 3: advanced**



**88% - User level 4: EHS**

# Product Engagement



**58% – Overall Mobile Usage**



**18% - Spanish Version Usage**



**84% – Billing Module Usage**



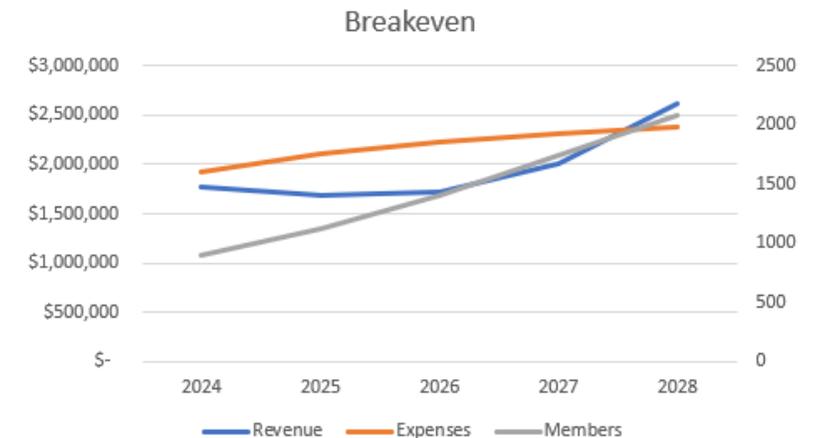
**33% – Online Payments Usage**



**\$2.9M- Online Transactions in Dollars**

# The Break-Even Business Model

- ▶ Revenues = Earned Income; Federal and State contracts; Foundation Funding & Individual donors
- ▶ Expenses = Cost to deliver ELV Alliance Model
- ▶ Membership Growth and Retention
- ▶ Staffing for Partnership vs. Product Focus
- ▶ Breakeven with 2,000 (Tier 2) members in year 2028





## A Momentous Milestone

- ▶ Remarkable support received from Mackenzie Scott's Philanthropic organization Yield Giving to ELV Shared Services Model



## The Evidence



**40%** Growth in membership



**11** Hours saved per child per year



**80%** Child Care Programs reported an increase in revenues after implementing the Billing Module



## The Evidence



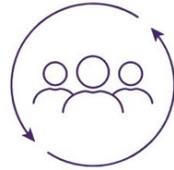
**97%** of programs reported an increase in their use of Alliance CORE over time



**36%** higher QRIS scores compared to non-ELV sites across Colorado



## The Evidence



**72%** teacher retention rate for ELV Early Head Start partners



**100%** of ELV EHS Coaches credentialed as Coaches in Colorado



**\$7,000** Average annual per child increased tuition



**300** Leveraged annual community support to full ELV network



## What are we hearing?

- ▶ **9.3 rating** on a scale of 1-10 of how likely ELV members are to recommend **Alliance CORE to another Child Care Provider** (Net Promoter Score)

"When it comes to my business, Early Learning Ventures is like **my best friend**. Their training and support are amazing. ELV is truly invested in the success of my business and there to help me when I need it. Their child care management system **makes running my business easier, saves a ton of time**, and ensures **we don't miss a single detail**."

"By working with Early Learning Ventures, I have been able to improve the quality of the service we provide and save time managing my business. ELV's **alignment with state licensing** and other important entities in the state is **invaluable**."





# Accountability

## *Partner, Not Product*

- ▶ **Close partnerships** with child care centers, community groups, county social service agencies and health departments, health clinics, state and county compliance agencies, early childhood councils, and the Office of Head Start.
- ▶ **Individual customer support** to child care providers of all skill levels to help solve individual provider problems.
- ▶ **Consistent client feedback** solicited annually via an online survey that is sent out to all providers
- ▶ **Annual community assessment** to identify strengths and needs of Early Head Start partners



Thank you.





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