

Investing in Children: Business Leadership in Early Childhood Education

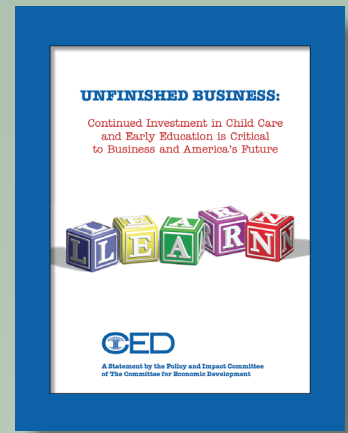
A Tradition of Engaging Business Leaders

Since 1942, the Committee for Economic Development (CED) has been at the forefront of business engagement in public policy. CED's pioneering leadership in advancing quality child care and early education has been a defining chapter of its long tradition of promoting business statesmanship and employing the best of business thinking in the nation's pursuit of economic growth and stability. Our business leaders have an acute understanding of the importance of this foundation, and how it is related to the development of a well-educated workforce in supporting a strong economy and keeping America globally competitive.

With tools provided by CED, corporate leaders have traveled nationwide and internationally speaking to audiences of business and civic leaders about the importance of investing in children and families. CED's network of over 200 Trustees have directed and endorsed CED's long history of research reports connecting the importance of early learning to the strength of the workforce and economic development.

CED's reports include: *Innovation in Education: New Directions for the American School* (1968); *Education for the Urban Disadvantaged: from Preschool to Employment* (1971); *Investing in Our Children: Business and the Public Schools* (1985); *Children in Need: Investment Strategies for the Economically Disadvantaged* (1987); *An America that Works: The Life-Cycle Approach to a Competitive Workforce* (1990); *The Unfinished Agenda: A New Vision for Child Development and Education* (1991); *Preschool for All: Investing in a Productive and Just Society* (2002); *Education Before School: Investing in Quality Child Care* (1993); *Why Child Care Matters: Preparing Young Children for a More Productive America* (1993); *Developmental Education: The Value of High Quality Preschool Investments as Economic Tools* (2004); *The Economic Promise of Investing in High Quality Preschool: Using Early Education to Improve Economic Growth & the Fiscal Sustainability of States and the Nation* (2006); and most recently, *Unfinished Business: Continued Investment in Child Care and Early Education is Critical to Business and America's Future* (2012).

At both the state and national level, CED's Trustees have led roundtable discussions and thought forums in support of building the economic case for investing in early childhood education. In addition, CED has supported several working papers by leading experts on "work and family" featuring Ellen Gallinsky, President of the Families and Work Institute, and economists including Nobel Laureate James J. Heckman of the University of Chicago. CED's reports continue to support national legislation to improve the quality of child care and expand quality Pre-K programs.

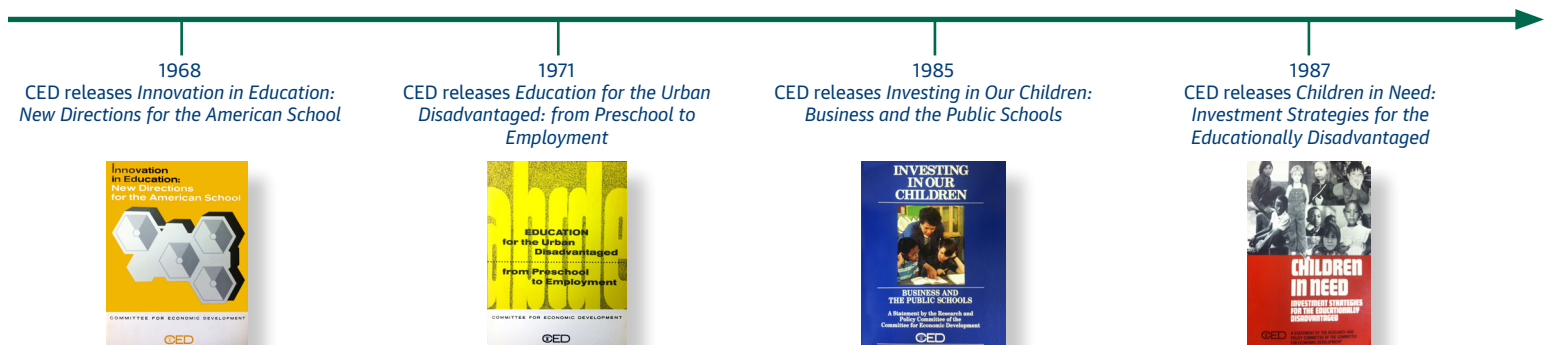


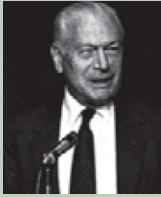
Advancing Business Leadership

Business leaders have an acute understanding of the importance of a well-educated workforce to support a strong economy, keep America globally competitive, and ensure a vibrant democracy.

In CED's 2012 report, *Unfinished Business*, CED called for a national strategy to ensure that all children have access to high-quality child care and early education from birth to third grade that promotes their learning and development while strengthening and engaging families in their children's education.

CED's model of engaging the business community has mobilized corporate leaders to support early learning programs because investing in early learning and development is the best foundation for human capital.





Owen B. (Brad) Butler served as chairman of CED from 1988-92 and before that chaired the CED subcommittees that produced *Investing in Our Children* and *Children in Need*. As chairman of the Procter & Gamble Company in the early 1980s, he used his position as a leading corporate figure to marshal a new wave of business involvement in education and improving the lives of young children.

In 1995, Butler founded Bright Beginnings in Colorado with former Governor Roy Romer. The organization provides free early care and education support and information to Colorado families. Shortly after his death, the *New York Times* proclaimed him "A C.E.O. for Children."



James Renier served as chairman and CEO of Honeywell, Inc. He chaired the CED subcommittee that produced *The Unfinished Agenda*. Under

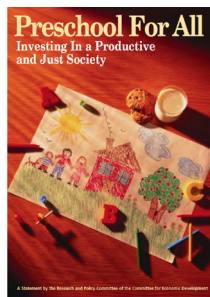
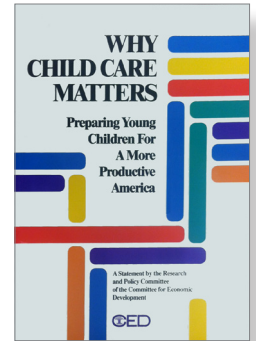
his leadership Honeywell joined with the United Way of Minneapolis in 1989 to form Success by 6. The program, which aims to ensure that every child enters school healthy and ready to learn, has since spread to communities nationwide.



Roy J. Bostock, chairman of the Board of Yahoo! Inc., is a former chairman of CED and co-chaired the CED subcommittee that produced *Preschool for All*. He has spoken around the country promoting universal, voluntary preschool for all 3- and 4-year olds.

Responding to Workforce Change

By the 1990s, the participation of women in the workforce resulted in a marked increase of young children entering some form of child care. Taking note of the shift, CED viewed quality early care and education as a major issue affecting the contemporary and future workforce. In the 1990 policy statement, *An America That Works: The Life-Cycle Approach to a Competitive Work Force*, CED described early care as "a workforce issue with two dimensions." Not only was it crucial for enabling parents to work as the two-working-parent household became the norm, but it was also essential to preparing the workforce of the future by fostering healthy child development. *The Unfinished Agenda: A New Vision for Child Development and Education* (1991) urged that child care and early education not be viewed as separate entities, while *Why Child Care Matters: Preparing Young Children for a More Productive America* (1993) provided a comprehensive set of recommendations for improving the quality of the child care system.



Impact

CED's efforts over the years have drawn attention to the need for quality early education and its economic benefits. Recent years have seen a clear increase in interest in the issue and visible action in many states. CED continues to advocate for investments in quality early education programs and to recruit business leaders to the cause.

CED's 2002 policy statement, *Preschool for All: Investing in a Productive and Just Society*, represented the first call from the business community for universal access to high-quality preschool education for all children age three and over. The 2006 statement, *The Economic Promise of Investing in High-Quality Preschool: Using Early Education to Improve Economic Growth and the Fiscal Sustainability of States and the Nation*, furthered the effort by highlighting the latest research indicating significant return on investment in high-quality preschool programs. CED has also supported several working papers by leading experts and eminent economists, including 2000 Nobel Laureate in Economics, James J. Heckman of the University of Chicago. This body of work has been extremely influential in convincing state and local lawmakers to pursue high-quality early education programs despite budget restrictions. State investment in Pre-K has more than doubled since the publication of CED's 2002 policy statement.

CED's grassroots engagement of the business community has been effective in numerous states, including a 2013 campaign in Mississippi to enact legislation establishing the first ever state-funded Pre-K program.

1988

CED Chairman Brad Butler, Chairman, Procter & Gamble, leads the first series of Fortune's Business Education Summits



1989

CED Trustee James Renier launches United Way Success by 6



1991

CED Trustees address education reform with former President Jimmy Carter



Making the Case Nationwide

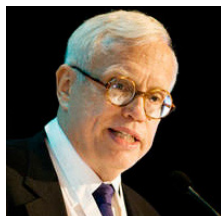
In addition to enlisting corporate champions for children and arming them with the latest research and analyses showing the substantial returns from investing in quality early care and education, CED also sponsors forums and facilitates business leader participation in events across the country to spread the message and inform their peers.

In December of 2004 CED convened a ground-breaking national conference on **"Building the Economic Case for Investments in Preschool"** in Washington, D.C. The forum brought together distinguished business leaders, economists, and early childhood experts and advocates to highlight the growing body of research that underscores the sizeable benefits of quality preschool, and to discuss strategies to expand that investment. A second conference in New York City in January 2006 generated further interest among the business and economic communities.

The two events featured representatives from the Federal Reserve Banks of Minneapolis and Cleveland; the *Wall Street Journal* and companies such as PNC Financial Services Group; Genzyme Genetics; Mosbacher Energy Company; H.B. Fuller Company; Goldman Sachs Group; Bashas' Groceries, Inc. and the Benjamin Douglas Companies. The events were the forerunners to the annual national conference of the Partnership for America's Economic Success.

In addition to national conferences, CED has also sponsored and participated in local events around the country to develop grassroots support and cooperation among local advocates and business leaders. Forum locations have included California; Colorado; Georgia; Illinois; Kansas; Kentucky; Louisiana; Massachusetts; Michigan; Mississippi; Nebraska; New Mexico; New York; North Carolina; Oklahoma; Tennessee; Washington, D.C.; and Wisconsin.

Our nation now faces tough choices to renew the economy, but fiscal prudence cannot be served at the expense of under-investing in the well-being and future of our children.



James J. Heckman
Nobel Laureate & Professor of Economics
University of Chicago



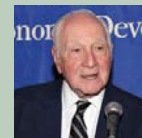
Carl Camden
President & CEO
Kelly Services, Inc.



Robert Dugger, managing partner of Hanover Investment Group, is a national leader in ascertaining and communicating the economic and societal benefits of investing in the early lives of children. He co-chaired the CED subcommittee that produced ***The Economic Promise of Investing in High-Quality Preschool*** and was the recipient of CED's Trustee Leadership Award in 2008. He is very active in early learning initiatives in Virginia.



Former PNC Chairman and CEO, **James Rohr**, is a leading early education advocate. PNC Financial Services Group, Inc. has made early development and learning a centerpiece of its corporate philanthropy and community involvement through the PNC Grow Up Great Program, an unprecedented 10-year, \$350 million investment in school readiness to help prepare children from birth to age 5 for success in school and life. In April of 2014, PNC announced a new \$19 million multi-state vocabulary initiative for low-income preschool children.

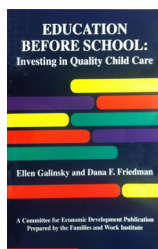


When it comes to passionately espousing the benefits of early care and education and the need for increased investment and leadership, **Daniel Rose**, chairman of Rose Associates in New York, is exemplary. He has been an active participant in CED's work on the issue and has spoken frequently, and fervently, on the topic.

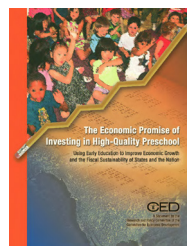


J.B. Pritzker, Managing Partner and Co-Founder of the Pritzker Group, received the Owen B. Butler Award for Education Excellence in September 2014 for his dedication to early care, education, and thought leadership in improving the lives of young children.

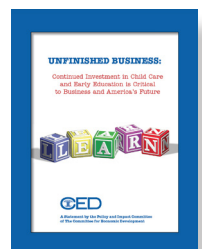
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CED Trustee **Deborah Hicks Midanek**, Chairman and CEO of the Solon Group, and Chairman of the Grenada Community Foundation, is leading efforts to improve early childhood education in Mississippi.



CED Trustee **Barbara Grogan**, Chairman Emeritus of Western Industrial Contractors, is leading efforts to improve early childhood education and related policies in Colorado.

CED Around the World

Building on CED's domestic success with early childhood education programs, CED is working to bring the importance of early child development to the forefront of international economic debates by hosting a series of international conferences. Locations have included: The Hague, The Netherlands; Washington, DC; Cape Town, South Africa; and Sao Paulo, Brazil.

CED believes that business leaders who publicly support early child development have a unique opportunity to impact economic growth in emerging markets. CED's international work seeks to mobilize a business constituency to establish and support early child development reforms and programs in their regions.



National Forums for Thought Leadership

CED's Spring Policy Conference in May of 2014 featured an expert panel, "**Our Unfinished Business in Early Childhood Education**," where presenters discussed the importance of the business voice in expanding access to quality early learning settings. The forum spurred discussion among business leaders about how to expand business support and leadership for high-quality child care and Pre-K.

Panelists included: Larry Jensen, President & CEO, Cushman & Wakefield/ Commercial Advisors; Earl "Butch" Graves, President and CEO, BLACK ENTERPRISE; Randa Grob-Zakhary, Chief Executive Officer, LEGO Foundation; Joan Lombardi, Former Deputy Assistant Secretary and Intergovernmental Liaison for Early Childhood Development, U.S. Department of Health & Human Services; and Lisa Guernsey, Director, Early Education Initiative, New America Foundation (Moderator).

Building on Strong Foundations

CED is proud to partner with many organizations in promoting increased investment in quality early care and education. The Alliance for Early Success has been an active supporter of CED's work in this area in recent years. The Alliance was established in 2005 to act as a catalyst for putting vulnerable young children on a path to success. As an alliance of state, national, and funding partners, their goal is to advance state policies that lead to improved health, learning, and economic outcomes for young children, starting at birth and continuing through age eight. The work of the Alliance is currently funded by the Buffett Early Childhood Fund, the W.K. Kellogg Foundation, the Bill & Melinda Gates Foundation, the George Kaiser Family Foundation, the Irving Harris Foundation, the Heising-Simons Foundation, the David and Lucile Packard Foundation, and an anonymous donor. More information on the Alliance is available at <http://earllysuccess.org/>.



Committee for Economic Development

CED is a non-profit, non-partisan, business-led public policy organization. Membership includes more than 200 senior corporate executives and university leaders who lead CED's research and outreach efforts. CED is dedicated to policy research on major economic and social issues and the implementation of its recommendations by the public and private sectors. CED's research and initiatives have influenced policy developments relating to the pivotal issues affecting economic growth and opportunity in the U.S. for over 72 years.

As a pioneer in promoting business involvement in education, CED has underscored the importance of investments in early care and education to economic development. Through research, reports, events, and engaging the business community, CED has been influential in elevating this issue in the national discourse, highlighting the enduring economic and societal benefits of investments in high-quality early care and education, and recruiting corporate leaders to actively promote the cause. CED continues to be a leader in raising awareness and encouraging investments that improve the lives of young children and promote long-term economic growth and prosperity.

For more information, please contact CED's Director of Education Programs, Cindy Cisneros, at Ccisneros@ced.org.

www.ced.org/earlyeducation