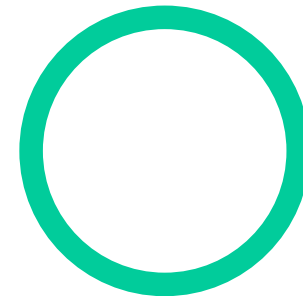





The Business of Early Childhood Education

ECONOMIC AND RURAL DEVELOPMENT AND POLICY
COMMITTEE

September 11-13, 2024
Burrell College of Osteopathic Medicine
3501 Arrowhead Drive
Las Cruces





Kate Noble President & CEO Growing Up New Mexico





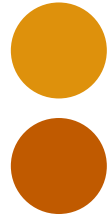
Child Care is the Foundation of Economic Development

\$122 billion in lost earnings, productivity, and revenue every year in the US

(ReadyNation, 2023)

26% gap in childcare versus potential need in

NM (Bipartisan Policy Center, 2021)





Child Care Enables Growth...Through the Workforce

Less absenteeism/distraction for staff
Chambers of Commerce identifying the need.





New Mexico has made big investments in early childhood, that depend on strongwomen and minority owned businesses.

This requires specialized business development tailored to the industry's unique needs.

- Children are always the priority
- Layers of regulation



Examples of Initiatives:



THE (Training Home Educators) Accelerator

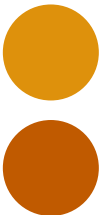
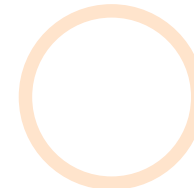
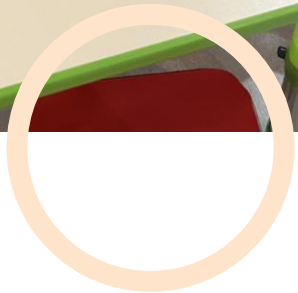
51% of graduates see increased revenue

36% are caring for more kids

CRECER

Business development training, tools, and coaching + grants

Community collaborative(s)





CRECER by the Numbers:

103 grants approved totaling \$2.7 million

57% to centers

43% to homes

803 new childcare slots

412 jobs created/supported





Two-pronged Approach

Robust business development support (tools, training, coaching)

Wrap around community and economic development support





Rural Partners Network Bridging the Gap

Enhancing Childcare and Family Support in Rural Colonias

THE HIVE EDUCATION
Ms. Daisy Lira
Owner & Chief Executive Officer



The Toy Box Early Learning & Child Care Center
Angela Garcia
Owner & Chief Executive Officer



The Hive Education

- In 2007, Daisy embarked on her first attempt at becoming a business owner when she opened Bumble Bee Learning Center; a commercial childcare center in the Colonia community of Sunland Park, New Mexico
- Daisy built her center on a solid foundation of best practices and learning models that would give parents peace of mind and security and a place that gives love and care to all who enter
- The learning center started with ten children and through patience and building her reputation, she quickly grew to 40
- Daisy poured all her time and energy into being the best director, teacher, driver, and parent advocate. She practiced empathy and poured all the passion her mother instilled in her into the center
- Daisy grew the center to a staff of two, who along with her, eagerly gained the trust of parents and people in the community



The Hive Education

- Daisy had a waitlist and after contemplation, she decided it was time to grow with the needs. Scared of ambiguity and the unknown, in 2015 she opened her second Bumble Bee Learning Center in Santa Teresa, New Mexico
- Daisy proceeded with faithfulness and three months later, due to word of mouth, she was at capacity
- In 2018 and 45 minutes away, Daisy opened her third learning center, *Brilliant Bee's* in another Colonia community in Chaparral, New Mexico
- In 2020, during the COVID-19 pandemic, in partnership with La Clinica de Familia, a community health center, Daisy made the decision to open a fourth learning center, *New Mexico Children First* in Sunland Park, NM to serve 100 more children of varying ages
- In 2023, Daisy's advocacy journey landed her as appointed Chair of the Early Childhood Advisory Council, appointed by New Mexico Governor Michelle Lujan-Grisham. This gave her the opportunity to help inform and give feedback to the Early Childhood Education and Care Department to ensure realistic and appropriate strategies are implemented for rural communities across New Mexico, as she implements in her learning centers

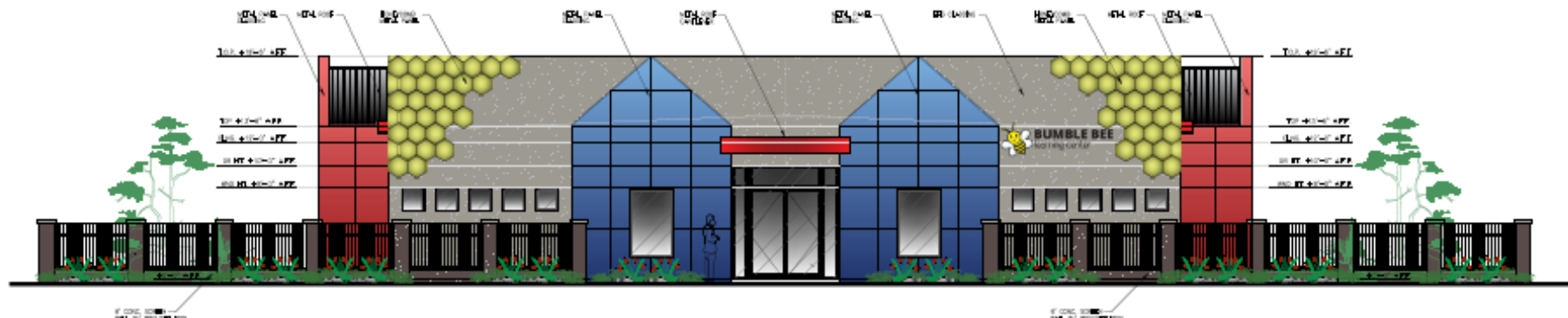
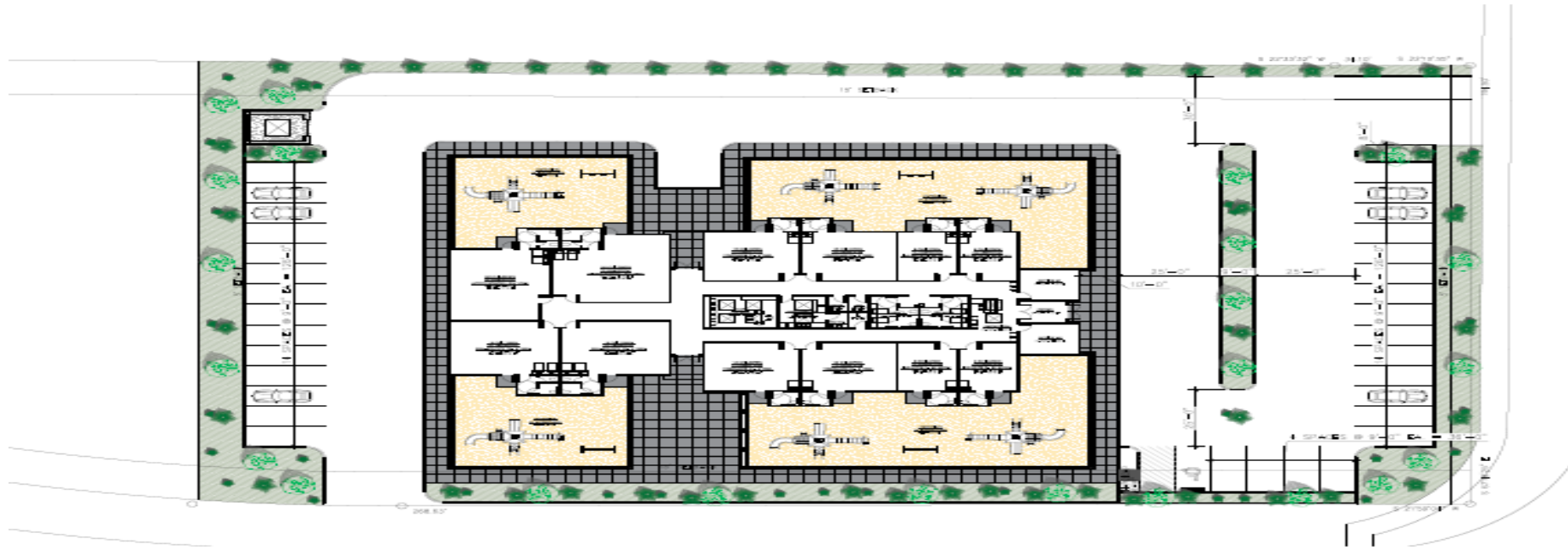




Rural Partners Network

Collaborative Partnerships

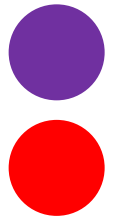
- In early 2023, Stampede Culinary Partners in Sunland Park, NM, a meat processing company expressed a need for childcare in the very early morning and late-night hours as some of their employees were experiencing childcare challenges.
- Mrs. Patricia Villalobos RPN Liaison and Representative for the USDA, began collaborating with Stampede Culinary Partners, City of Sunland Park, Community Foundation of Southern New Mexico, and The Hive Education to explore the idea of a childcare facility that could accommodate Stampede staff and other surrounding businesses.
- Currently, Ms. Daisy Lira, Director and owner of The Hive Education is working with a Developer on planning and design, NM Small Business Development Center (SBDC) on a business plan, Small Business Administration (SBA) and First Light Federal Credit Union on commercial loans, and Community Foundation of SNM who will contribute philanthropic funds for economic development.
- Ms. Daisy's fifth learning center *La Colmena Academy* an approximate 11500 sq ft facility will be built near Stampede Culinary Partners and will accommodate non-traditional childcare operations and easy access for families and other businesses throughout the community Focusing on High Quality Services





Ray Jaramillo
Owner
Alpha School for Young Children,
Inc.

New Mexico Child Care
& Education Association
Board Member





New Mexico Accomplishments

Creation of the ECECD Department

Early Childhood Trust Fund

Constitution Amendment:
Land Grant Permanent Fund

Gross Receipts Tax Exemption





Key Challenges Facing Childcare Businesses

High Operating Costs:
Facility costs, utilities, and equipment.

Staffing Shortages

Regulatory and Compliance Hurdles

License Standards & Consistency

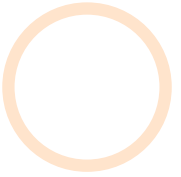
Competition with K-12 Public Schools

Access to Business Insurance

Strategies for Overcoming Challenges

Streamline regulatory processes to reduce administrative burdens

Collaboration between government, businesses, and communities is essential



QUESTIONS

