



CHILDCARE INITIATIVE WORKGROUP GOALS

GOAL ONE:

Childcare availability in Tomah will expand by 20% by the end of 2026 through growing new collaborations.

This will require Tomah to add 66 new childcare slots and preserve its existing 330 slots.

ACTIONS REQUIRED TO MEET GOAL:

IN THE NEXT 3 MONTHS...

-Identify local businesses interested in supporting new childcare programs and engage them in collaborations to grow childcare availability

OVER THE NEXT YEAR...

-Expand the childcare workforce

- Grow the school to work program at Tomah High School
- Better illustrate the childcare career ladder from assistant teacher to lead teacher to center director/childcare business owner
- Ensure livable, sustainable wages for childcare workers that are competitive and attractive
- Partner with Western Technical College to educate more childcare workers

-Provide entrepreneurship support for individuals interested in starting childcare businesses

- Utilize existing small business development resources such as SBDC, SBA, SCORE, WWBIC, etc.

COLLABORATORS:

- Dawn Pierce (Tomah Area School District)
- Danielle Anderson
- Western Technical College
- The Parenting Place
- Tomah Health
- Monroe County

GOAL TWO:

Support for all existing family and group childcare providers in Tomah will increase in order to ensure local providers are sustainable over the long term.

ACTIONS REQUIRED TO MEET GOAL:

- Host a Childcare Provider Appreciation Night
- Conduct outreach to unregulated providers and work to build relationships with them to learn about their needs, barriers, etc.
- Survey providers to better understand their business costs such as food, supplies, insurance, training, certification/credentials, etc.
- Conduct asset mapping exercise of engaged employers to determine what assets they could leverage to support childcare providers, such as food, buildings, volunteer labor, skills in the trades, etc.

RESOURCES NEEDED:

- **Banks** - Banks are needed to help finance family childcare providers looking to buy homes
- **Landlords** - Landlords that are willing to allow family childcare providers to operate out of their rentals are needed
- **Online Presence** - Creation of a “home” for the resources and information this workgroup is creating
- **Graphic Design**

COLLABORATORS:

- Parenting Place
- Childcare Providers
- Walmart Distribution Center
- Tomah Health
- Chamber of Commerce

Created in Partnership with

