



UNIVERSITY OF
GEORGIA
Carl Vinson
Institute of Government
*Georgia Workforce and
Economic Resilience Center*

**GEORGIA'S
WORKFORCE
CONFERENCE**

Lightning Talks: Strategies for Adult Engagement



Childcare as a Talent Strategy: Why, How, and What You Need to Know to Get

Started
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Working parent stress is a national issue

According to the Surgeon General¹, since 1985, the time spent caring for children has increased:

40%
among mothers

154%
among fathers

Employees with
**family care
benefits**



40%
less likely to
leave their jobs²



The child care trilemma

- **Availability** 40% of families looking for child care **are on waitlists**, with an average wait of 6 months
- **Affordability** 6 in 10 parents working part-time would switch to full time if they had affordable quality child care
- **Quality** Less than 10% of child care centers meet national high-quality standards

Spotlight on Georgia

44% of families in Georgia live in a child care desert¹

28.7% is the amount of annual income a two-parent family will need to spend on child care²

4% of child care centers in Georgia are NAEYC accredited³

\$3.6B estimated annual economic impact of infant/toddler child care crisis in Georgia⁴

*NAEYC - National Association for the Education of Young Children accreditation standards and criteria set the national standard of excellence for center and school-based early childhood programs.

¹ State Fact Sheets, First Five Years Fund ²EPI ³NAEYC ⁴ReadyNation, 2023

Flexible options to support more families



Flexible Back-Up Care

Instant access to vetted supply:

- Centers & School-Age programs
- In-Home
- Tutoring
- Pet Care
- Reimbursement



Ongoing Drop-In Care

Year-round offering:

- Toddlers through school-age
- Size based on available space
- Low ongoing investment



Care Platform & Discounts

- Curated providers
- Personalized search tools
- Add-on options:
 - + Concierge
 - + Financial support



Dedicated Center

- Tailored to your culture & brand
- Infants through school-age
- Drop-in Care
 - + Financial support

Short-Term Care

Long-Term Care

Potential tax credits

Georgia

According to O.C.G.A. Section 48-7-40.6, organizations that sponsor child care services to their employees may be eligible for tax credits from the State of Georgia of up to 50% of the taxpayer's liability. Potential tax credits include **up to 100% of construction for a child care center, and up to 75% of employers' direct costs** for sponsored care programs.

Federal

According to Internal Revenue Code Section 45F, Employer-Provided Child Care Credit, made permanent under American Tax Relief Act of 2012, organizations that provide child care services to their employees may be eligible for federal tax credits of **10-25% of program expenses.**

Check with your tax department or tax advisor to see whether your child care program expense qualifies for the credit and to determine the amount of your potential credit.

Bright Horizons refers potential clients to IRS form 8882, which describes a tax credit available for amounts paid or incurred under a contract to provide child care services to employees of the taxpayer. Certain states may also provide tax credits for child care expenses. Clients will need to make their own tax department or tax advisor aware of the particular facts and circumstances of the program details of their child care programs in order to determine whether the expense may qualify for these credits. Bright Horizons cannot, under any circumstance, provide tax advice to current or potential clients.



Where do you want to start?

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ON YOUR SIDE

**Georgia's Workforce Conference
Upskilling Your Workforce: Kubota's Training Model**

**Tim Miller
Kubota Manufacturing of America
Sr. Manager: Learning & Development**



CANVA STORIES 009

CNVFILLM



CNVFILLM FF1

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CANVA STORIES



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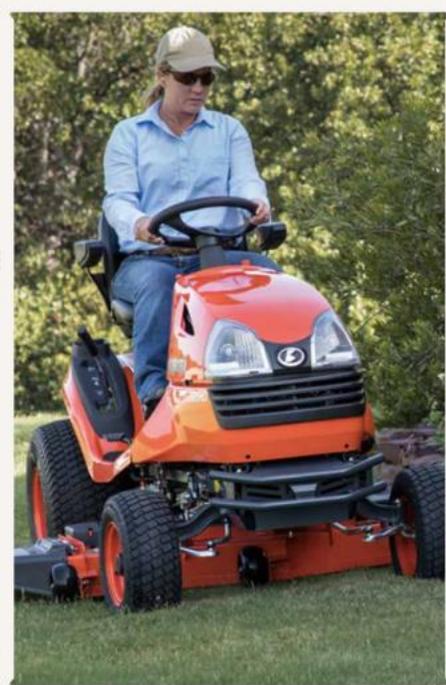
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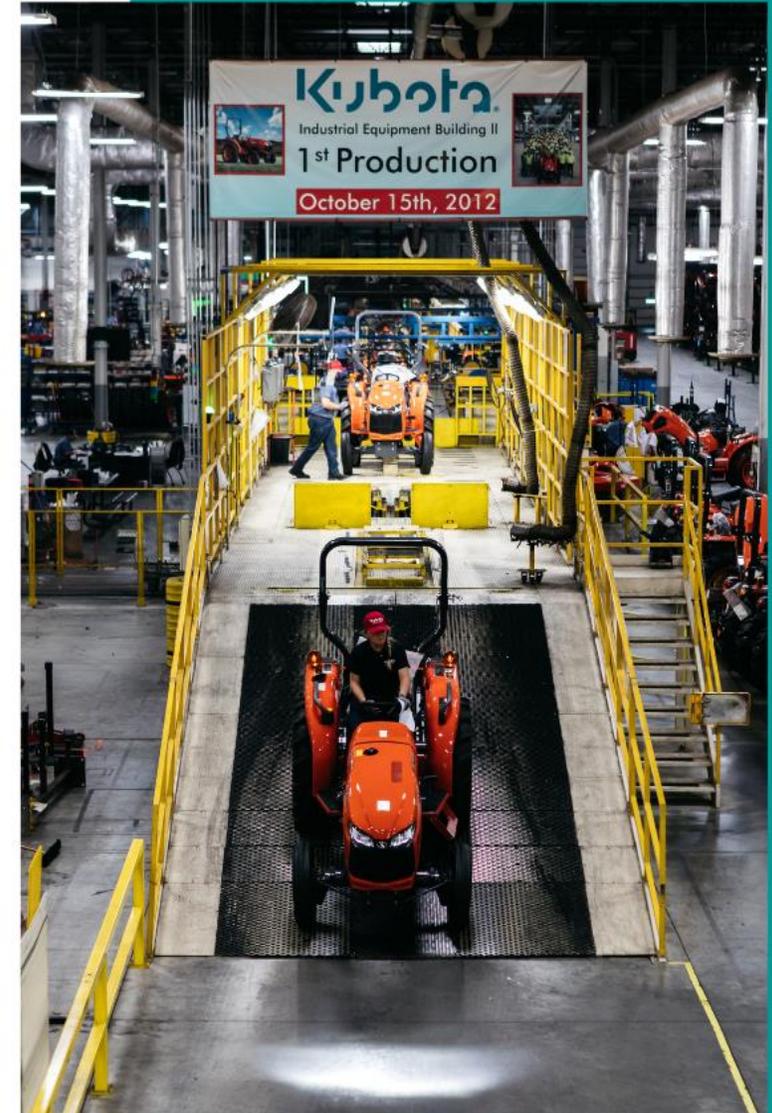
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CANVA STORIES

WHO WE ARE

GET TO KNOW US BETTER

- One of 13 Kubota Companies in North America
- 3 Campuses, 8 Factories, R&D Center, Training Center
- ~3,700 employees, 17 counties
- Onboarded an average of 120 employees per week following Covid
- 67 Work-based Learning Students Q1, 17 Converted to Full-Time
- 26 Interns in 11 Departments
 - ME, Supply Chain, Logistics, Accounting, QC, HR, Recruiting, Cybersecurity, IT, Safety, and Marketing



CULTURE SHIFT

Core Values

- Integrity
- Excellence
- Transparency
- Teamwork

KMA's Purpose:

KMA exists to **build a better future** for our employees so that through them, we can make **generational impacts** in their families, their communities and our customers.



CURRICULA OFFERING



- **All Employees**
 - Safety Dojo
 - Core Values
- **New Employees**
 - Onboarding
 - Assembly, Welding, PIV
- **OJT**
 - Production Line/Station Specific, Genba Coaches
- **Certifications**
 - Crane/Hoist, LOTO, Confined Spaces, HAZWOPER/DOT
- **Management**
 - LEAP I & II, Supervisor Technical, UNG Custom
- **Leadership**
 - Lunch-n-Learn, Leadership Foundations, Emory
- **Career Pathing Project**



ON YOUR SIDE

Learn Today, Benefit Forever

For Earth, For Life

Kubota



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TAYLOR VAN PELT

Workforce Development Director



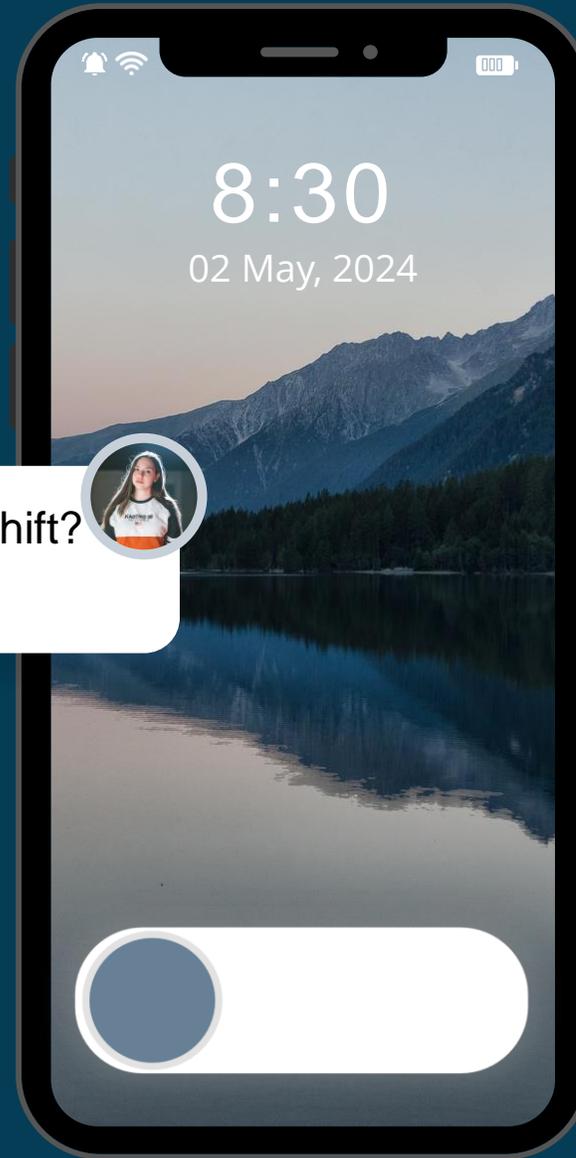
Does anyone know of
anywhere hiring?



Who is hiring for 1st shift?



If anyone knows of
anywhere hiring, please let
me know!



Platform Popularity

AGE DEMOGRAPHICS



LINKEDIN

60% between the ages of 25-34



FACEBOOK

30% between the ages of 25-34



INSTAGRAM

31% between the ages of 18-24



YOUTUBE

21% between the ages of 25-34



**LEVERAGING THIS
INFORMATION FOR
TARGETED RECRUITING**

LinkedIn



Professionals between
the ages of 25-34



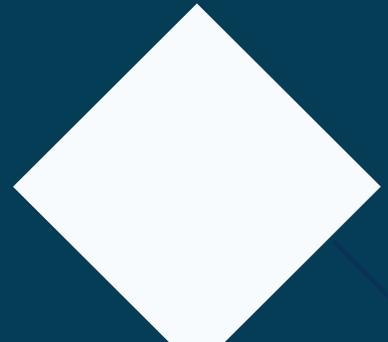
Often holding a college
degree



Experienced
Professionals



Seeking opportunities
for growth





BUSINESS AND INDUSTRY

Local business and industry partners share their available positions.



COMMUNITY MEMBERS

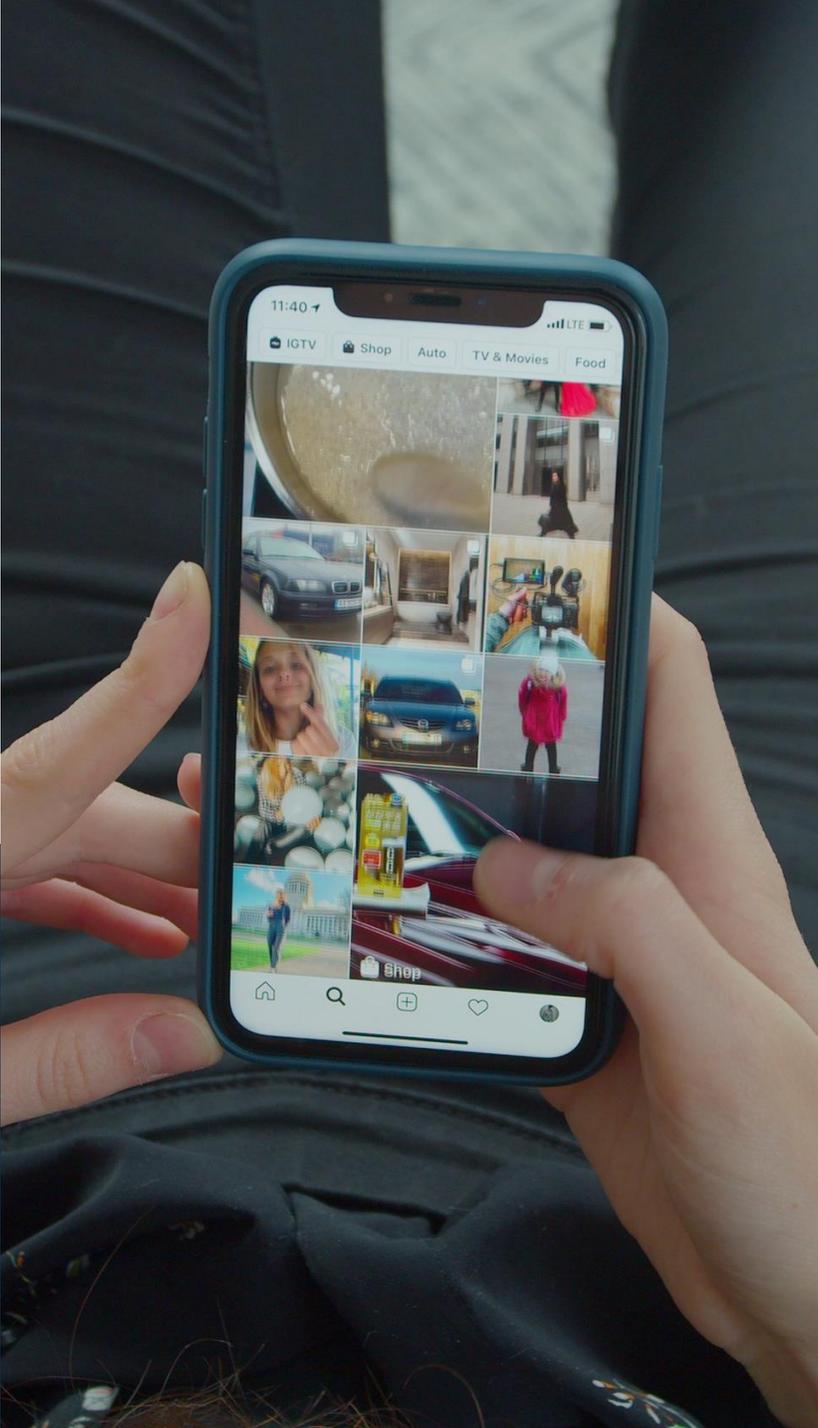
Community members are encouraged to join as they are seeking employment.



FACILITATION

- Create Polls
- Interact with Candidates
- Insight
- Promote company culture

FACEBOOK GROUPS



Instagram

Student Focus

- ✓ **Get creative with follow requests**
- ✓ **Share information relevant to them**
- ✓ **Build Community**
- ✓ **Share internship opportunities and career insight**

YouTube

Job Jots

A DAY IN THE LIFE VIDEO
SERIES TO SHOWCASE
PROFESSIONS IN YOUR
COMMUNITY



Implementing

Your New Recruiting Strategy



IDENTIFY
YOUR
RECRUITMENT
GOALS



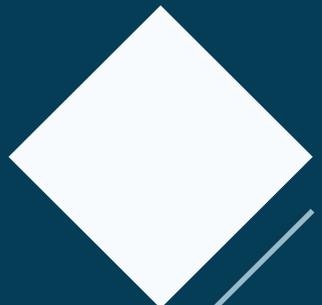
CHOOSE
RELEVANT
PLATFORMS



OUTLINE
YOUR
PROCESS



DETERMINE
HOW
ACCOUNTS
WILL BE
MANAGED





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