

# *Employers' Quarterly*

Winter 2004

YOUR CHILD CARE RESOURCE FOR WORK/FAMILY DEVELOPMENT

## *Thank You City Councils!*

Employers' Quarterly, your child care resource for Work/Family Development is made possible by funding from the cities of Dublin, Livermore and Pleasanton.

With the support and encouragement of city government, Child Care Links is proud to participate in strengthening the links between our community-based agency, the business community and the families in the cities of Dublin, Livermore and Pleasanton.

## *Special thanks to the Chambers!*

For hosting the Family Friendly Award Program at your luncheons. The new format has been a success and we thank you for your support.



*Providing Resources  
that Strengthen and  
Support Children and  
their Families*

## *Uncle Credit Union honored for "Babies in the Workplace" policy*

Uncle Credit Union was honored with the Family Friendly Employer award on December 9, 2003 at the Pleasanton Chamber of Commerce Community Service Awards Luncheon held at Ruby Hill Country Club. They were selected because of their progressive policy called Babies in the Workplace.



For more information on Uncle Credit Union, please see the Family Friendly Employer Profile on the back page.

## *Attention Dublin Family Friendly Employers!*

Child Care Links and the City of Dublin are seeking nominations for the Family Friendly Employer Award. A Family Friendly Employer is one which has exhibited excellence in educating their employees about the availability of child care and family resources in the Tri-Valley and offered employees "family friendly" policies and benefits. An employer will be chosen from the city of Dublin and will be recognized and presented with the award at the Dublin Chamber of Commerce St. Patrick's Day Membership Luncheon at the Monarch Hotel on **March 17, 2004**.

Past Dublin recipients include Franklin Templeton Investments, Sybase, Kidango, Dublin Library and Dublin Unified School District. To be eligible, employers must have a location in Dublin. Employer size and/or financial commitment are not a consideration. Awards for Livermore and Pleasanton will be presented at separate events, however you can submit nominations for those cities now.

Nominations for the Family Friendly Employer Award must be received by **March 5, 2004**. Nominations can be sent to Child Care Links, Attention: Shauna Brown, 1020 Serpentine Lane, Suite 102, Pleasanton, CA 94566, to [shauna@childcarelinks.org](mailto:shauna@childcarelinks.org), or call (925) 249-3925. Please provide the employer name, contact person, and phone number as well as your name and phone number so we may get further information about the nomination.

**Annual Report  
Inside!**

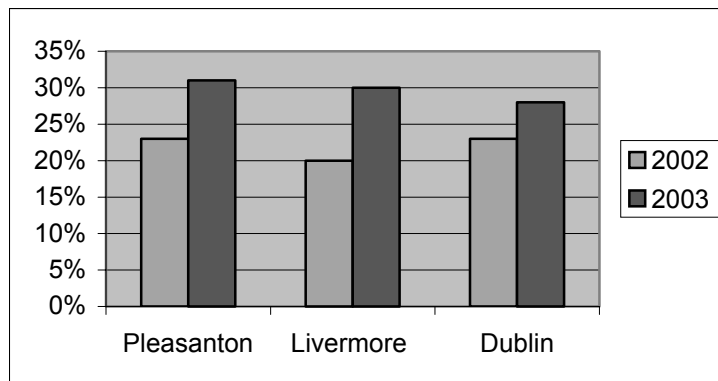
## Supply and Demand

### 2003 Trends

The Tri-Valley has seen some drastic changes in demand over the past 2 years. Following 9/11, demand dropped significantly as evidenced by declining referral calls. Providers continue to report that enrollment is dropping, and even hard to find infant care has greater availability. This has impacted Livermore, Pleasanton and Dublin in that many Family Child Care providers have chosen to close their business or retire early.

Chart A illustrates **Family Child Care** vacancy rate changes from 2002 to 2003.

Chart A: Family Child Care Vacancy Rate



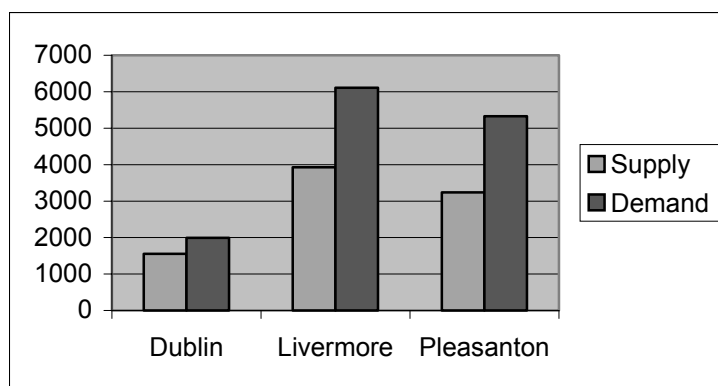
### Demand Methodology

Child Care Links has employed new methodology in identifying demand for this report. Census 2000 has provided more detailed demographic data. The specialized data on percent of families with both parents working outside the home has provided us new insight into the child care needs of working families.

Demand has been determined based on the idea that 75% of families where both parents work outside the home will need licensed child care. Arguably there are a significant number that may use alternative arrangements, however this is balanced by the many families with only one parent working outside the home that use licensed care.

Chart B Illustrates Child Care Supply & Demand for the cities of Livermore, Pleasanton and Dublin

Chart B: Child Care Supply and Demand



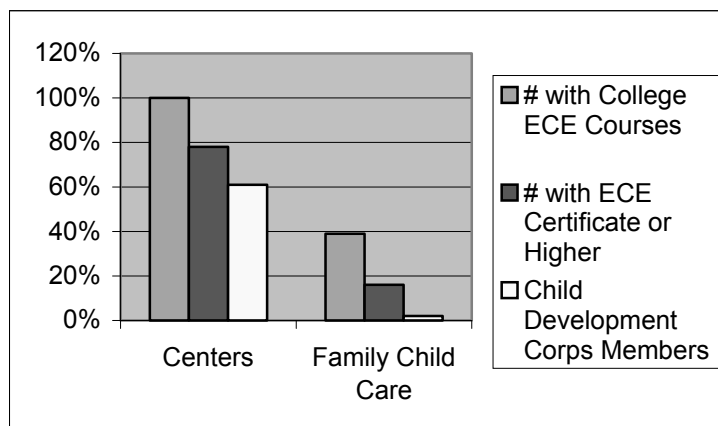
## Child Care Providers & Early Childhood Education (ECE)

With the successful Child Development Corps entering its 4th year, emphasis on early learning and teacher accountability, child care providers have been consistently engaging in academic activities. Child Care Links implemented new referral software, *NACCRRAware*, which tracks many attributes including providers' level of education, training and Child Development Corps participation. The ability to track this information is key in measuring the professional growth of providers.

Chart C illustrates the various levels of education held by child care center staff and family child care providers



Chart C: Child Care Providers & ECE





## Child Care Links Services

Child Care Links is your resource for work/family issues. As a smart business owner/manager, you know that safe, quality child care is a concern for today's working parents. Making a decision about how your company will address this issue is important.

Child Care Links, a 501(3)(c) non-profit organization, works to educate business owners/managers about how to support their employees as they balance work and family responsibilities. Child Care Links offers the following services:

- **Consulting Services:** Employee Needs Assessment, Business Assessment, Cost-benefit Analysis, Dependent Care Assistance Programs
- **Enhanced Referrals** (individual support and guidance through the child care search process)
- "Lunch'N'Learn" on site at your business on topics such as Choosing Child Care, Parenting, and Child Development

For more information, please contact Shauna Brown at (925) 249-3925.

### Employers' Quarterly

*Your Child Care Resource for Work/Family  
Development Issues*

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**We're on the WEB!**  
[www.childcarelinks.org](http://www.childcarelinks.org)

## Family Friendly Employer Profile

**Uncle Credit Union, Pleasanton, CA**

**Pleasanton Employees:** 6 (80 throughout the Tri-Valley and Tracy)

### Company Type

UNCLE Credit Union is a not-for-profit financial cooperative, supervised by the State of *California*, owned and operated by its members.

### Benefits & Policies

The following are just a sampling of the benefits and community programs offered that benefit children and working families.

- Babies in the Workplace
- Telecommuting
- Adoption Assistance
- Bereavement Leave
- Employee Assistance Program (EAP)
- Flexible Spending Account for Dependent Care and Health Care
- Time Off to Vote

### Community Service

UNCLE Credit Union's Employees have formed a volunteer group, which they run, called UNCLE's Ants. They go out into the community to assist local agencies and non-profits such as Buenas Vidas Youth Ranch, Open Heart Kitchen, Hope Hospice, and dozens of other agencies. The employees rotate leadership and identify needs, and then donate their own time to make a difference in people's lives. UNCLE Credit Union supports UNCLE's Ants by contributing for such extras as UNCLE's Ants t-shirts, pizza for meetings, etc.

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