



# Making the Case for Pre-K for PA

2018 UWP Webinar Series

United Way of Pennsylvania  
[www.uwp.org](http://www.uwp.org)



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# Vision & Goals

Pre-K Accessible to Every Child by 2022



**Vision:** To ensure that all children can enter school ready to succeed by making high-quality pre-k accessible to every 3- and 4-year old in Pennsylvania

**Goal:** By 2022, every at-risk child will have access to a high-quality pre-kindergarten program and middle-income families will more easily afford these services for their children.

**How to Accomplish this Goal?** Work with the Pre-K for PA coalition and policymakers to ensure a state investment of \$440 million (\$285 million remaining).

# Coalition Members

Pennsylvania's coalition consists of regional and statewide nonprofit and non-governmental organizations that work together to advance a shared agenda and to advocate on behalf of young children.

The Coalition has recruited nearly 16,000 individual supporters, including 130 civic and business leaders and 600 supporting organizations



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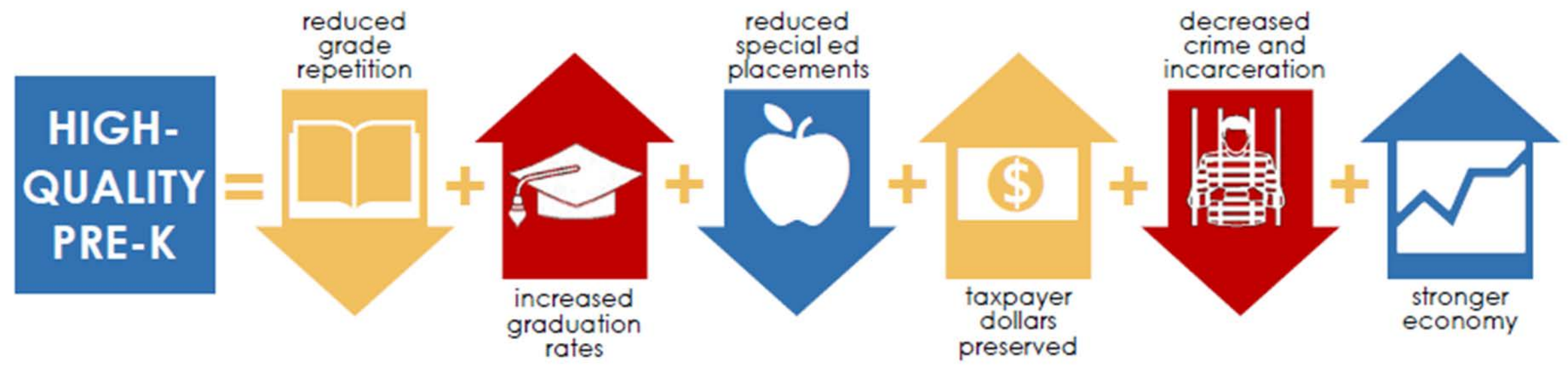
# Why Pre-K?

Pre-K Works, Why not in PA?



# Access to High Quality Pre-K: Provides Opportunity & Strengthens Schools

- Children who are enrolled in a high-quality pre-k program are more likely to advance grades and have improved social skills.
- When children begin with high-quality pre-k, this investment prevents the achievement gap from becoming too wide and reduces the need for costly interventions in the future.





# Pre-K Lays The Foundations For a More Successful Pennsylvania

- Develops skills in children that are important for our future work force
  - Soft skills
  - Socialization
- Saves taxpayers' money – societal benefit is a savings of \$4 for every \$1 invested
- Decreases the likelihood of at-risk children committing crime as adults – 26.3% of PA's prison inmates have less than a 12<sup>th</sup> grade education



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# Early Childhood in PA in 2018

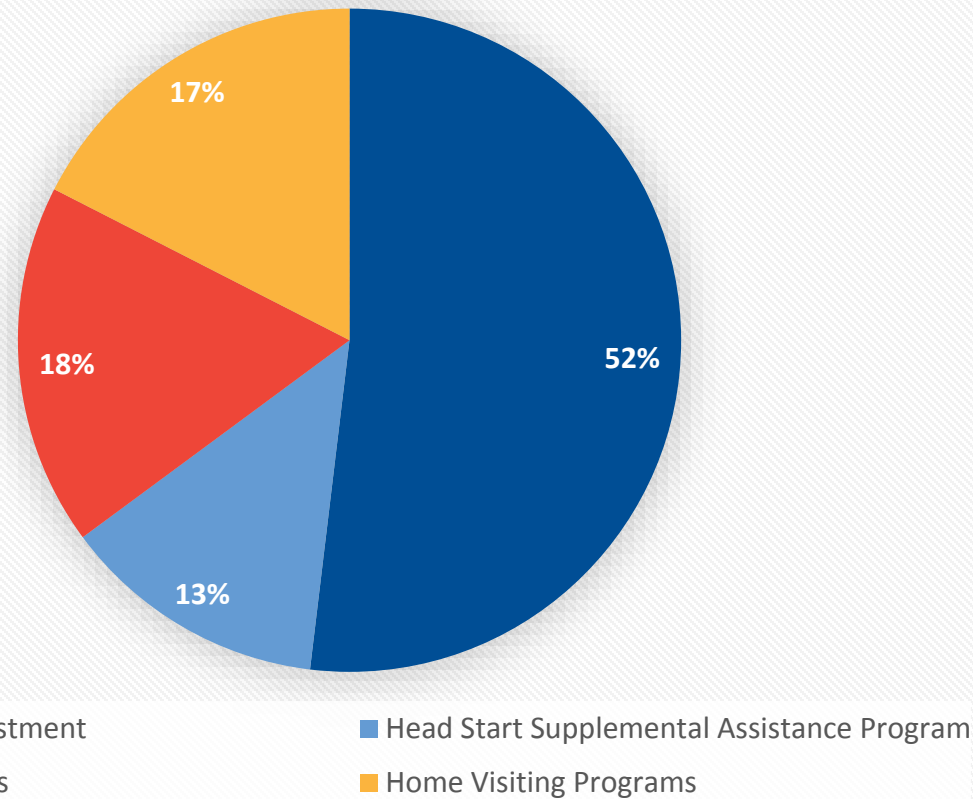
The Current Picture





# 2018 Budget

## Expanded Investments to Early Learning



Just over 38.5 million dollars was set aside for expanded investments in early learning in PA. Of that, 25 million was granted to Pre-K Counts (20 million) and Head Start (5 million)

PA is still 18<sup>th</sup> of the 30 states investing in high-quality pre-k.

Original ask for the 2018-2019 budget was 40 million for Pre-K (30 million) and Head Start (10 million)

# 2018 State of the Child



Eligible for Subsidized Child Care: **204,850**

Average Monthly Number of Children Receiving Subsidized Child Care: **115,217**



Percentage of Child Care Providers Meeting High Quality Standards: **20.9%**



Percentage of children Age 3-4 in Publicly Funded, High-Quality Pre-K: **23.4%**

Percentage of unserved children eligible for Publicly Funded, High-Quality Pre-K: **60.6%**



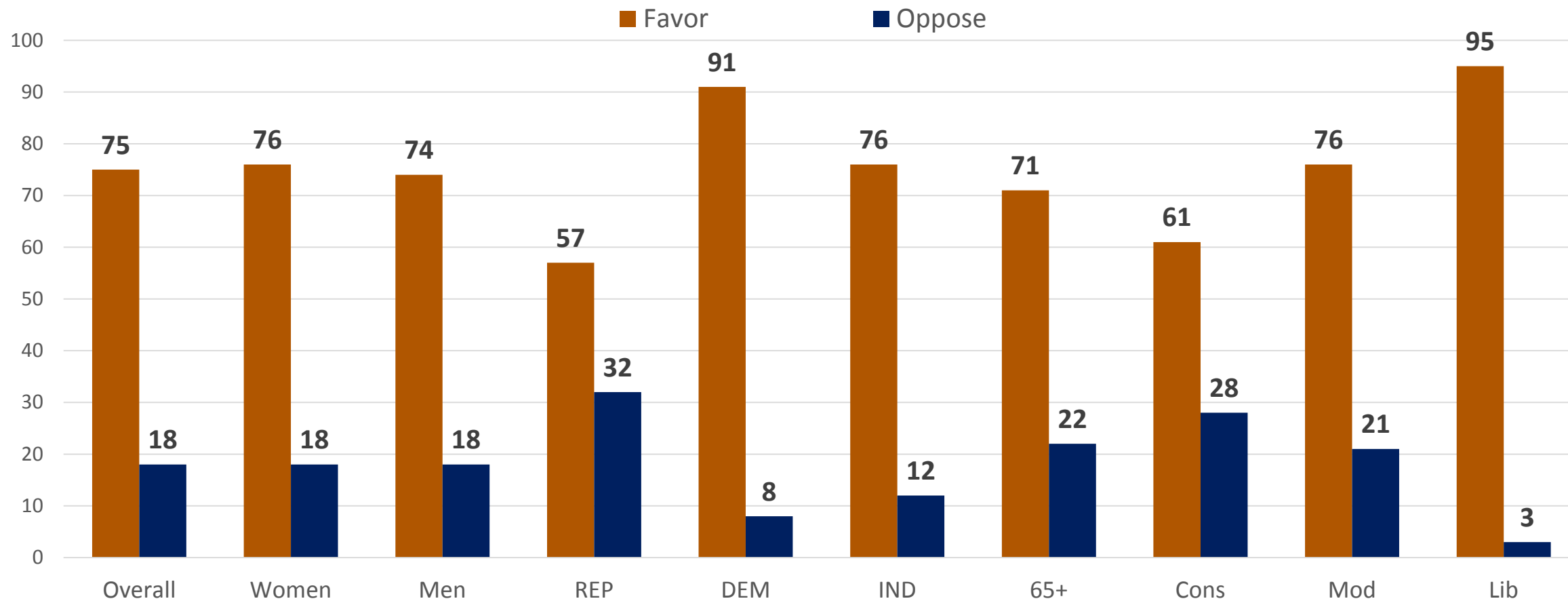
# Public Opinion



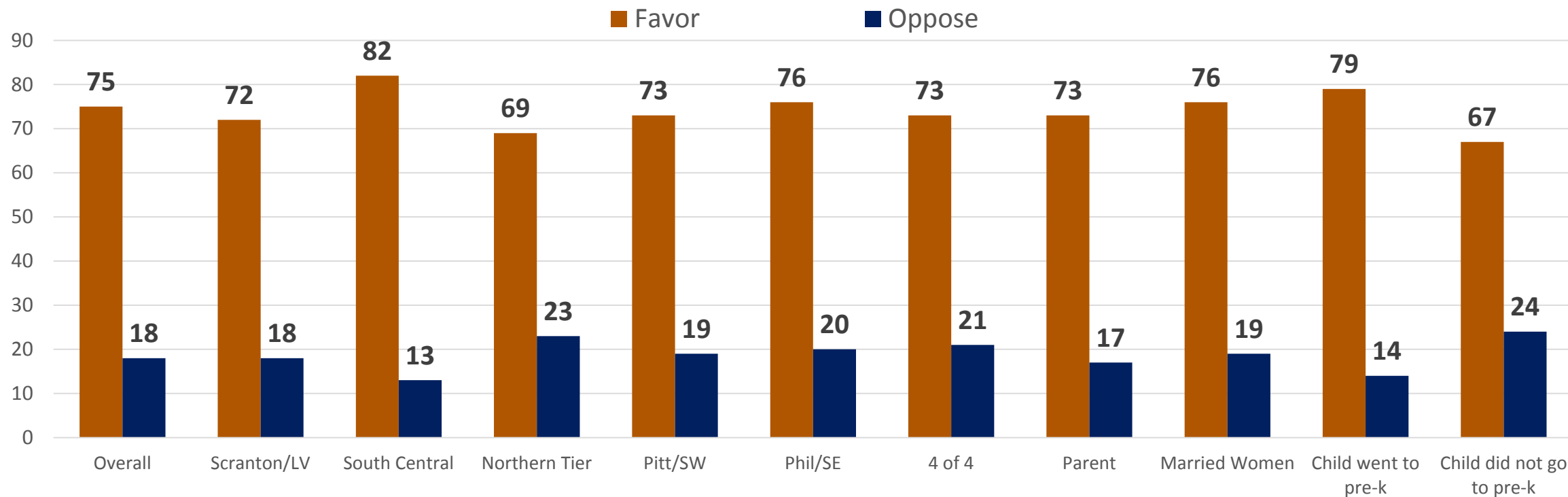
***94% say early childhood education important for PA***

***3 out of 4 PA Voters Favor Increasing Pre-K Funding***

# Public Opinion



# Public Opinion



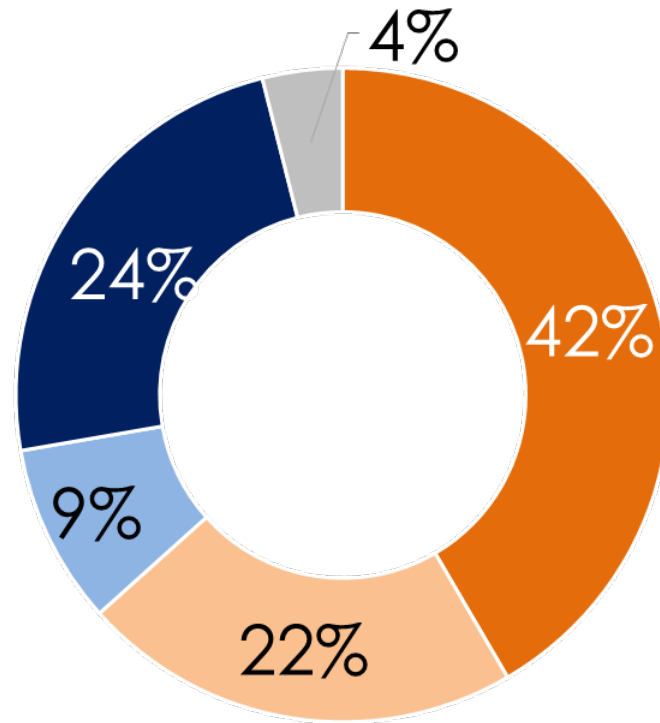


# Public Opinion



***Nearly two-thirds of Pennsylvanians would support a tax increase which would cost an extra \$50 to expand Pre-K access (.01 increase in PIT)***

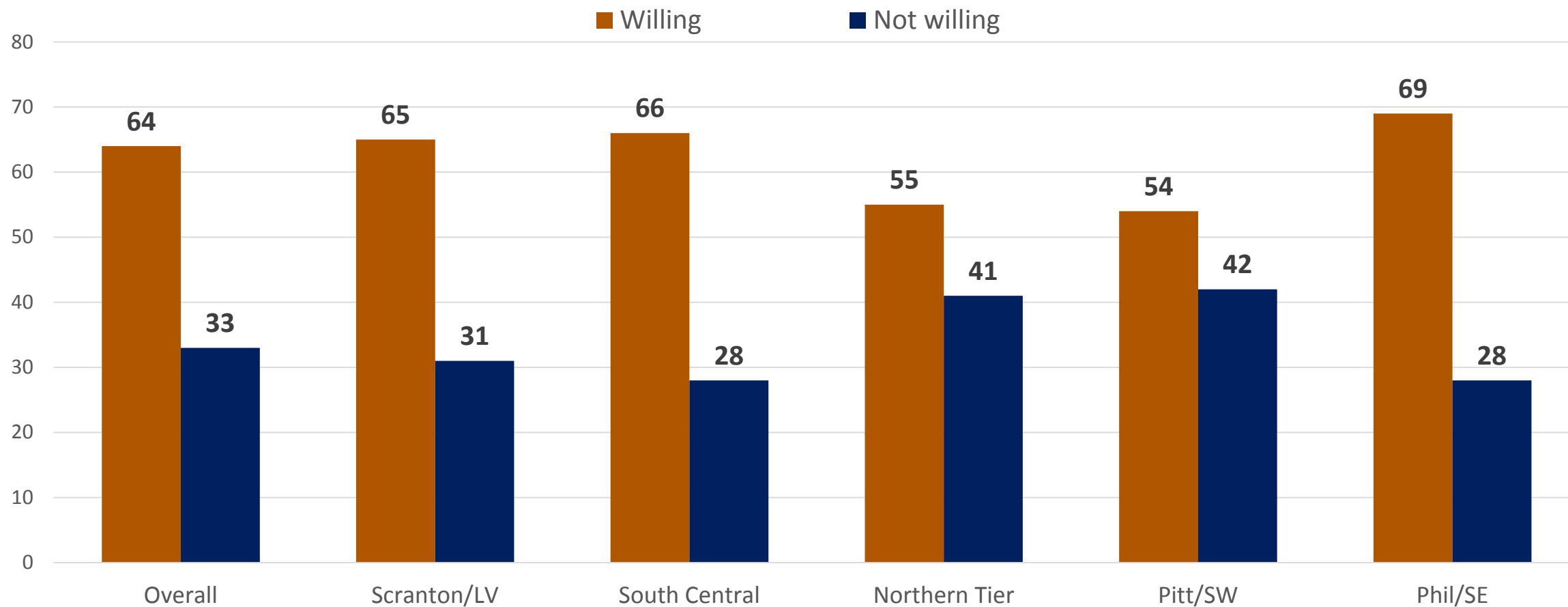
# Public Opinion - Tax Increase



Total Willing: 64%  
Total Not Willing: 33%

- Very willing
- Somewhat willing
- Not very willing
- Not willing at all
- Unsure/Refused

# Public Opinion – Tax Increase





# Harper Polling Focus Groups

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- Themes:
  - Participants recognize that family dynamics have changed, and feel that Pre-K really benefits households where both parents work
  - They place a higher value on things like socialization and establishing good behaviors for the classroom than they do on learning motor skills, letters and colors, etc.
  - Very receptive and sympathetic to the impressionability of the early years and the brain growth and development that needs to take place
  - Opinions of grandparents about Pre-K moved both groups

## Citations

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Harper Polling. (2018). PA Partnerships for Children Statewide Survey Results. Pre-K for PA [Distributor] Retrieved from <http://www.prekforpa.org/poll/>

PA Partnerships for Children (2018) State of the Child 2018. Retrieved from <https://www.papartnerships.org/wp-content/uploads/2018/03/2018-SOCW-Pennsylvania-July-2018.pdf>

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## What's next?

Plans for the Campaign leading up to introduction of 2019-2020 state budget

## Gubernatorial election

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- UWP candidate survey results available here:  
<https://www.uwp.org/2018-gubernatorial-candidates-issues-1>
- The Pre-K for PA campaign has developed a candidate briefing paper and is reaching out to both campaigns
- Letters from individual principal partners of the Pre-K for PA campaign
- Op ed activity to support Pre-K
- Working with the grassroots leader network to have influential supporters of both candidates helping to build support for Pre-K

# Legislative elections

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- The Pre-K for PA Campaign is mobilizing in key races
- Post-election, the campaign will assess our list of legislative targets and make updates
- The election may change focus areas for some of UWP's Pre-K for PA advocacy work plan
- Working with the grasstops leader network to have influential supporters of candidates helping to build support for Pre-K
- Current champions who are not returning: McIlhinney, Vulakovich, Reed, Markosek, Taylor

# Request for 2019-2020 budget

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Pre-K for PA campaign is working on a budget request which considers things such as:

- Achieve the remaining \$285 million investment needed to make sure all at-risk kids have access, and Pre-K is more affordable for middle income families
- Adjust timeline to achieve this over the 4 years of the next gubernatorial term (by 2023)?
- Frontload the request with a higher amount for the early years of the term?
- Of the \$285 million, \$100 million would be for families with income over 300% of the federal poverty level. No decisions have been made on how those funds should be rolled out

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# Actions to Take

What can you do?

## UWP Actions

- 8 United Way Representatives took action through UWP website
- 17 legislators were reached via letter through UWP website
- 14 United Ways participated in Hill Day and helped ask for Pre-K funding
- Multiple and timely social media posts





## Campaign Targets UWP Met With

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Sen. Jake Corman

Rep. Joe Markosek

Sen. Jay Costa

Rep. Dan Frankel

Sen. Randy Vulakovich

Rep. Frank Dermody

Sen. John Eichelberger

Rep. Bryan Cutler

Rep. George Dunbar

Rep. Stan Saylor

Rep. Kate Klunk

Rep. Mike Folmer

Rep. Dawn Keefer

Rep. Kristin Phillips-Hill

Sen. Mike Regan

Sen. Scott Wagner

Rep. Seth Grove

Rep. Mike Sturla

Sen. Pat Browne

Rep. Mike Schlossberg

Sen. Rich Alloway

Rep. Warren Kampf

Rep. Vince Hughes

Rep. Gene DiGirolamo

Rep. David Hickernell

Sen. Joe Scarnati

Rep. Mike Turzai

Rep. Dave Reed

Rep. Donna Oberlander

Sen. Judy Schwank

Rep. Frank Farry

Rep. Tom Mehaffie

# Advocate

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- View Local Fact sheets for your county and statewide map
  - <https://papartnerships.maps.arcgis.com/apps/MapSeries/index.html?appid=5b8a795bea39469cb2a811bf788e6b0c>
- Take part in UWP Advocacy Actions:
  - <https://www.uwp.org/take-action>
- Contact PA legislators about early education in your community
  - <http://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/index.cfm>
- Sign on as a Pre-K for PA Supporter
  - <http://www.prekforpa.org/join-us/>

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Questions?