

STRATEGIC FRAMEWORK

OUR VISION

Powered by the business community's leadership and commitment, every child has access to high-quality early care and education, and families have access to the child care resources that enable them to fully engage in the workforce as they choose.

OUR MISSION

As the business community's nonpartisan voice for early care and education, EPIC leads efforts to build infrastructure and advance policies that support the workforce of today while developing the workforce of tomorrow.

STRATEGIC PRIORITIES GUIDING EPIC'S PROGRAMS AND SERVICES

- Leveraging the voices and influence of business leaders to make early care and education a priority and increase public and private investments
- Supporting a prepared and competitive workforce of the future by increasing access to high-quality early care and education for all children
- Contributing to economic development and growth by removing workforce barriers and creating resources to create more family-friendly workplaces

WHAT'S GOOD FOR CHILDREN IS GOOD FOR BUSINESS.

We are advocates for family-friendly workplaces and policies to enable parents to thrive in the workplace and ensure all children have the quality early care and education opportunities they need to reach their full potential.



AWARENESS & THOUGHT LEADERSHIP

Increasing the business community's awareness of the importance of early care and education, and activating employers through actionable ideas that benefit families, business and the economy by:



- Serving as the preeminent thought leader and expert in engaging employers to identify and implement child care benefits, including on-site solutions
- Collaborating through partnership events, communications and resources to promote education and action in the business community
- Promoting and supporting the integration of child care benefits and community investment initiatives into corporate strategic objectives and plans

COMMUNITY INNOVATION & INVESTMENT

Engaging business and community partners in solutions that meet the infrastructure, capital and workforce needs for the provision of sustainable child care services by:



- Identifying and connecting the business community with opportunities to invest in the development of new resources and child care projects
- Offering technical assistance to new and expanding child care projects while supporting the generation of ideas, prototyping solutions and offering subject matter expertise
- Facilitating public-private partnerships across industries such as philanthropy, child care, real estate, finance and government to drive investment

WORKPLACE SUPPORT

Helping employers attract and retain the best workforce while creating environments that enable families and children to thrive by:



- Supporting employers as an objective and neutral expert in improving access to quality, affordable on-site or near-site child care, through tailored consulting, advising and technical assistance
- Providing resources, expertise and advice that lead to the implementation of family-friendly benefits that work for both employers and employees
- Expanding workplace support programs to communities in new states, enabling a broader reach of employer-focused services resulting in greater child care supply

POLICY & ADVOCACY

Shaping and advancing policies that support an environment for child care innovation, community-minded approaches, and bipartisan solutions for a more sustainable early childhood sector by:



- Engaging business leaders for testimony, editorials and legislative advocacy
- Developing and implementing policies that support sustainable child care businesses
- Leveraging the business community's unique perspective and resources to inform policy development, regulations and public funding solutions