

**Building the Economic Case for Investments in
Children Breakout Session: Early Education for All
Campaign**

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**EARLY
EDUCATION**
for ALL

**A campaign to make
voluntary, high-quality early
childhood education available
to all Massachusetts children,
ages three through five.**

Early Education for All

The Early Education for All (EEA) Campaign is a coalition of leaders from business, early childhood, labor, religion, education, health care, and philanthropy, working in partnership with parents, grassroots leaders, and state policymakers to make high-quality early childhood education available to all Massachusetts children.



EEA Campaign Strategies

- **Make young children and their early education a top policy priority:**
 - Engage influential new allies for children.
 - Build alignment among “likely” allies.
 - Statewide media campaign.
 - Use research to “Make the Case.”
 - Develop a policy proposal/legislation.

Progress to Date

- Creation of first-in-the-nation Board and consolidated Department of Early Education and Care, responsible for implementing universal high-quality early education for all 3-5 year olds
- Significant increase in public funding for high-quality early education through the state budget
 - **\$20 million in FY06**
 - **\$45 million in FY07 including:**
- Unanimous enactment by House and Senate of legislation (H.4755) creating the Massachusetts Universal Pre-K Program (2006)
- Strong public support for “early education for all:”
 - **73 positive editorials**
 - **77% of voters support increased public funding for early childhood education, while 88% agree that all children should have access to high-quality early education**

Business Leaders Engaged in EEA

■ Most influential trade associations in state

- ★ Associated Industries of MA
- ★ MA Biotechnology Council
- ★ MA Business Alliance for Education
- ★ MA Business Roundtable
- ★ MA High Technology Council

■ Regional Players/Chambers of Commerce

- ★ Pioneer Valley Planning Commission
- ★ Berkshire, Cape Cod, Chicopee, Springfield Chambers of Commerce

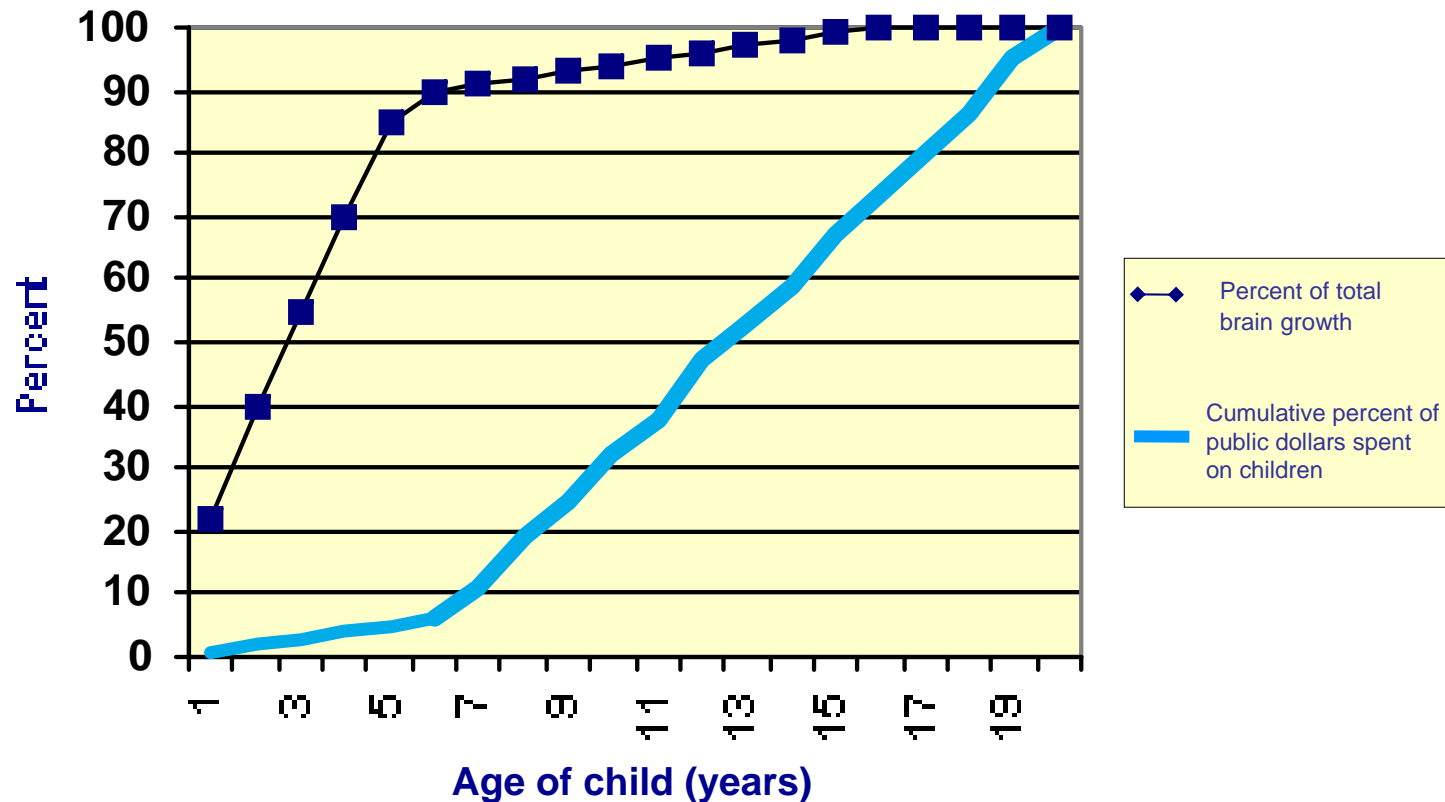
■ Several of the state's largest/most influential companies/organizations

- ★ EMC Corporation
- ★ Federal Reserve Bank of Boston
- ★ Genzyme Genetics
- ★ Goulston and Storrs, PC
- ★ MassMutual Financial Group
- ★ Staples, Inc.
- ★ Verizon Communications, Inc.

■ Other Influential Companies

The Early Years Are Learning Years

Brain Growth Compared to Public Expenditures on Young Children



Sources: Public expenditures: RAND analysis of Table 1 in R. Haveman and B. Wolfe, "The Determinants of Children's Attainments: A Review of Methods and Findings," *Journal of Economic Literature*, Vol. 33, December 1995. Brain growth: Figure 2-0 in Purves, *Body and Brain*, Harvard University Press 1998, adopted from D.W. Thompson, *On Growth and Form*.



How has EEA engaged Business Leaders?

- **TO:**
 - ✓ **Identify the political will**
 - ✓ **Endorse the Campaign**
 - ✓ **Join the Campaign**
 - ✓ **Participate in legislative advocacy**
 - ✓ **Participate in awareness/media activities**
 - ✓ **Network among peers on behalf of EEA**
 - ✓ **Spread word/encourage employees/members to join Campaign**

www.earlyeducationforall.org

Let's Invest When It Makes the Most Difference



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