



United Way of
Metropolitan Atlanta

Engagement of the Atlanta Business Community in the Metro Atlanta Early Childhood Education Movement

Dennis P. Lockhart and Beverly Daniel Tatum
Co-chairs, Atlanta Early Education Commission

Metro Atlanta Chamber of Commerce
Regional Education Committee
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Members of Early Education Commission

Greg Adams – Judge, (Superior Court, DeKalb County)

James “Jim” Balloun – (Former Chairman, President & CEO of Acuity Brands, Inc.)

Sharon J. Bartels – President, (Gwinnett Technical College)

Dr. Jay Berkelhamer – Senior Vice President and Chief Academic Officer, (Children’s Healthcare of Atlanta)

Stephanie Blank – Trustee, (The Arthur M. Blank Family Foundation)

Robert L. Brown Jr. – President, CEO, (RL Brown & Associates)

Anna Cablik – President, CEO, (Anatek, Inc.)

Rev. Darrell D. Elligan – President, (Concerned Black Clergy of Metro Atl., Inc.)

Lillian C. Giornelli, J.D. – Executive Director, (CF Foundation); President, (Nonami Enterprises)

John T. Grant Jr. – CEO, (100 Black Men of Atlanta)

Beverly L. Hall, D.H.L. – Superintendent, (Atlanta Public Schools)

Russell Hardin, J.D. – President, (Woodruff and Whitehead Foundations)

Johnny Isakson – US Senator, (Georgia State Senate)

Phil Jacobs – Retired, (AT&T Communications)

Emily Jennette – Education Program Specialist, (Department of Education)

Larry Johnson – Commissioner, (DeKalb County)

Nancy Juneau – CEO, (Juneau Construction Company)

Charles B. Knapp, Ph.D. – President Emeritus, (University of Georgia); Chairman, Board of Directors (East Lake Foundations, Inc.)

Milton Little Jr. – President, (United Way of Metro Atlanta)

Dennis Lockhart – President, (The Federal Reserve Bank of Atlanta)

Sam Nunn – US Senator, (Georgia State Senate)

Daniel S. Papp, Ph.D. – President, (Kennesaw State University)

Tim Pankenham, J.D. – Partner, (Alston & Bird, LLC.)

Maria Elena Retter – Executive Director, (Goizueta Foundation)

Holly Robinson, Ed.D. – Commissioner, (Bright from the Start: GA Department of Early Care & Learning)

Joe W. Rogers, Jr. – Chairman, CEO, (Waffle House)

Beverly Daniel Tatum, Ph.D. – President, (Spelman College)

Lee Torrence – Retired, (IBM Corporation)

ECE defined: not simply day care, babysitting, playtime

- Center-based
- Professionally-delivered; low child-teacher ratio
- Curriculum-driven
 - Cognitive skills: especially literacy/vocabulary
 - Motivation
 - Self-regulation
 - Social Skills
- 3-5 year olds + programs for parents of 0-2 year olds
- Outcome: Kindergarten-readiness/reading to learn by 3rd grade
- *Consider this: the success of K-12 is highly affected by the quality of students entering at kindergarten and the cost of remediation of weak foundations*

The ECE movement is gaining momentum in progressive metro areas with heavy business community involvement and leadership and supported by chambers

- Chambers: U.S. Chamber, Los Angeles, San Francisco, Oakland, Memphis, Nashville, Houston
- Model Metro programs:
 - Minneapolis: MELF, Cargill, Ecolab
 - Miami: Children's Trust, David Lawrence (fmr. Publisher M. Herald), Center for ECE Excellence
 - Boston: Thrive in 5, 10-year movement, public/private (also Tulsa, Denver)
- Context:
 - Redefinition of formal education continuum: 0-8 years old (pre-K to 4th grade)
 - Localized models: funding, delivery, priorities, governance
 - National Standards

The case for business involvement/leadership builds from the investment case, economic development case, human capital case. These are supported by solid research of credible analysts.

- Investment case:
 - Competitive ROI
 - Remediation costs avoided = lower future taxes
- Economic development case:
 - High ROI on public investment
 - Worker productivity—current (parents) and prospective (future workers)
 - Higher average earning power
- Human capital case:
 - Brain development/neurology
 - Learning starts at birth
 - Increased productivity=higher-quality human capital

Asks of MACC and Atlanta Business Community

MACC

- Incorporate pre-K into chamber's education priority
 - Redefine as pre-K to 12
- Support commission's recommendations
- Educate membership. Give the subject a forum.
- Advocate for St. of GA DECAL funding and initiatives
- Recruit business talent to populate leadership group

Business Community

- Provide a champion and key leaders
- Help design funding models and awareness campaign
- Advocate market mechanisms to induce rising quality
- Populate governance entities
- Provide communication access to employee parents