



# 2025 Child Care Business Trends Report





# A Letter from Procare Solutions

## CPO Jon Pollock

First and foremost, I want to thank you for the tireless efforts you put into educating and caring for young children. Your work is the backbone of our communities and your dedication does not go unnoticed. Yet, as many of you know, the child care industry faces significant challenges that demand our attention and action.

Procare Solutions® has supported early childhood educators for more than 30 years and are always evaluating what more we can do to help. That is why, for the third year in a row, we surveyed over 100,000 stakeholders to collect the most current data about child care so we can work together to find solutions.

Once again, the survey showed that hiring and retaining staff is difficult for child care providers. Enrollment also poses challenges, as does handling staff burnout and finding ways to promote well-being in a stressful job. Limited public funding coupled with governmental policy changes also are big concerns.

In many ways, these issues are interconnected. And they impact not only our industry, but also the children and families who rely on consistent care and high-quality education.

But addressing these challenges is possible. Change begins by prioritizing early childhood education at every level. The work begins in your classrooms with professional development opportunities and mentorship programs to boost staff morale. And it continues outside your walls by engaging with families, and then onto the halls of government. We must be committed to advocating for ECE at the state and federal levels for increased funding to receive the sustained investments that can help ensure our early childhood programs thrive.

By working together, we can address these challenges so your child care business, and the families you serve, can thrive. Using child care management software puts you in charge of the administration portion of your business and with classroom management – a digital curriculum designed for early childhood education and assessing children means you can ensure there are not gaps in learning.

The obstacles ahead may be complex – but they are not insurmountable. We are here to help.

Your unwavering commitment to the youngest members of our society and to working parents should never be taken for granted. We hope the data in this report will help your business prosper and that we can ensure early childhood education remains a pillar of our communities.

Sincerely,



Jon Pollock  
– Procare Solutions Chief Product Officer











# Table of Contents

Letter from Jon Pollock	3
Report Highlights	6
Methodology	11
Federal and State Funding	13
Enrollment	16
Staff Wellness	20
Professional Development	23
Teacher Supplement: 2025 ECE Teacher Trend Report	26
Curriculum and Assessments	51
Family Engagement	52
Managing Child Care Finances	54
Child Care Management Software Usage	58
Conclusion	62
References	64



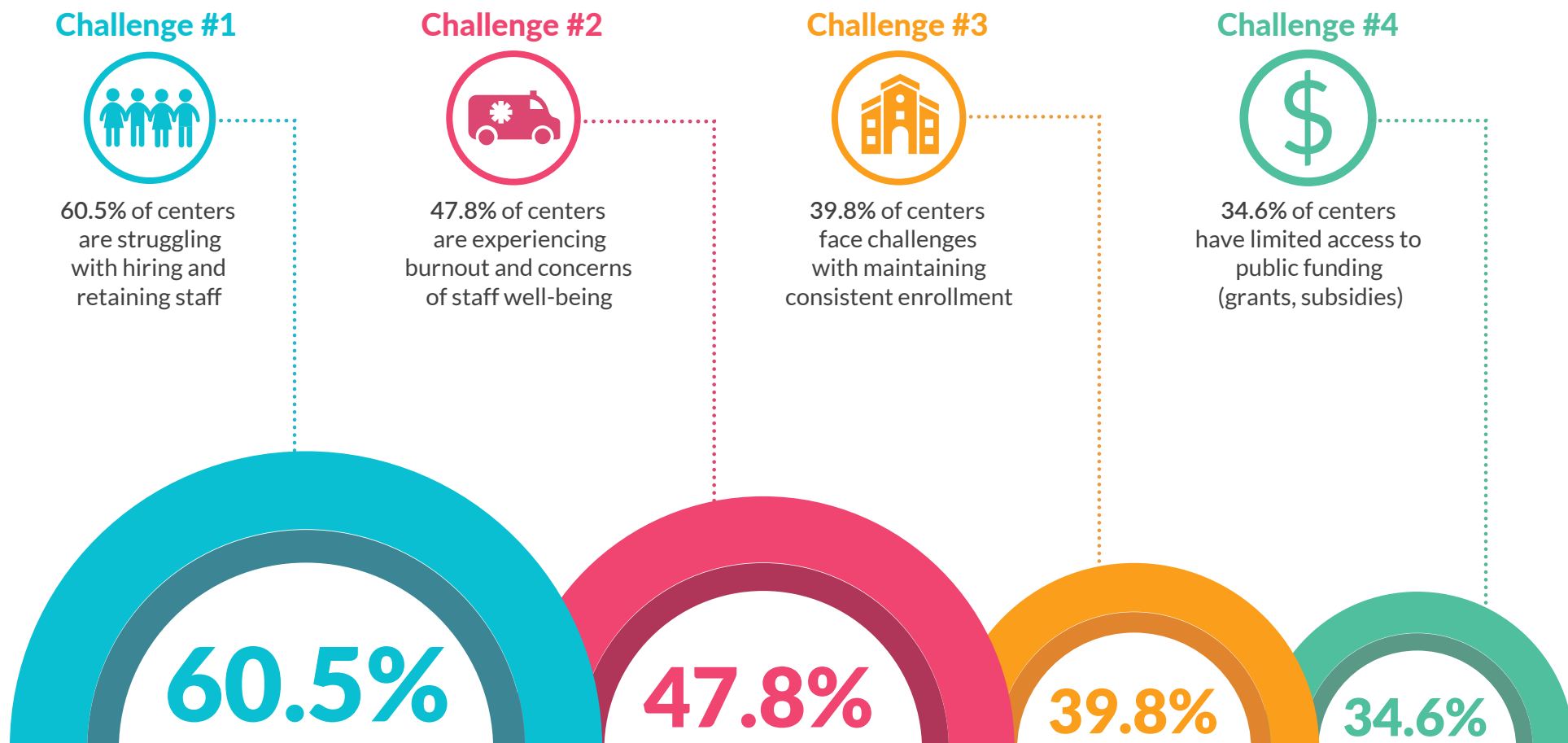
## Report Highlights

This report uses findings from a survey conducted by Procare Solutions in December 2024 to gain a thorough understanding of what child care providers are experiencing to set benchmarks and take note of trends. It also includes interviews with leaders in ECE who share what they are seeing and give a look into their crystal balls for what is on the horizon.

The data provided from thousands of stakeholders allows you to make thoughtful and strategic decisions for your business, including how to become more efficient in managing your finances as well as how to help your staff do their jobs well without getting burned out while improving the quality of education you provide.



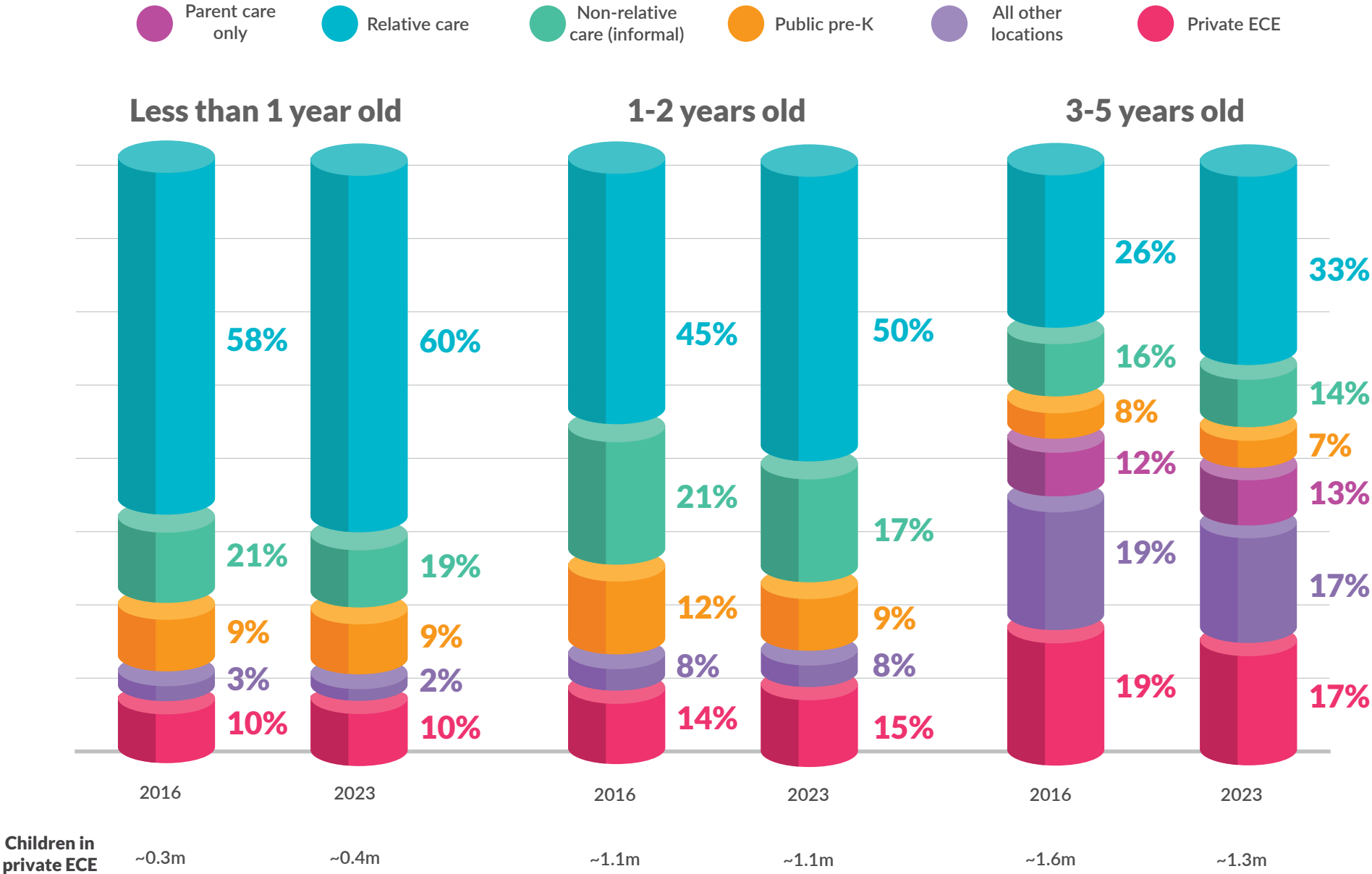
## The top four challenges highlighted by respondents are:



Each of these will be addressed in this report, as well as other topics including how centers are managing their finances, using technology as well as curriculum and assessments data.

The need for professional development and mentorship also will be discussed, and what child care center owners and directors must do to successfully drive change – and that is not doing what always has been done.

# Child care arrangements for children ages 0-5 over time, by age, 2016 vs. 2023





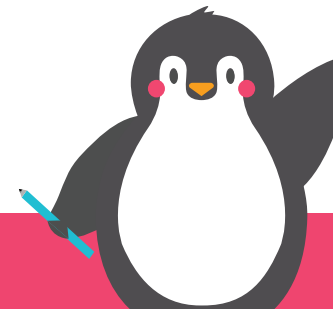


**Phil Vaccaro**, a principal at EY-Parthenon who consults to the education sector, highlighted BMO data showing more than 180,000 seats were added in large child care chains from 2015 to 2023. This comes even as the number of young children in the country dropped due

to declining birth rates. He cited U.S. Census numbers indicating there are 1 million fewer children ages 5 and under than there were in 2016. And the number of children ages 3 to 5, a key demographic group, enrolled in private care dropped by about 300,000 students from 2016 to 2023.

The child care industry is evolving rapidly, shaped by shifting demographics, economic pressures and emerging technologies. This report unpacks key insights and expert perspectives to help you navigate these changes and position your business for success in 2025 and beyond.

Beth Cannon, an ECE business leadership strategist and keynote speaker, summed it up:



**LET'S JUMP IN!**





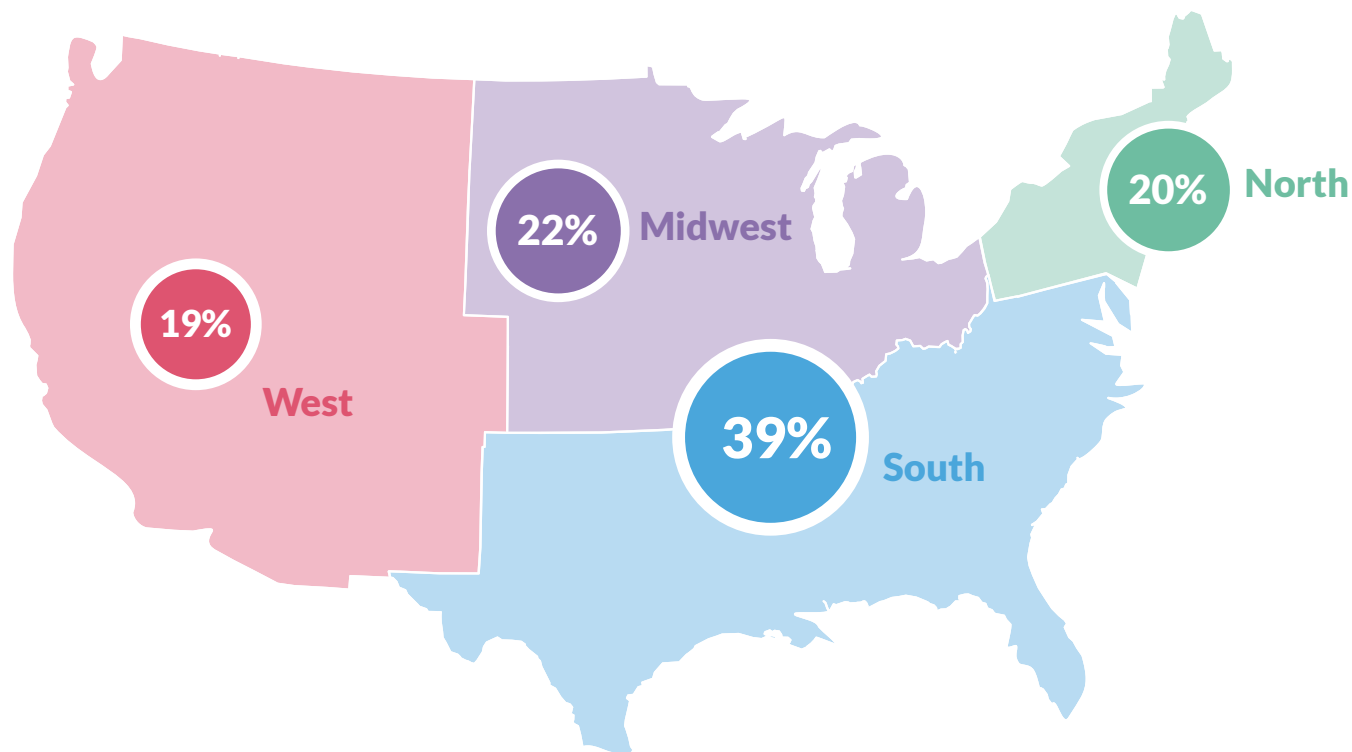
# Methodology

Procare Solutions conducted an email survey of more than 100,000 child care leaders, managers, teachers and other stakeholders in early education with questions ranging from technology use to enrollment and beyond. Teachers also were surveyed to get their perspective as well, and you can find that report [here](#).

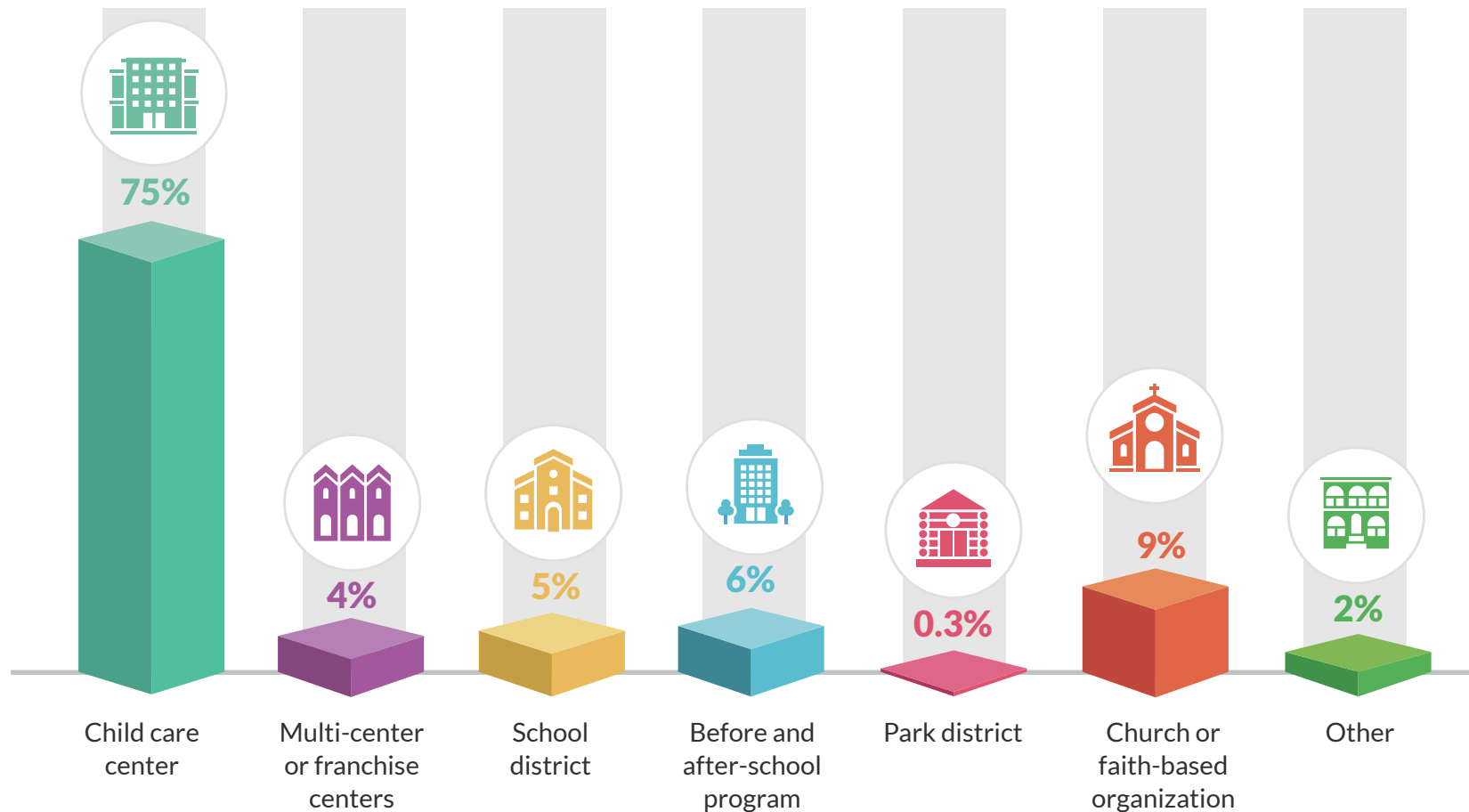
The link to the online surveys was shared via email and on social media. Most respondents work at child care centers, accounting for about 75% of those who completed the survey.

Survey respondents spanned single and multi-site centers, as well as franchises. This provides a comprehensive look at the industry as a whole.

## Demographics of survey respondents



## Which of the following best describes your child care business?



The report also includes the answers submitted by those affiliated with other organizations, including before and after school programs and faith-based programs.

Most respondents had one to two locations. Over 11% had three to five locations, and over 9% had more than six.



# Federal and State Funding

A few years ago, the federal government was a pipeline of funding for child care. But COVID-era dollars have dried up and today, the consensus among policy and ECE experts is that public money is coming from more local sources.

This is happening as roughly:

## 1/3

of respondents to the Procare Solutions survey say they rely on [grants to run their business](#).



“There is money coming from some states to help support providers, children, and families”, said **Radha Mohan**, executive director of the Early Childhood Education and Care Consortium. Opportunities are emerging in new ways, encouraging providers to explore innovative approaches to meet the growing demand for early childhood education. Many

states are offering significant support, creating an environment where providers can expand access, strengthen their programs, and better serve their communities, she said.



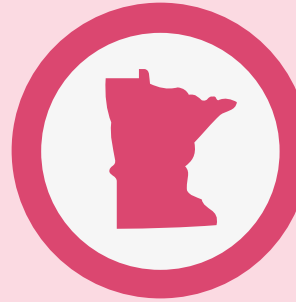
For providers with open slots and operational expenses covered, finding ways to maximize enrollment and resources can make a big difference. “Sixty cents on the dollar is better than zero,” Radha said.

ECE leaders including Radha still are working hard for more funding at the federal level, including urging Congress to pass an appropriations and tax package. Specifically, her organization’s top priorities going into 2025 tax discussions are the [Child and Dependent Care Tax Credit](#) and the [Employer Provided Childcare Tax Credit](#). These credits will help families afford high-quality care, bring more resources to the table from employers, and improve supply.

## Here's what some states are doing to fund child care:



**California** will not require child care subsidy copayments for families earning less than 75 percent of the state median income, up from 40 percent.



**Minnesota** is increasing funding for its Early Learning Scholarships program by \$252 million, with another \$58.9 million increase planned. The state is also increasing the number of subsidized child care slots by more than 50 percent.



**Maine** increased eligibility for child care subsidies from 85 percent to 125 percent of the state median income.



**Montana** is expanding child care subsidy eligibility up to 185 percent of the federal poverty level and will use a sliding scale for family copayments not to exceed 9 percent of family income.



**Michigan** extended its COVID-19 relief policy, which establishes eligibility for child care subsidies at 200 percent of the federal poverty level.



**North Dakota** is investing \$66 million in new state funding to provide incentives to increase the supply of care for infants and toddlers. It is also waiving copayments for families making less than 30 percent of the state median income.

Source: [American Progress](#)

And counties are stepping in as well. In Travis County, Texas, which covers most of Austin, voters in 2024 approved a property tax increase expected to generate \$75 million annually to improve access to child care, after school and summer programming for thousands of families, [according to NPR](#).

And while such county initiatives are encouraging, **Kathy Ligon**, founder and CEO of HINGE Advisors, echoed Radha's insights on where the bulk of funding will come from.



"I believe the majority of support we'll see going forward will be on the state level," Kathy said.

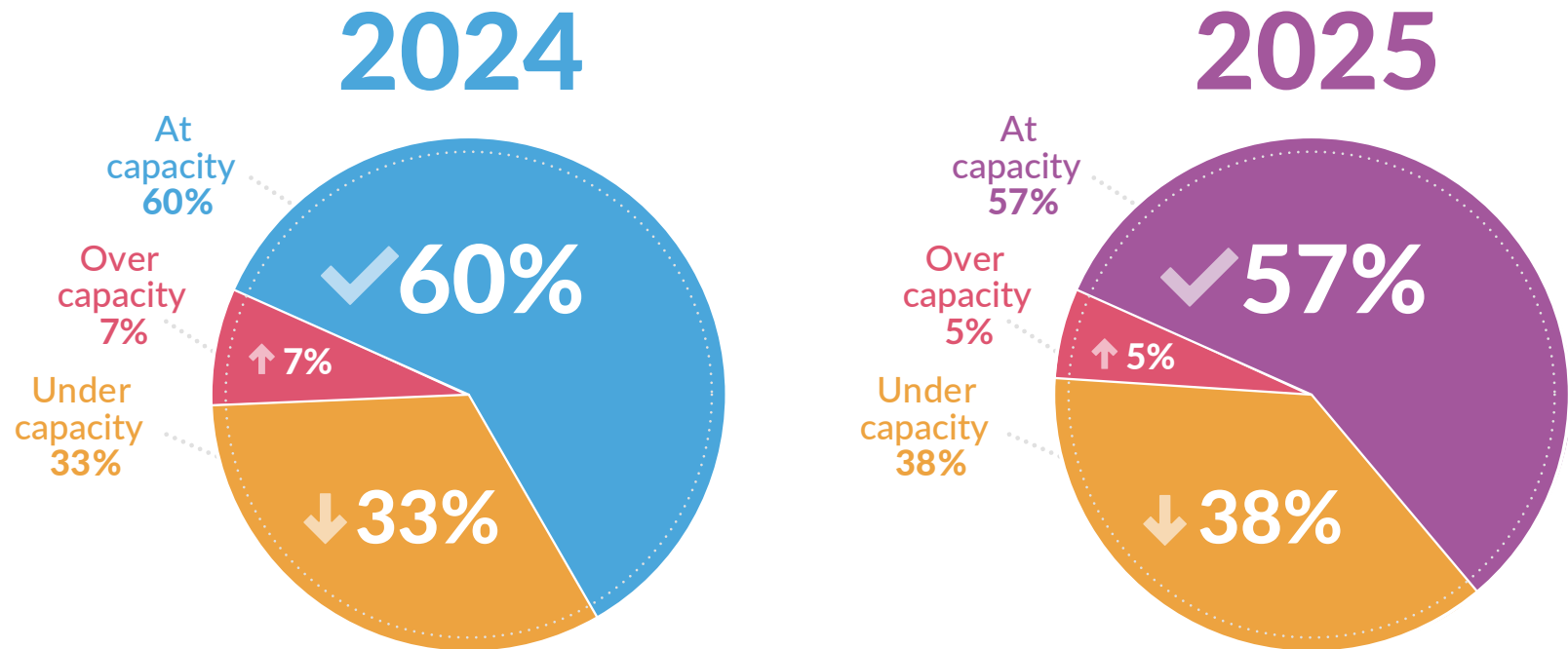
She also noted that some states have for years offered property tax relief to child care centers – and that is expanding.





# Enrollment

## Capacity Levels at ECE Centers



“Demand and enrollment is up for some and not others,” Kathy said. “But revenue, due to increased tuition rates and reductions in discounting, is consistently up.”

That fits with what the Procare Solutions survey found.

This year, a weighted breakdown – an analysis that does not include school districts or in-home daycares – shows that smaller child care centers leaned slightly toward operating above licensed capacity.

This of course raises concerns about compliance with regulations and the quality of care provided. It also suggests a high demand for child care in these smaller centers that could be due to factors including their location, reputation or the specific services offered.

Survey results also showed that larger centers (more than 91 children) are operating slightly below their licensed capacity, which is similar to the overall trend for 2025. This suggests potential to increase enrollment without needing to expand facilities.



**Caroline Jens**, founder and CEO of Child Care Biz Help, said she is seeing that in her business.

“Even if a child care center has a waitlist and appears to be full, consistent marketing is still crucial to maintain visibility and long-term success,” she said. “However, for centers with open enrollment spots, the urgency to market becomes even more critical. These centers need to actively promote their business to fill those openings and remain competitive.”

She said many centers have not adapted to offering hybrid care models, despite the growing demand from families for part-time and drop-in care.

“You have to be flexible with those families,” Caroline said, suggesting centers even offer part-time infant care, which is harder to manage.

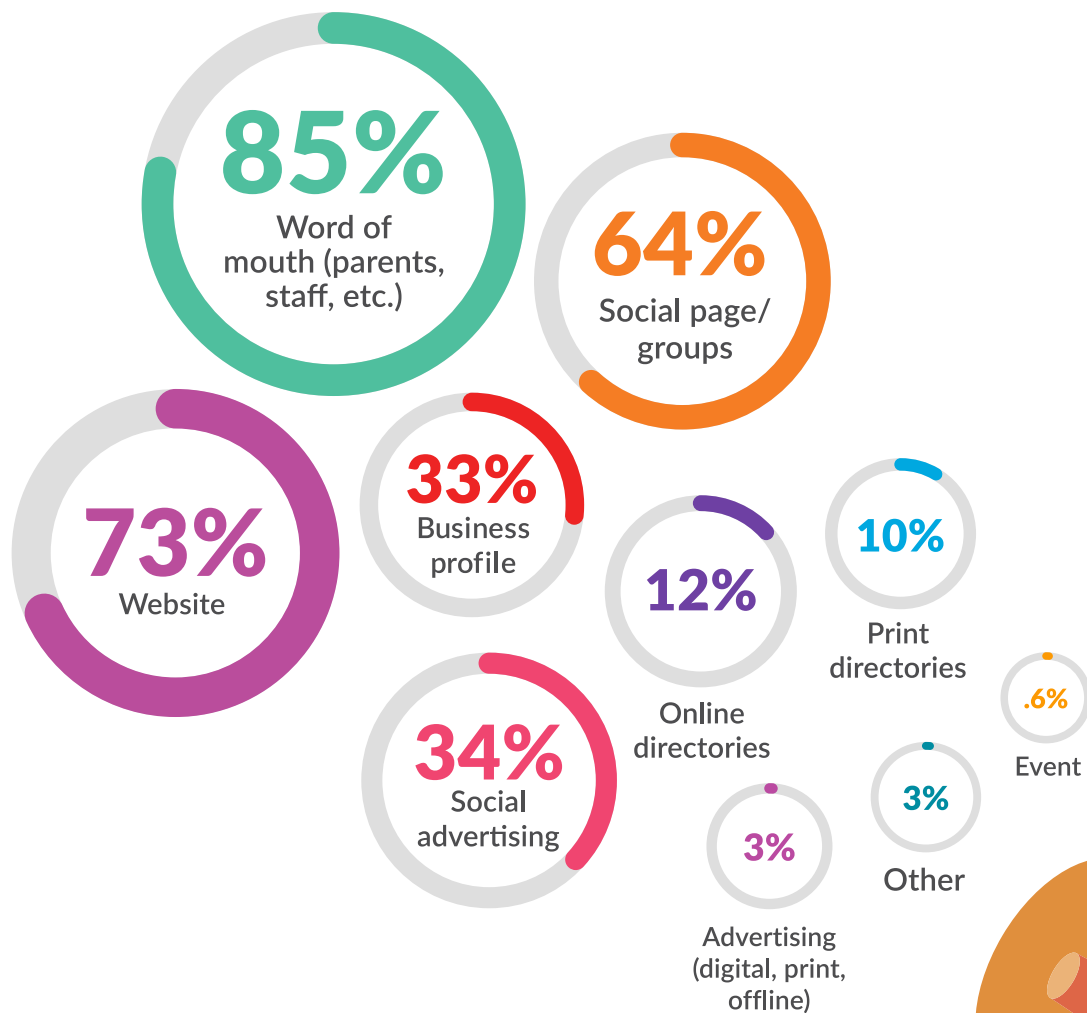
And increasingly, specialized services matter.

She said her company is working with three schools that offer special needs programming. Families are looking for services for children who are on the autism spectrum or for children who experienced trauma and need support that traditional child cares don’t offer.

“It’s opening the doors of opportunity and allowing new brands to come in and hyperfocus on these areas,” she said.

Offering socialization opportunities for children is key as well, said Beth Cannon. She said parents who work from home are choosing to put their kids in child care centers – and they choose the centers with enrichment programs.

“The millennial moms have spoken. They want convenience. And the more you offer to families, the easier you make it,” Beth said.



How are you marketing your organization?







# Staff Wellness

But getting to your ideal enrollment number is impossible without high-quality staff.

The high pressure of child care work leads to burnout among staff. Coupled with rising responsibilities and emotional demands, this problem has reached critical levels in recent years.

Burnout leads to increased sick calls. It also lowers the quality of care and leads to higher turnover rates. Such pressure on existing employees and management is not sustainable for a healthy work environment.



“We have to recognize we are at a crossroads and we need to do something different,” said **Prerna Richards**, founder of Together We Grow.

Teachers are overwhelmed by dealing with challenging children’s behaviors and must be trained to self-regulate themselves.

Prerna suggests simple methods such as deep breaths. “It sounds so simple, but there’s so much neuroscience behind it,” she said.

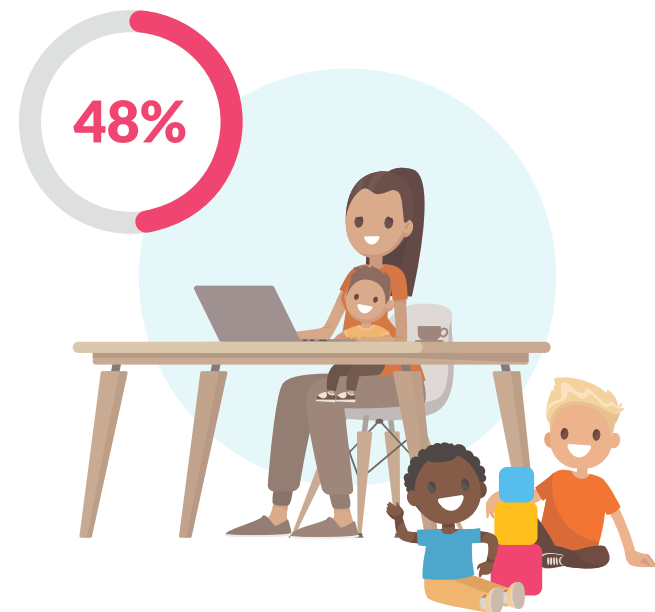
Teachers need to identify how their stresses are being triggered, and that’s where mindsets and perceptions come into play – a fixed mindset makes it difficult to overcome a challenge.

Make sure your staff know their mental well-being matters and they feel seen and heard, and give them autonomy over how they teach.

“People will stay longer in a place if they have a feeling that they belong,” Prerna said. “They will stay longer if they feel they matter.”

It broke her heart during a recent training session when a teacher said she felt like a glorified baby-sitter.

## 48% of respondents said burnout and staff well-being is a major challenge





“Our industry has to raise the bar. We are professionals. We are not babysitters. We are doing important brain development work,” she said.

So what else can you do to keep good staff? Leaders need to lead and build a culture in which great employees stay.

“What I am seeing is a great need for leaders to be able to hold their teams accountable to create the culture they want,” said Beth Cannon.

Explain why you do things the way you do – why we teach this curriculum or a story about how you helped self-regulate.

## What You Can Do to Stop Staff Burnout



### **Health and Wellness Initiatives:**

Implement employee assistance programs, mindfulness workshops or fitness subscriptions.



### **Flexible Scheduling:**

Allow staff more control over their work hours to improve work-life balance.



### **Encourage Mental Health Support:**

Normalize conversations around mental health and provide access to counseling services.







# Professional Development

“Professional development is what provides the needed education, information, and strategies to link to quality child care and education. Even those with the best intentions and warm hearts will need to understand child development and what makes for quality child care,” says a [PennState Extension report](#).

Every state in the U.S. has requirements for ongoing training for all teachers, directors and owners in child care centers across the nation to maintain their state child care license. In addition, Head Start agencies are mandated to complete a minimum of 15 hours of professional development training within their first 90 days of employment.

## Procare Professional Development

Procare Solutions offers [professional development and continuing education courses](#) for ECE providers, including the coveted Child Development Associate (CDA) certification.

Courses are accredited in all 50 states, ensuring that ECE professionals have access to high-quality, compliant training that meets state level and national standards.





We hear more from the current group of potential employees that they're looking for deep meaningful work.

KATHY LIGON  
- CEO/founder of  
HINGE Advisors



"We are seeing a lot of interest in people trying to advance in their position and make careers out of early childhood," Caroline Jens said.

But as ECE teachers today are asking for more training, the Procare Solutions survey showed that roughly a quarter of respondents have no plans to implement professional training.

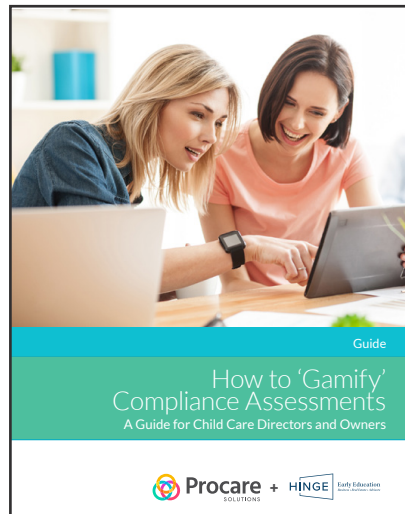
Training provides staff with career growth opportunities that increase job satisfaction. Happy, skilled employees are more likely to stay long-term, saving the cost and time of frequent recruitment.

Parents are more inclined to choose child care centers with highly trained staff, which is a boon for a center's reputation.

Make professional development more attainable for your staff by offering online options that work around their schedules. Your support matters, so ask how you can help them meet their goals, including completing a Child Development Associate (CDA) credential.

What if we told you that you  
could turn compliance assessments  
into a fun, rewarding experience?

By incorporating “gamification” techniques, you can  
make compliance tasks more engaging and effective.



[Download this guide](#)

for owners, administrators and directors of  
ECE organizations for insights and strategies  
on implementing “gamification” techniques  
to make compliance assessments more fun  
and rewarding at your organization!





# Teacher Supplement

## 2025 Procure Solutions ECE Teacher Trend Report







# What are the most rewarding aspects of your job?



**93%**

Watching children  
learn and grow



**83%**

Building relationships  
with children



**55%**

Collaborating  
with parents





When it comes to early childhood education, the insights and experiences of ECE teachers are absolutely essential. Yet their voices are sometimes overlooked when program leaders make decisions.

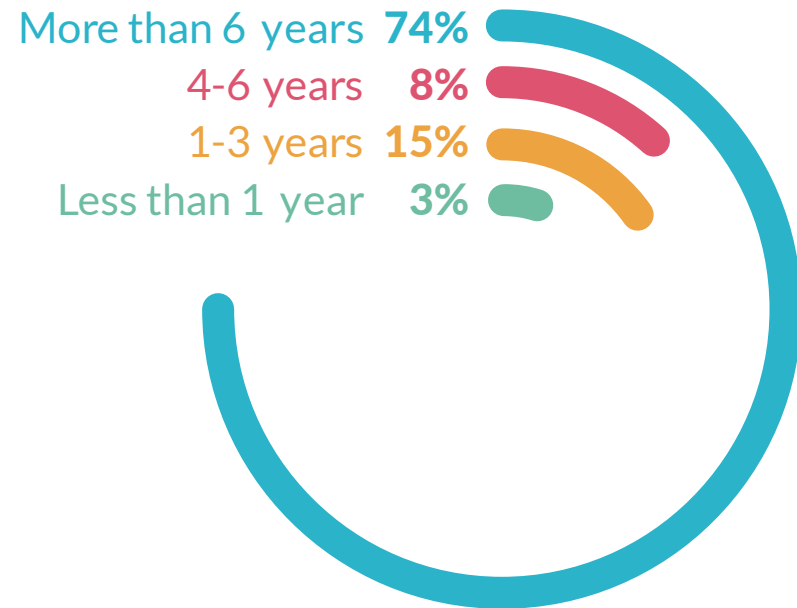
These child care professionals interact with children daily and are witnesses to their learning styles, emotional development and social dynamics. Their ground-level expertise provides a unique perspective that others in the industry do not have.

That is why Procare Solutions expanded its annual trend survey to include questions that were answered by thousands of ECE teachers. The questions were specifically tailored to their jobs to get their feedback about the state of our industry and what challenges they face.

Obtaining benchmarks for what teachers are observing is a way for child care owners and directors to meet the needs of their employees. This helps improve staff morale and retention and also benefits young learners when teachers have the tools they need to do their jobs.

Developing open lines of communication is vital and using data helps start those conversations and we hope the results of the survey will benefit leaders and aid teachers in the important work they do.

## How long have you been working in this field?

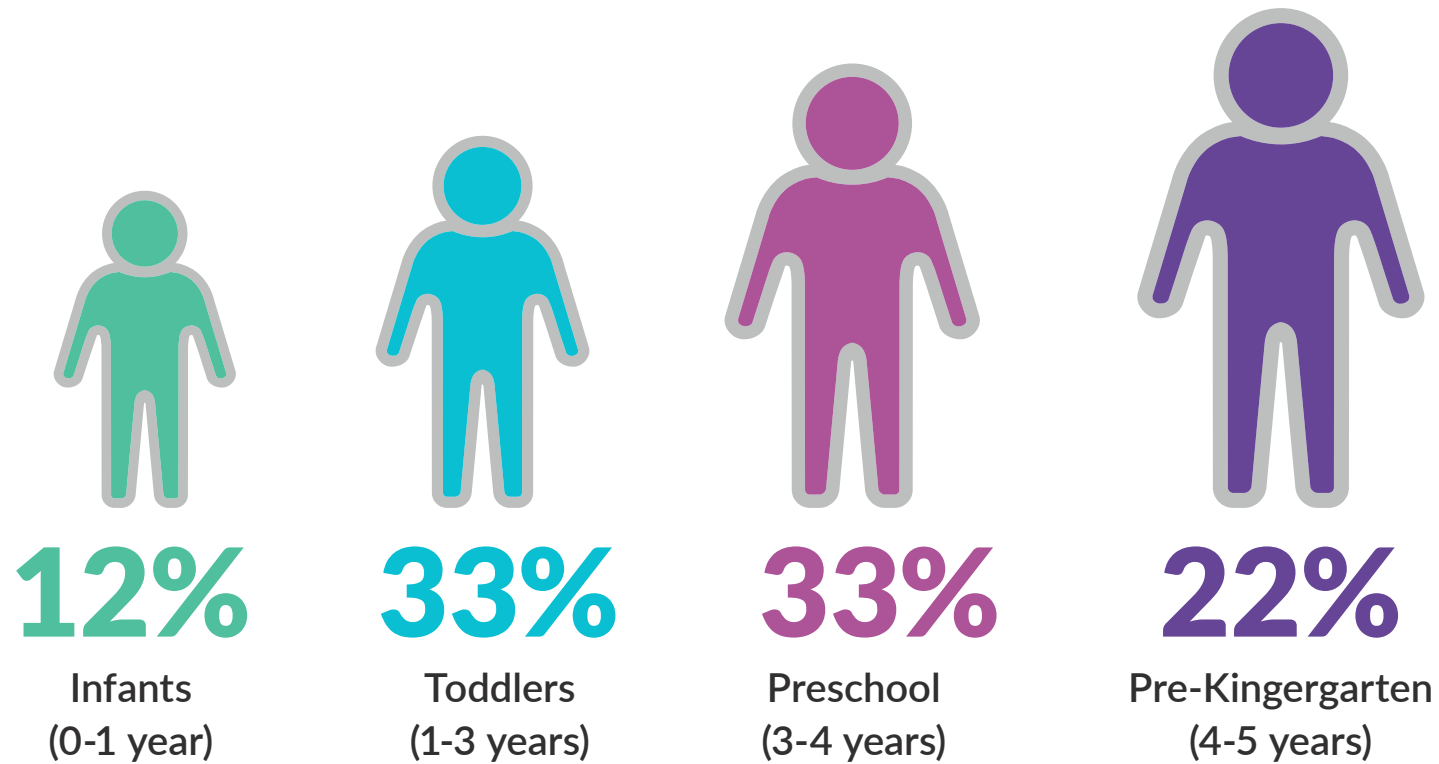


**The vast majority – about 75%! – of respondents worked in child care for more than six years.** And the same number chose a career in ECE because of a passion for working with children.

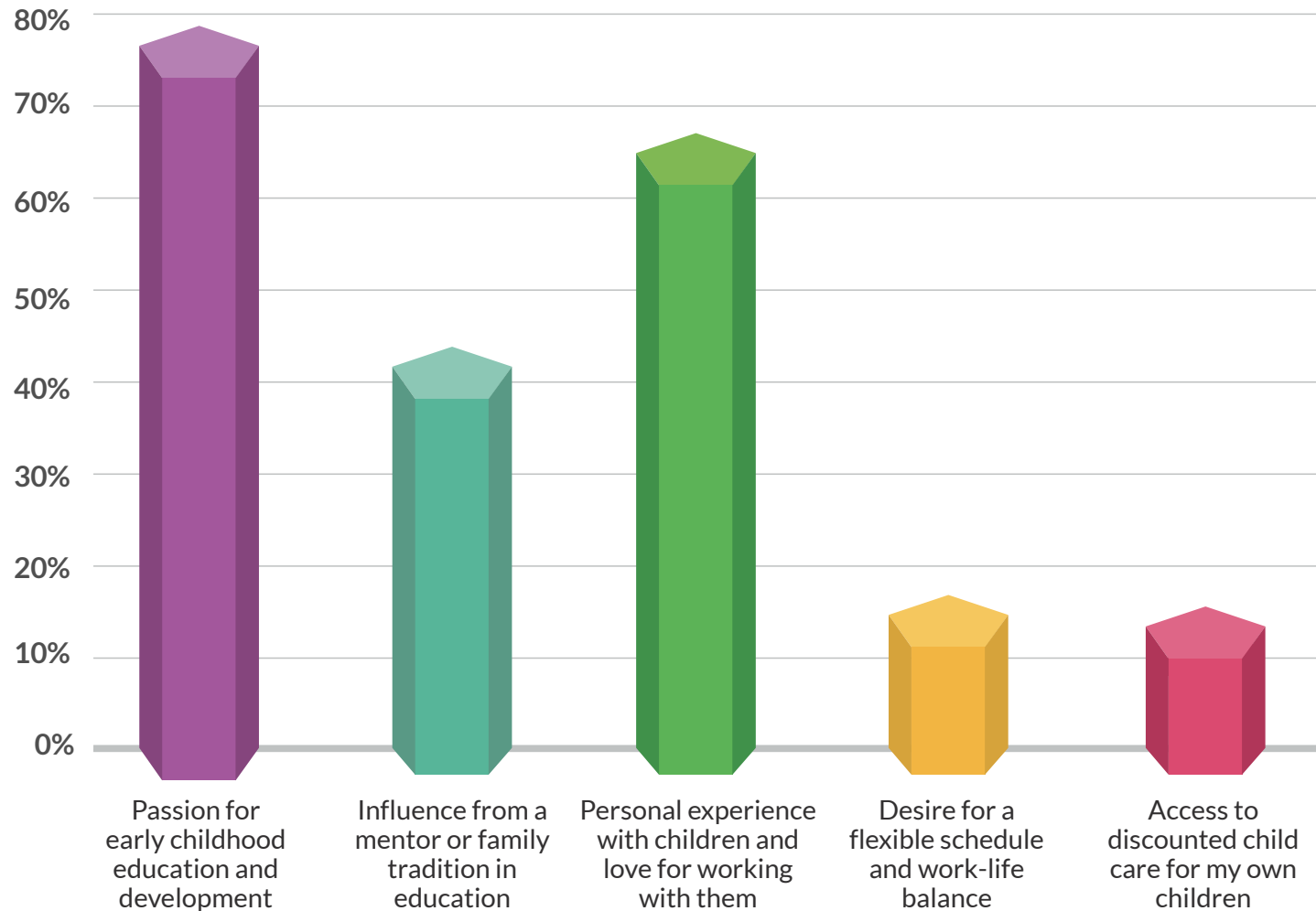
Respondents worked with children of all ages in a typical child care center, spanning from infants to pre-Kindergarten children.



What age group do you  
primarily work with?



## What inspired you to become a daycare/school teacher?





# Technology



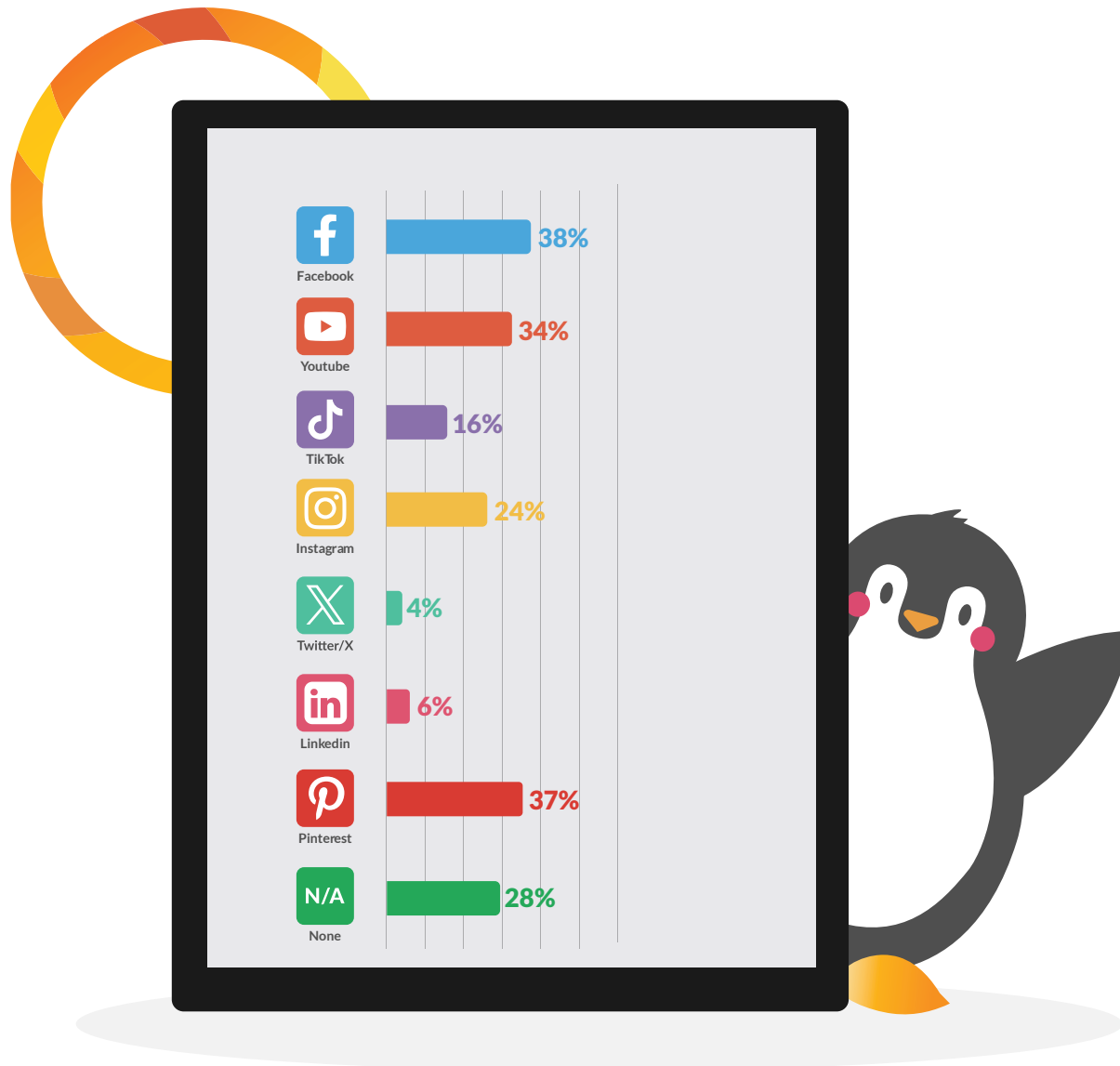
Over half of respondents said using child care management software made their daily tasks easier and a similar number said it saves a “significant” amount of time.

Yet 18% said their centers had no plans to implement software.

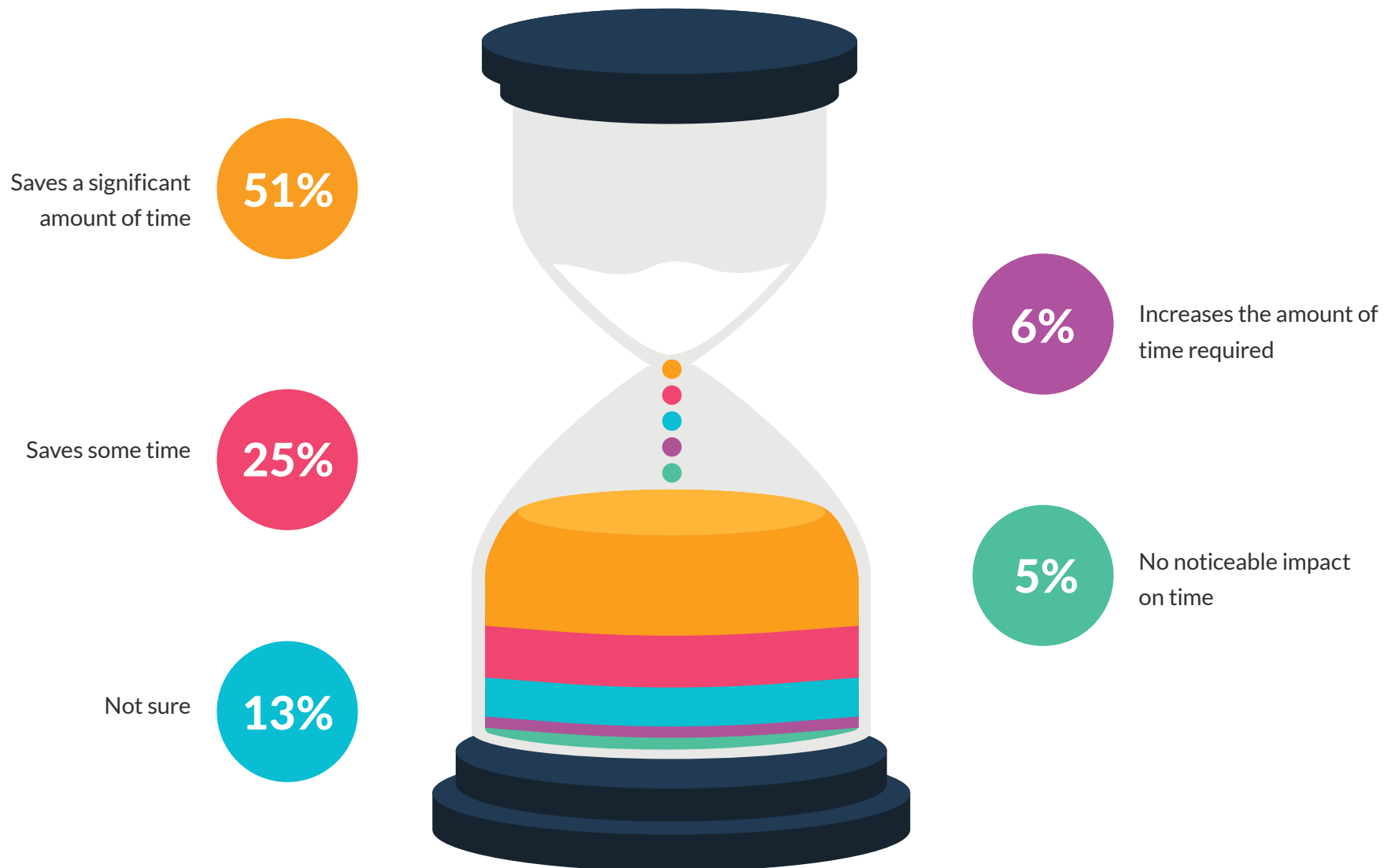
Child care management software gives ECE teachers the resources they need to be more efficient and connected. By simplifying day-to-day tasks, this technology gives educators more time to focus on building meaningful relationships with children and their families.



## Which social media sites do you go to for ECE content?



## How would you describe the impact that child care management software is having, or will have on your weekly workload?



## What features do you find most useful in using a child care management platform?



Some of the youngest ECE staff were raised during the COVID years. That means they understand and prefer technology to working with pen and paper. Using apps is second nature to them.

“This generation uses apps that help them maintain a better quality of life,” the magazine said. And less stress at work is a key part of reaching that goal.

And don’t assume more seasoned employees will be apprehensive to use apps! [According to Forbes](#), 65.6% of baby boomers (aged 57 to 75) own a smartphone and around 55% have a tablet.





# Managing Staff Burnout



“Staff retention and the challenging behaviors. Those are the top two things that are hurting us in child care,” said **Mr. Ty**, president of the Empowerment Agency and a motivational speaker with a background as an ECE teacher and director.

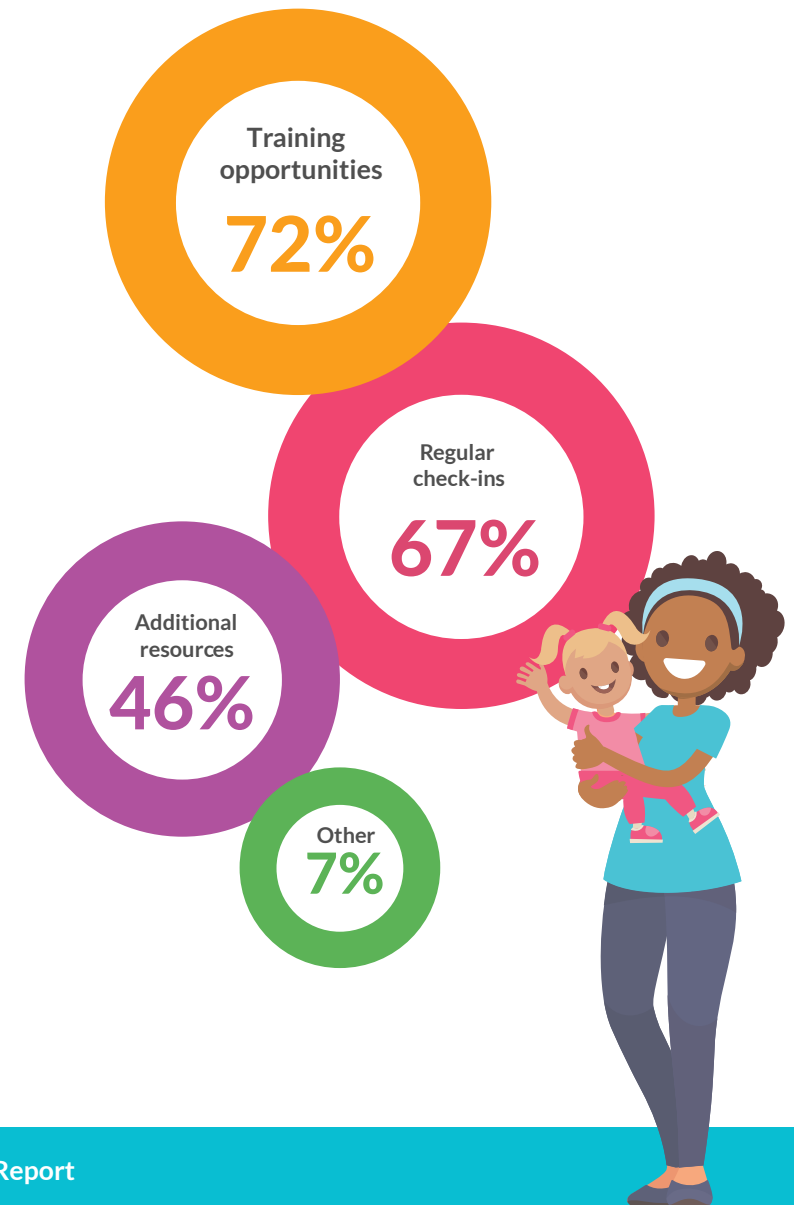
“We have a problem in child care because too many leaders put a Band-Aid over things instead of looking at the long term,” he said.

That needs to shift to thinking about the long-term effects of what is done today. And that includes re-thinking policies that are not working and especially listening to staff.

“They have to invite their team to the table,” Mr. Ty said. “This is a realistic business. You’re dealing with realistic situations. So we have to create some realistic policies so that we see a realistic change.”

The 2025 Procare Solutions Child Care Business Trends Report found that **60.5%** of child care providers say hiring and retaining qualified staff is their top challenge, with burnout and staff well-being affecting **47.8%** of the workforce.

## What kind of support do you receive from the daycare center/school administration?



What resources or support would help you overcome the challenges you encounter as a teacher?



Access to free classroom tools and templates

54%

Professional development training

53%

Collaborative planning time

52%

Mentorship programs

30%

Other

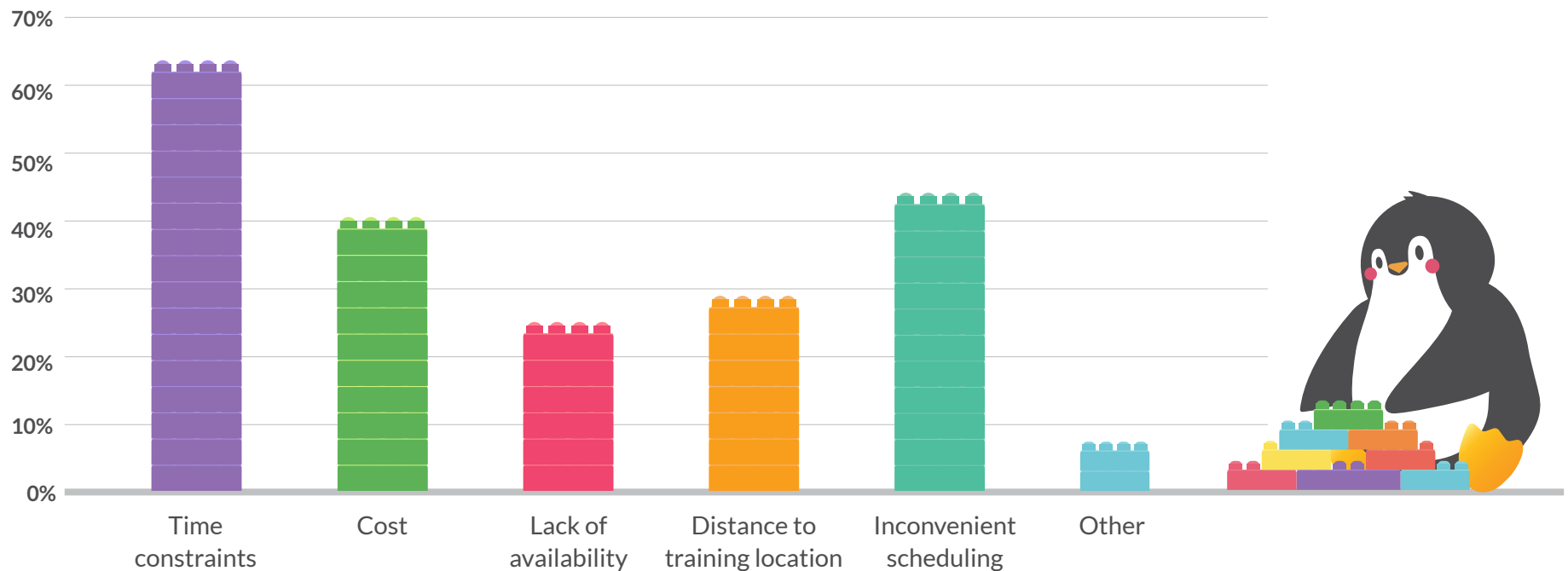
3%

# Professional Development

So what is holding teachers back from pursuing professional development? Overwhelmingly, the answer is time constraints.

“We are seeing a lot of interest in people trying to advance in their positions and make careers out of early childhood education,” said Caroline Jens, founder and CEO of Child Care Biz Help.

## What barriers do you face when accessing professional development training?







# 5

## Policy Areas to Improve Early Childhood Educator Jobs

1

**Qualifications and educational supports:** Provide policies and pathways for consistent standards and support for educators to achieve higher education.

2

**Work environment standards:** Standards and funding ensure ECE programs can provide safe and supportive work environments for early educators.

3

**Compensation and financial relief strategies:** Initiatives and investments ensure compensation is commensurate with that of a skilled professional, accounting for the educator's qualifications, expertise and experience.

4

**Workforce data:** State-level collection is vital, as is the use of key data on the size, characteristics and working conditions of the ECE workforce.

5

**Public funding:** Public investment is needed in the ECE workforce and broader ECE system.

– Source: [Early Childhood Workforce Index](#)

Establish mentorship programs and ongoing training initiatives to help employees envision a long-term career within your organization. Employees who feel invested are less likely to consider leaving!

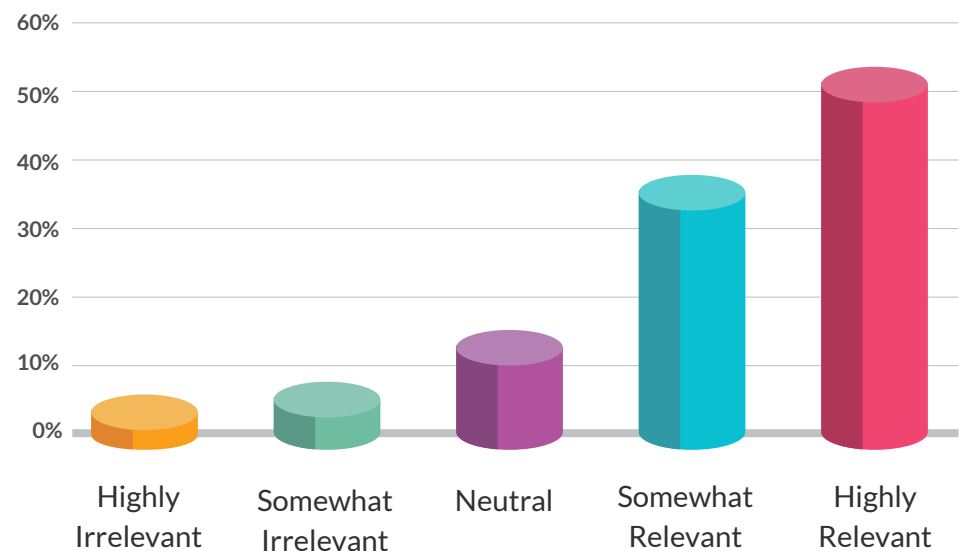
One way to help ECE employees grow is by helping them obtain the Child Development Associate ([CDA](#)) credential, which is a national program for early educators that demonstrates their knowledge, skills, and abilities in the early childhood education field.

Using a professional development program that is [available online](#) is critical as well, said Sammantha Boyle, manager of curriculum at Procure Solutions with an expertise in CDA.

Many ECE employees lead busy lives outside of work, and finding time to do the coursework can be difficult. Online options give needed flexibility to complete their learning, but child care center leaders can help too.

“Tell them they’re doing a good job. Cheer them on as they go and help them through those struggles or those times where they’re thinking it’s too much,” said Sammantha. “Just having people in your corner goes such a long way.”

## To what extent do you feel that the professional development training you have received is relevant to your daily work?



And that means ECE program leaders should reframe how they approach meeting goals as well. “Set them small,” Mr. Ty said. Examples of ways to improve staff morale include walking through the building at least once a day to check on their team and spending at least five minutes in each classroom to connect with teachers.

With **Procare Professional Development**, an IACET-accredited provider and a member of the National Workforce Registry Alliance, you can take charge of your professional growth and position yourself for long-term success.

## Features include:



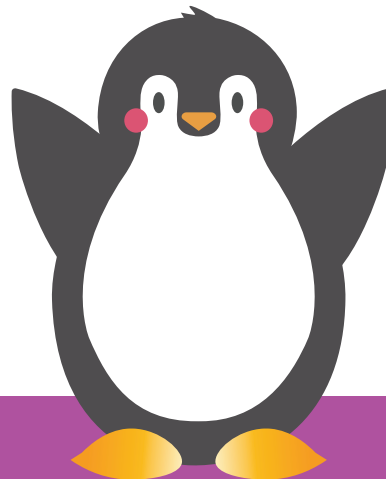
Self-paced training courses that cover a wide range of topics such as classroom management, early childhood development theories and compliance with industry standards.



A dashboard to search and take all available training modules and to keep all your certifications organized in one place.



Access to industry resources, including industry-wide ECE whitepapers, guides, research reports and free webinars and podcasts that you can learn from while earning CEU credits.





# Classroom Management

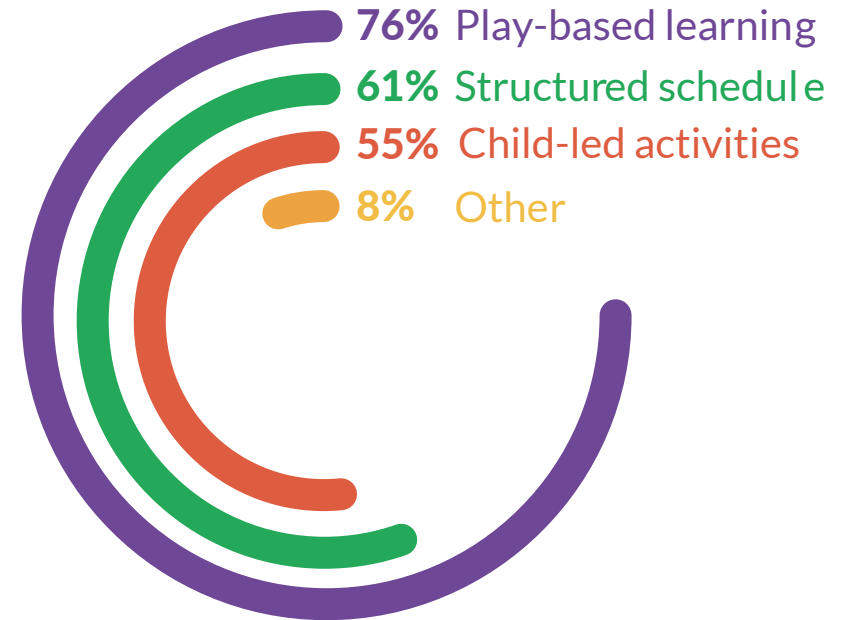
Classroom management in ECE programs can be very stressful for teachers, especially when conducting assessments. In the past, assessments often required stacks of paper for observing, documenting and storing student data.

In fact, some ECE teachers spend hours manually recording developmental milestones and assessment data for each child.

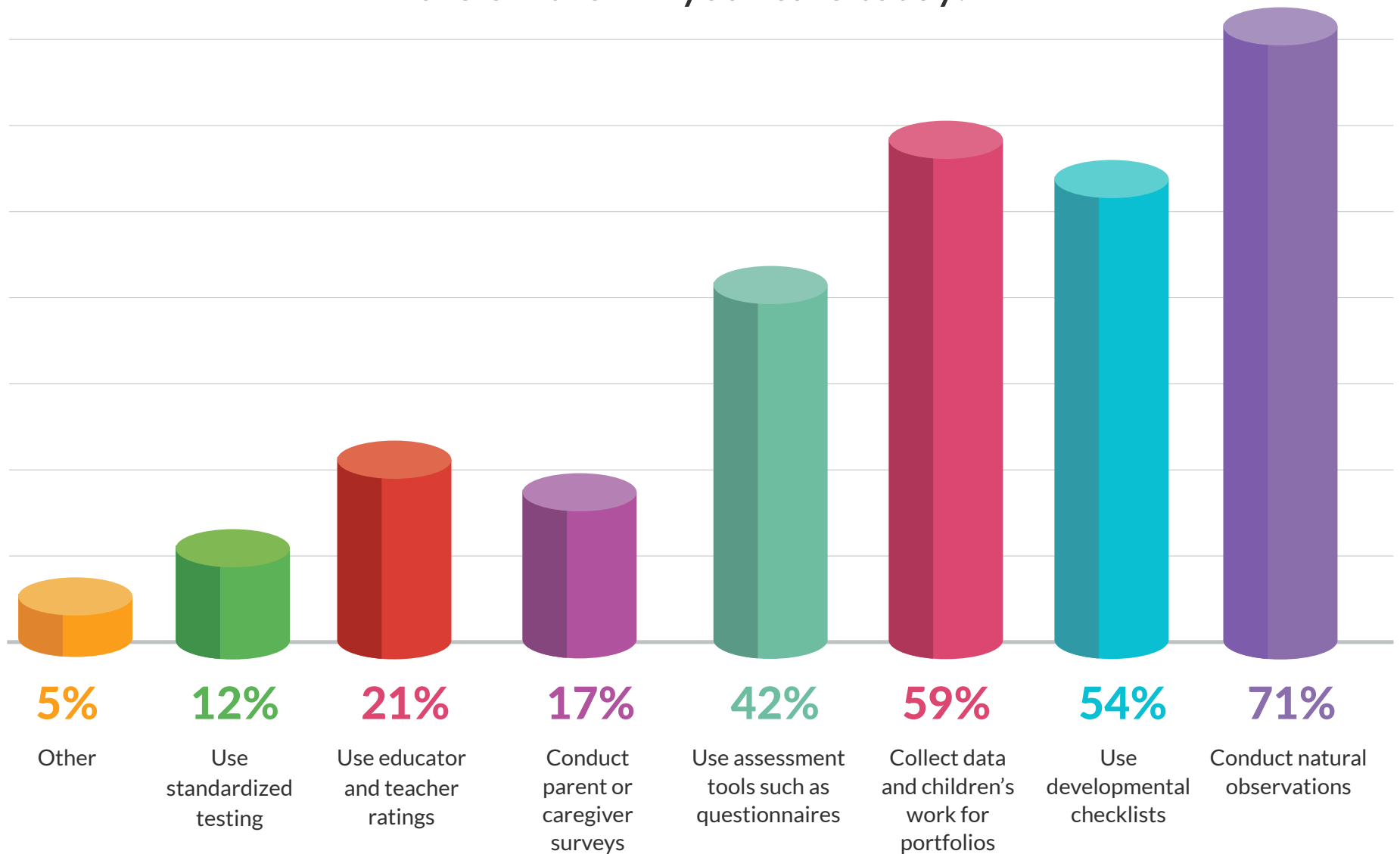
But online assessments, especially those that are built into an all-in-one child care management software program, make this easier when teachers can log milestones in a single platform.

This eliminates tedious paperwork and ensures all information is organized, searchable and easy to access.

## What does a typical day look like for you?



## How are you assessing the developmental growth of the children in your care today?

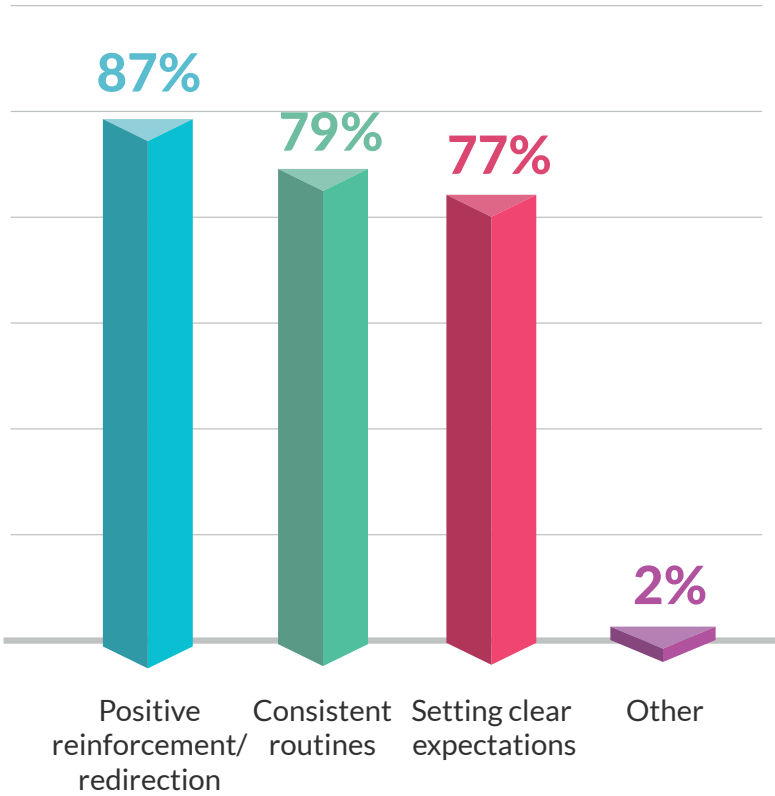


So instead of jotting down notes and then later transferring them to a report, teachers can input their observations directly into an app!

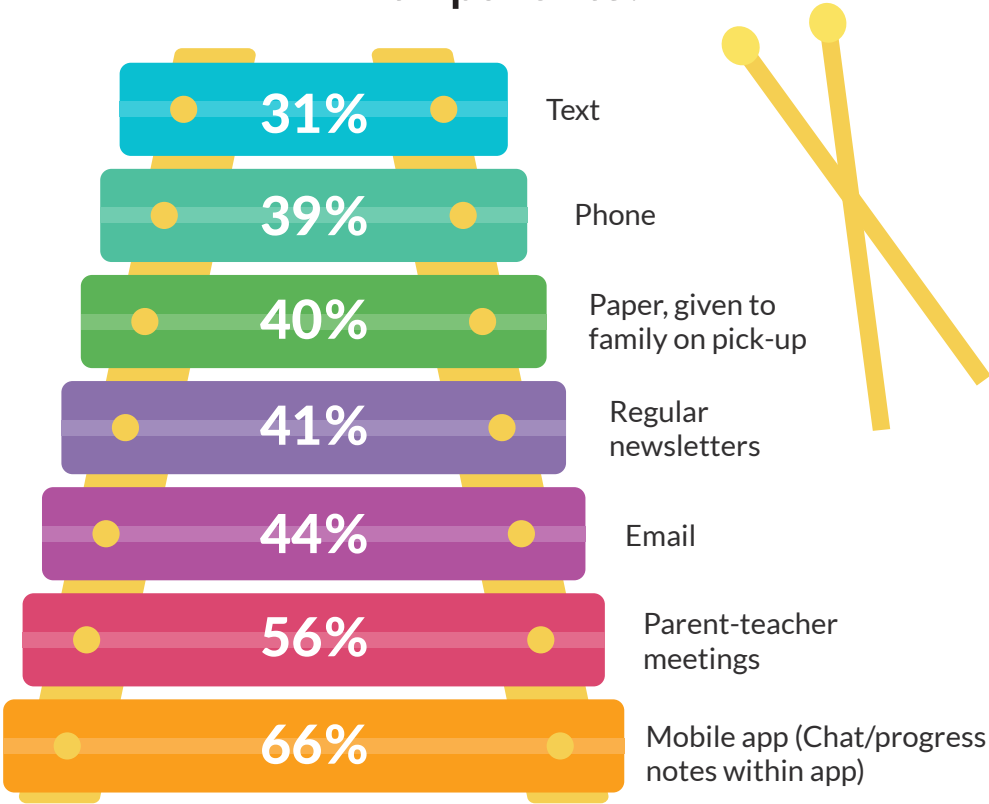
Using technology that can connect customized learning standards, daily activities and milestones with early learning education state standards will aid centers in meeting these state requirements.

And centers can benefit from assessments in other ways.

### What is your approach to classroom management?



### What strategies do you use to communicate effectively with parents?



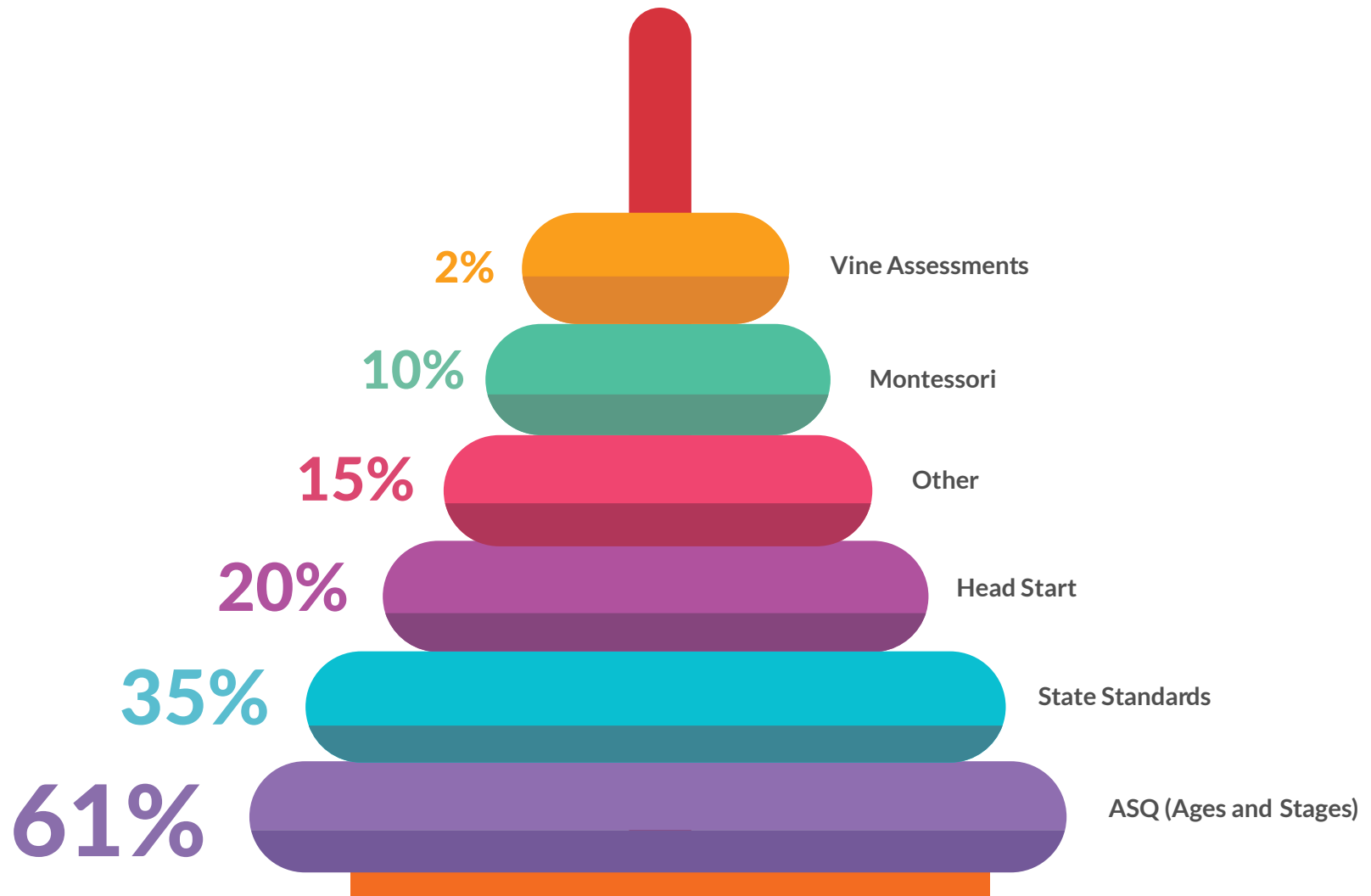
“Assessments serve as a strong selling point for centers seeking to grow their enrollment by demonstrating quality, offering a personalized approach, measuring progress, ensuring transparency and accountability, enabling benchmarking and comparison and providing early intervention and support,” said Christine DeSanti, a Procare Solutions manager with an expertise in assessments.



How do you currently track children's developmental progress and milestones?



## What are you using as your assessment standards?



## How Procure Can Help!

Procure Solutions offers comprehensive solutions that streamline administrative tasks by reducing the workload and stress on ECE professionals. By simplifying scheduling, billing and communication, Procure helps create a more balanced work environment that ultimately contributes to lower burnout rates and higher job satisfaction.

**We now offer  
CEUs for webinars!**









# Curriculum and Assessments

The needle on curriculum use and conducting assessments did not move much from year-to-year. Around one-third of respondents continue to create their own curriculum. And a similar number still rely on paper-based curriculum, which becomes outdated quickly and often is difficult for teachers to understand.

Using a [curriculum that has earned a state's stamp of approval](#) is a measure of quality that a child care center can be proud to offer to its families.

ECE state-approved curriculum programs provide consistency, quality assurance, comprehensive development and teacher support, all contributing to a strong educational foundation.

Aligning with state-approved ECE curriculum is also essential for securing grant funding and providing high-quality education!

Assessments are vital as well. This year's survey results show that most child care centers continue to rely on natural observations with teachers collecting data and children's work for portfolios.

Most states require the use of learning standards to track developmental milestones, so staff should be aware of the skills that children generally demonstrate when they reach a certain age.

Early intervention is likely to be more effective when it is provided earlier in life rather than later, according to the [Centers for Disease Control and Prevention](#). That's because the connections in a baby's brain are most adaptable in the first three years of life. These connections are the foundation for learning, behavior and health. And over time, these connections become harder to change.

One of the main reasons that assessments are vital in early childhood education is their role in tailoring instruction to individual needs. Every child is unique and progresses at his or her own pace. Assessments help educators identify a child's strengths, areas of improvement and developmental milestones they've reached.

Families love that their children go through assessments and want to know if their child is hitting certain milestones, said Caroline.

"It has been a while since we've seen that level of parent engagement," she said.



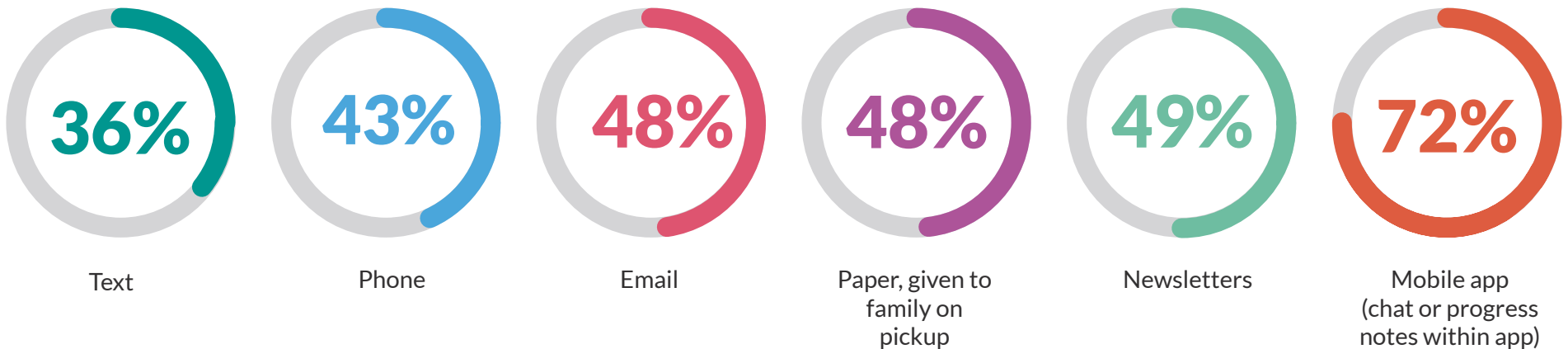
# Family Engagement

Caroline's company recently completed a parent survey for a client with 11 schools, and there was a common theme, she said – families want to know if their child is hitting milestones, they love seeing what their child is doing every day, they want to meet with their child's teacher and they want assessments.

And using a child care mobile app continues to gain traction. Respondents to the Procure Solutions survey who said they use a child care mobile app increased 7% from last year, which confirms that apps are no longer a nice perk – parents expect them and they are a necessity for real-time communication.



Do your teachers communicate with the parents via:

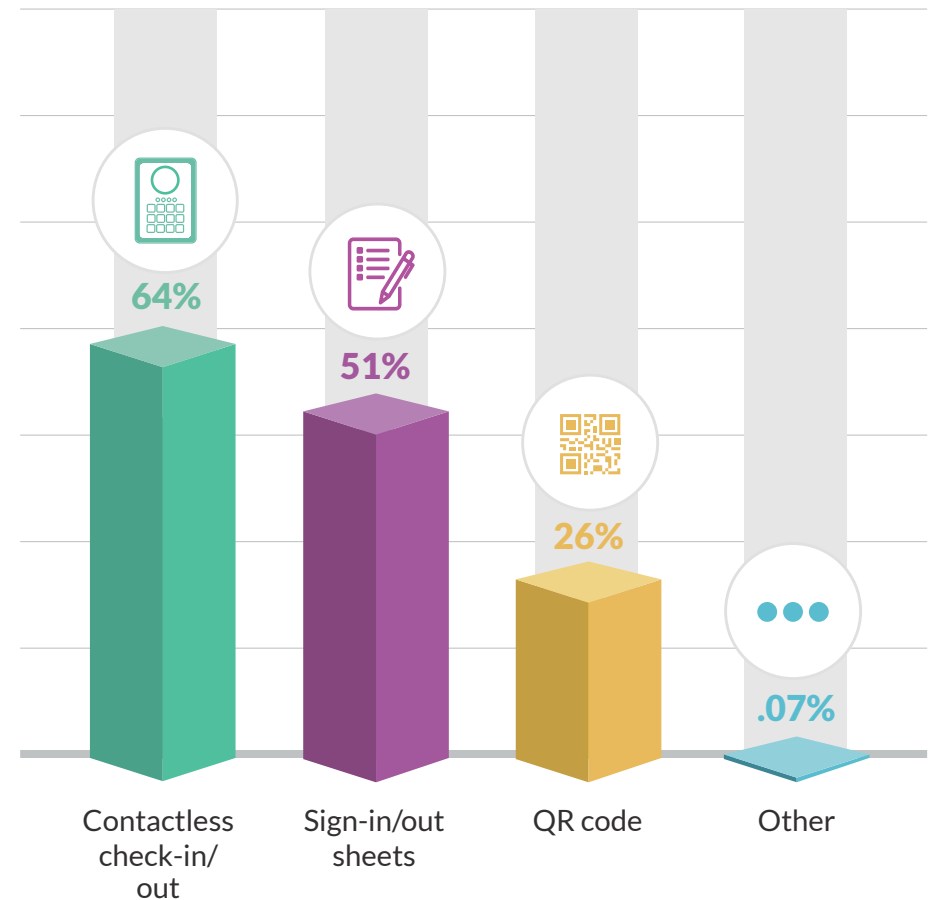




But too many centers aren't using an app to take care of simple administrative functions. For example, half of survey respondents said they still use paper and pen sheets to sign students in and out of their centers. About the same number still use paper notes given out at pick-up time to tell parents what their children did during the day.

"Parents are paying more for tuition, so they are engaged and interested in seeing what is happening. Your teachers have to know how to communicate with an app like Procure," Caroline said.

## How do you track attendance at your organization?



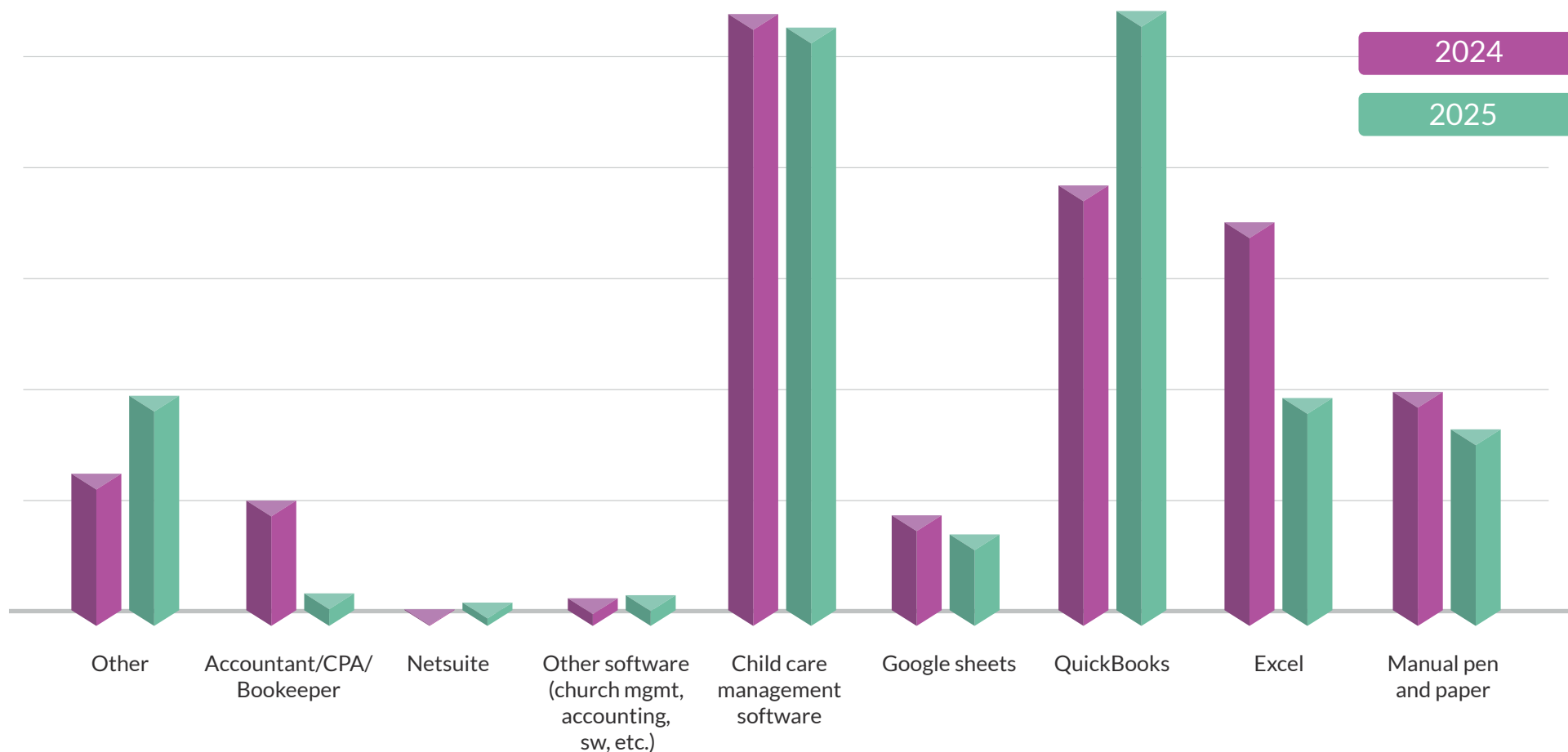
# Managing Child Care Finances

About 46% of centers have received more than one rejected or declined transaction or bounced check, a slight uptick from 2024. This comes as electronic checks, also known as ACH, continue to be the top way families pay tuition.



46%

## How do you handle bookkeeping (billing/accounting software) at your organization?



The use of spreadsheets to manage child care finances decreased year-over-year, while the number of ECE businesses using QuickBooks increased.

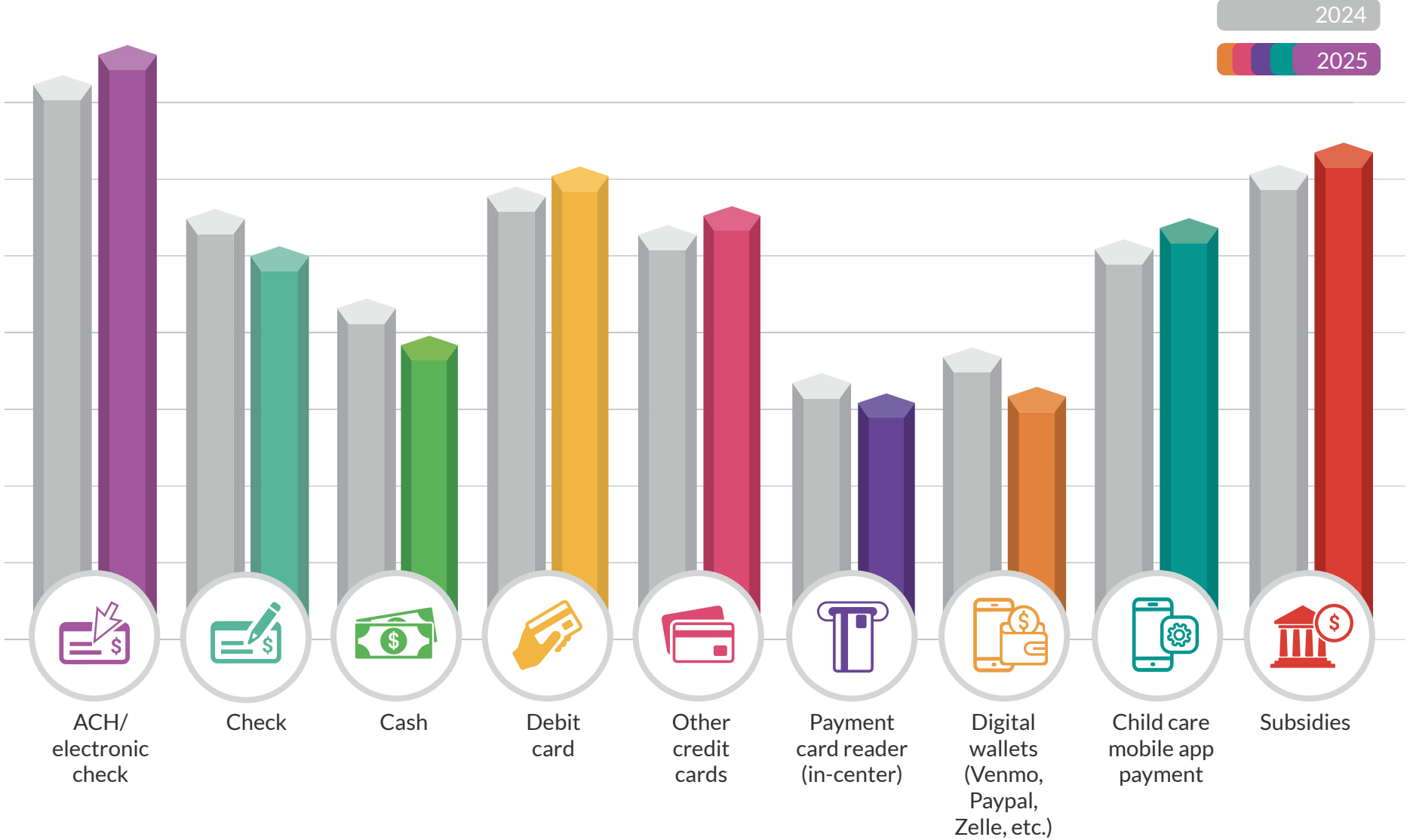
Only slightly more respondents are using child care management software to handle their accounting needs.

That means that too many centers are missing out on electronic reporting, with access to records on phones or computers.

Without software, you don't get a real-time view of all center financials and receivables in an integrated dashboard showing tuition charges and balances tracking/calculations, multi-family billing options and fee transparency.



# What percentage of your parents/families use the following to make tuition payments



Moving toward accepting credit cards, and wrapping credit card fees into tuition, set up on an autopay schedule will eliminate missed payments and

give parents the ease they prefer – more than 75% of people use autopay for at least one bill, according to the payment company [Fiserv](#).



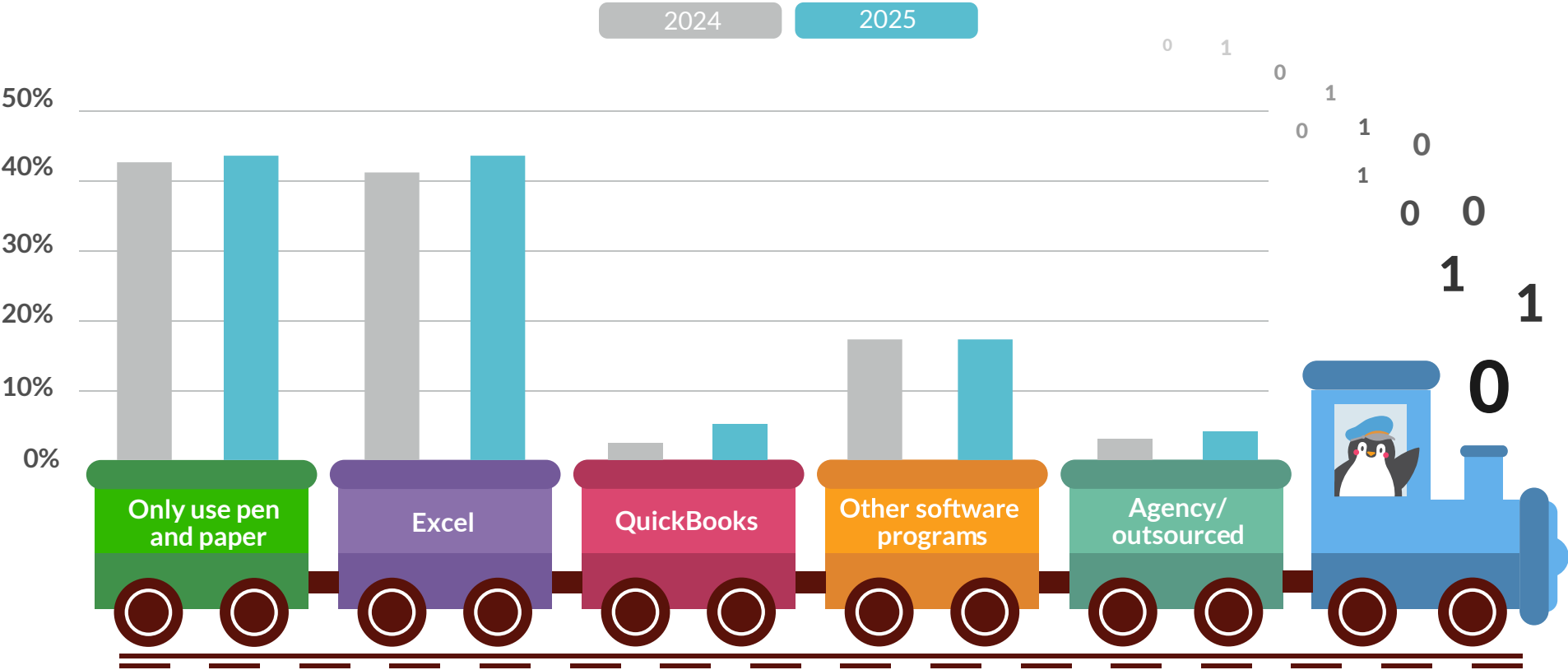


# Child Care Management Software Usage

Using child care management software for automated tuition collection and payment processing continues to grow as it becomes necessary to successfully run a business and give families the technology they crave. The same is true of child care mobile apps.

But even as families continue to want more engagement and digital payment options, the Procure Solutions survey showed that about 44% of respondents rely on paper and pencil to run their businesses.

## For ECEs not using software, how are you keeping track of your business operations?



# What technology are you using to run your business?

2024 2025

Phone or Tablet

62% | 60%



Mac

22% | 19%



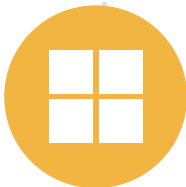
Security

24% | 28%



Windows

76% | 81%



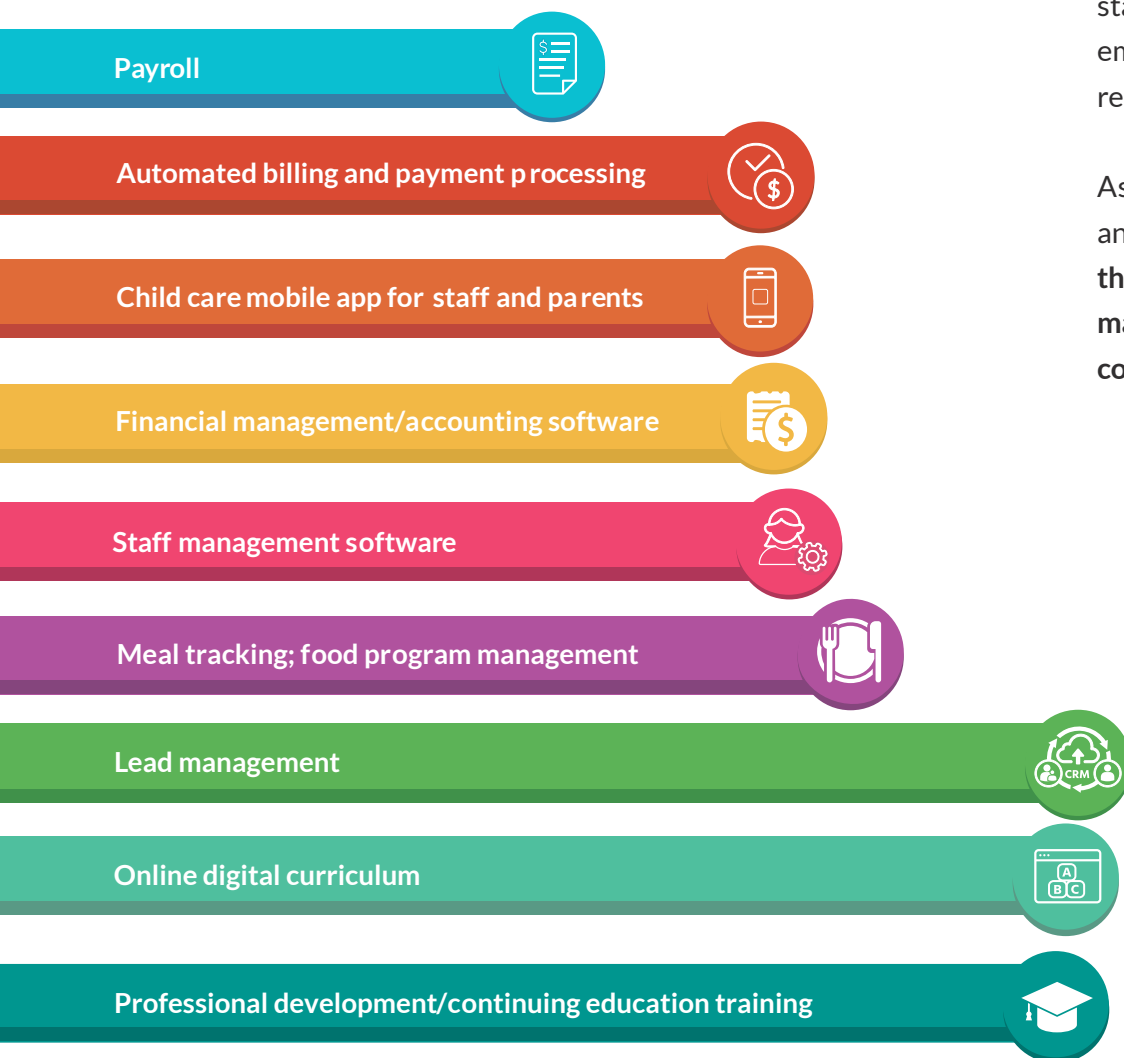
Other

1% | 1%





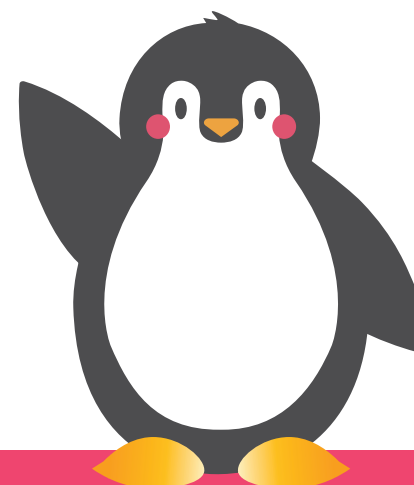
## Indicate your organizations's plans to implement any of the following at your child care center:



Nearly 60 percent of centers say they are using staff-management software, while another 26% have no plans to implement this.

Using software allows you to manage staff schedules and keep important staff records at your fingertips, including timecard hours, immunizations, employee profiles and more. Plus, you can monitor staff-to-child ratios in real time, as attendance trends.

As for implementing artificial intelligence tools, an overwhelming **78% of respondents said they would not**. Procure is the only child care management solution with a SOC 2 Type II compliance rating on all platforms.







# Conclusion

The child care industry must tackle these challenges head-on by embracing innovative solutions and focusing on the well-being of staff, families and overall business health. It is time to lead with a 2025 mindset and address key issues such as staffing shortages, combating burnout, improving enrollment processes, and advocating for adequate funding.

For over 30 years, Procare Solutions has been dedicated to empowering early childhood educators by providing products and services that enable them to focus on the care, safety and education of children.

We recognize the responsibility that comes with nurturing and educating children, which is why our child care management solutions are designed to automate business processes, help ensure safety and compliance, communicate with families and provide educational resources and training to help teachers and children thrive.

Over 40,000 satisfied customers have chosen Procare Solutions as their trusted partner in providing exceptional care for young minds. Schedule a demo today to see how Procare can make a difference for your child care center.

Together, we can overcome these obstacles and continue delivering exceptional care for children and families — now and well into the future.



To learn more about how Procare can help you manage your child care organization and programs, please visit: [procare.solutions/contact-us-2025](https://procare.solutions/contact-us-2025)







# References

EY-Parthenon interviews and analysis – “And childcare has become more expensive to families” (2025, January). [https://www.ey.com/en\\_us/services/strategy/parthenon](https://www.ey.com/en_us/services/strategy/parthenon)

States Are Taking Action to Address the Child Care Crisis (2024, February). American Progress. <https://www.americanprogress.org/article/states-are-taking-action-to-address-the-child-care-crisis/>

Child Care State Funding, Programs and Resources. Procare Solutions. <https://www.procaresoftware.com/state-resources/>

Child and Dependent Care Credit Information. (2025, January). Internal Revenue Service. <https://www.irs.gov/credits-deductions/individuals/child-and-dependent-care-credit-information>

Employer-Provided Childcare Credit. (2024, November). Internal Revenue Service. <https://www.irs.gov/businesses/small-businesses-self-employed/employer-provided-childcare-credit>

What Is a Dependent Care Assistance Program? National Benefit Services. <https://www.nbsbenefits.com/wp-content/uploads/2017/01/DCAP-Info-Sheet.pdf>

Here's Where Voters Approved a Tax Hike to Help Pay for Child Care. (2024, November). NPR. <https://www.npr.org/2024/11/06/nx-s1-5178079/2024-election-child-care-tax-austin-sonoma-st-paul>

How to Gamify Compliance Assessments - A Quick Guide. (2024). Procare Solutions. <https://info.procaresoftware.com/gamify-assessment>

What Research Tells Us: Why Early Educators Are Important. PennState Extension. <https://extension.psu.edu/programs/betterkidcare/early-care/tip-pages/all/what-research-tells-us-why-early-educators-are-important>

Why State-Approved ECE Curriculum Matters. (2024, August). Procare Solutions. <https://www.procaresoftware.com/blog/why-state-approved-ece-curriculum-matters/>

Why Act Early if You're Concerned About Development? (2024, April). Centers for Disease Control and Prevention. <https://www.cdc.gov/ncbddd/actearly/whyActEarly.html>

Understanding The Differences In Mobile App Use Across Generations. (2022, January). Forbes. <https://www.forbes.com/councils/forbestechcouncil/2022/01/12/understanding-the-differences-in-mobile-app-use-across-generations/>

State Policies to Improve Early Childhood Educator Jobs. (2024). Center for the Study of Child Care Employment. <https://cscce.berkeley.edu/workforce-index-2024/state-policies-to-improve-early-childhood-educator-jobs/state-policies-overview/s>

Educator Pathways. Council for Professional Recognition. <https://www.cdacouncil.org/en/educator-pathways/>



**Denver, CO**

1125 17th St., Ste. 1800

Denver, CO 80202

(800) 338-3884

**Sales and Support Inquiries**

Phone: (800) 338-3884

Hours: Mon – Fri 6 a.m. – 5 p.m. PT

[procaresolutions.com](http://procaresolutions.com)