



*Don't Miss a Word*

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May 5, 2022

To Whom It May Concern:

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I'm a professional storyteller, the President of Storytellers of San Diego, and a recent board member for the National Storytelling Network. I endorse the Certificate of Achievement and Associate of Science Degree in Early Education Entrepreneurship, at San Diego Miramar College. I am confident that it will provide basic business education to students wanting to start, manage, or scale a childcare business.

I know from personal experience that there is an unmet labor market demand in San Diego County, for the occupations that this program trains for, including directors of preschool and childcare centers, business owners, and administrators in many education and childcare fields.

Research from the BLS, shows that the average Child Care Worker salary in the US is \$27,490 as of May 29, 2021, and the average salary range typically falls between \$8.91 and \$17.99 per hour. The Certificate of Achievement and Associate of Science Degree in Early Education Entrepreneurship at San Diego Miramar College will provide training for students to be Preschool and Childcare Center Directors (average salary of \$49,160 and an hourly rate of \$23.63), Business Owners (average yearly salary in San Diego of \$210,830 or \$101.36/hour), or an Education and Childcare Administrator (average yearly salary of \$57,340 or \$27.57/hour)

As a professional storyteller, I have often worked with young children and their teachers and caregivers, in private, business, and educational settings. I have observed that there is a real and urgent need for more facilities with trained directors and educators. Young children deserve our best efforts in critical developmental years, and currently, there is a definite lack. We need not only more facilities, but the training and support for the entrepreneurs, directors, and managers of these facilities.

Even when there is a sincere desire to provide such care and education, there is often a lack of the business and management

skills that are essential to the long-term success of these ventures. Businesses with a solid financial and management footing will ensure that childcare workers make a living wage and that their involvement is both satisfying and sustaining. The demand is definitely there. The Early Education Entrepreneurship COA and AS degree will provide students with the training, supplies, and marketing skills necessary for them to launch, manage, and scale a child-centered business.

I affirm that there are jobs available for program completers within the local service area of the college after taking into account the number of completers in similar programs at other institutions—as required by Education Code section 78015 and the California Community Colleges Chancellor’s Office Program and Course Approval Handbook (PCAH).

Sincerely,

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