



Pulse of the People: It will pay off

By Jeff Goronkin, CEO iZoca, Inc.
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High quality early education programs not only reduce crime and save taxpayer dollars, but also strengthen New York businesses and our local economy. (“Big ideas, small chairs: Officials visit Pre-K Aug. 23)

A report from the national business leader organization, America’s Edge, found that these investments provide a strong boost to local businesses — generating as much or more in new sales as investments in construction, manufacturing, transportation or utilities.

The report stated that fully funding quality early learning in New York would generate \$1.86 in additional sales for every \$1 invested — \$6.7 billion in total into the state’s local businesses. These investments would create 80,000 new jobs and reduce millions of dollars in losses to business from absenteeism caused by employees’ child care problems.

These programs also benefit businesses in the long term. Children who participate in the programs are significantly more likely to enter school with the underlying skills needed to

succeed in school and later in the workforce. In addition, these programs increase graduation rates and increase rates of employment — by as much as 22 percent.

Given the positive and proven impact high-quality early learning has on our businesses and economy, as well as on children, I agree with the law enforcement leaders that we should enact legislation to implement QUALITYstarsNY as the state’s quality system for all early childhood programs.