



## Oregon Association for the Education of Young Children

### **RE: Support for HB 3011 – Strengthening Oregon’s Workforce and Economy Through Investment in Early Childhood Education**

Honorable Representative Hudson,

On behalf of the Oregon Association for the Education of Young Children (Oregon AEYC), I am writing to express our strong support for HB 3011, which seeks to invest in Oregon’s post-secondary early childhood education (ECE) degree programs and campus-based child care centers. This bill is not just an investment in children and families—it is a critical economic strategy that will bolster Oregon’s workforce, support businesses, and drive long-term economic growth.

Oregon is facing a workforce crisis, and the lack of affordable, accessible child care is a major contributing factor. When working parents cannot find reliable child care, businesses suffer from increased absenteeism, lower productivity, and high employee turnover. HB 3011 addresses this economic challenge by strengthening the early childhood workforce, expanding child care access, and ensuring that Oregon’s labor market remains competitive.

Investing in ECE programs and campus-based child care centers directly benefits Oregon’s economy in three key ways:

1. **Workforce Retention and Productivity:** Reliable child care allows parents to remain in the workforce, reducing turnover and increasing economic participation. This is particularly crucial as Oregon businesses struggle to fill open positions and retain skilled workers.
2. **Higher Education and Economic Mobility:** HB 3011 strengthens the pipeline for early childhood educators by investing in degree programs and campus child care centers, which serve as training grounds for future ECE professionals. By supporting students in these programs, Oregon ensures a steady supply of qualified educators, addressing a major barrier to child care expansion while creating stable, family-sustaining jobs.
3. **Business Growth and Economic Development:** Child care is fundamental infrastructure for economic growth. Communities with robust early learning and child care options attract businesses and entrepreneurs who recognize that a strong workforce depends on reliable care for employees’ children. Strengthening ECE degree programs and child care centers at colleges and universities builds a system that supports both immediate workforce needs and long-term economic sustainability.

HB 3011 is not just about supporting families—it is about strengthening Oregon’s economic foundation. By investing in the workforce behind the workforce, we are ensuring that Oregon businesses can thrive, families can remain employed, and communities can prosper.

We urge your support for HB 3011 to secure Oregon’s economic future through strong investments in early childhood education.

Sincerely,

R. Taylor  
Executive Director  
Oregon AEYC