

# Building the Supply of Quality Childcare: A Survey of Nannies Living and/or Working in San Mateo County

The childcare business model is broken in America, without a clear feeder system of qualified persons to meet the supply side of care.

Today almost 70% of children under the age of 6 in the U.S. live in households where both parents work. These parents need quality childcare to manage work and family. Building the supply side of quality care persists as a challenge. In San Mateo County, there are licensed child care spaces for just 43% of infants and toddlers. More than 9,000 new spaces are needed for children birth to age four.

“Putting a baby in a licensed child-care facility costs more than in-state college tuition, yet the people who provide that care make an average of about \$24,000 a year, less than a fast-food worker or janitor.”

**Bloomberg News 2021**



Nannies, as members of the license-exempt childcare workforce, have been working in the shadows of care for over one hundred years without recognition, education, job training, or mentor support to inform the important work they do. When parents are unable to find an available opening in licensed childcare, they enter the unregulated market of nannies to find care - and hire anyone they can.

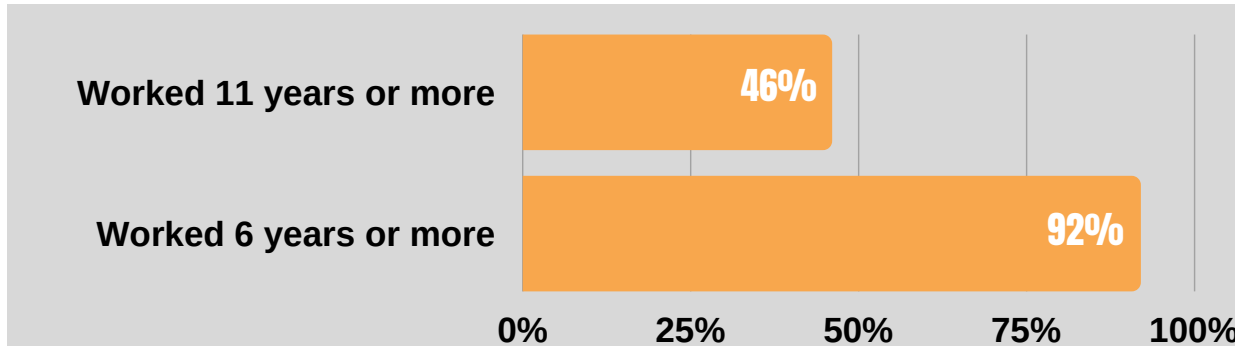
In 2022, the San Mateo County Child Care Partnership Council (CCPC) contracted with The Institute for Families and Nannies

to (TIFFAN) to conduct a survey of nannies living and/or working in San Mateo County, better understand the demographics and needs of this segment of the workforce, and to evaluate nannies' current level of satisfaction in higher-level nanny education, job training with employment opportunities, and mentoring supports, and their level of interest if these were available. The survey results will inform the County's childcare initiatives for 2023 and beyond. The survey was conducted online and in person from March 15 – May 2, 2022. One hundred twenty-one active nannies living and/or working in San Mateo County responded.

## **FINDING 1:**

**San Mateo County nannies are committed to their profession, twice as likely to be foreign-born and hold less than an associate degree.**

**Chart 1: Percentage of Nannies Working Six Years or Longer in San Mateo County**



" Being a nanny is more than just a job - a lot of it is heart. You have to have a big heart to do this job."

**Chart 2: Percentage of Nannies Foreign-Born vs. U.S-Born in San Mateo County**

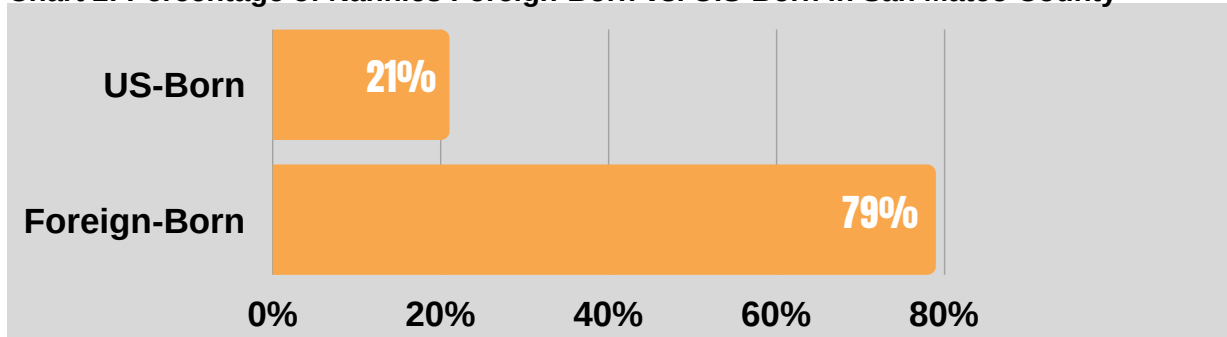
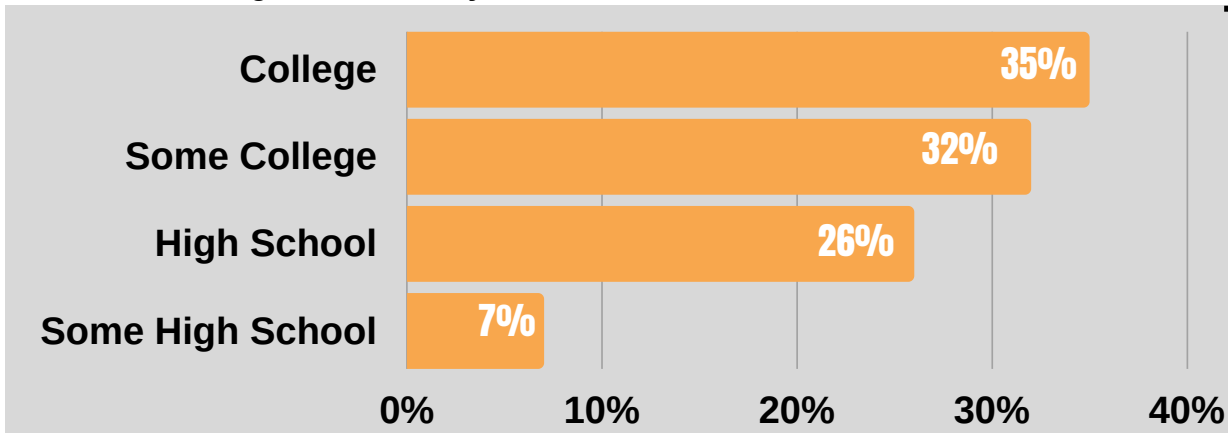


Chart 3: Percentage of Nannies by Level of Education Earned



" yo crea que como humamo tenemos que brindar much amor y paciencia ".

( I believe that as a human being we have to offer a lot of love and patience)

Our May 2022 data showed that 92% of nannies in our survey have worked six years or longer in their profession.

Among them, 79% are foreign-born and 65% have less than a 2-year degree in educational attainment.

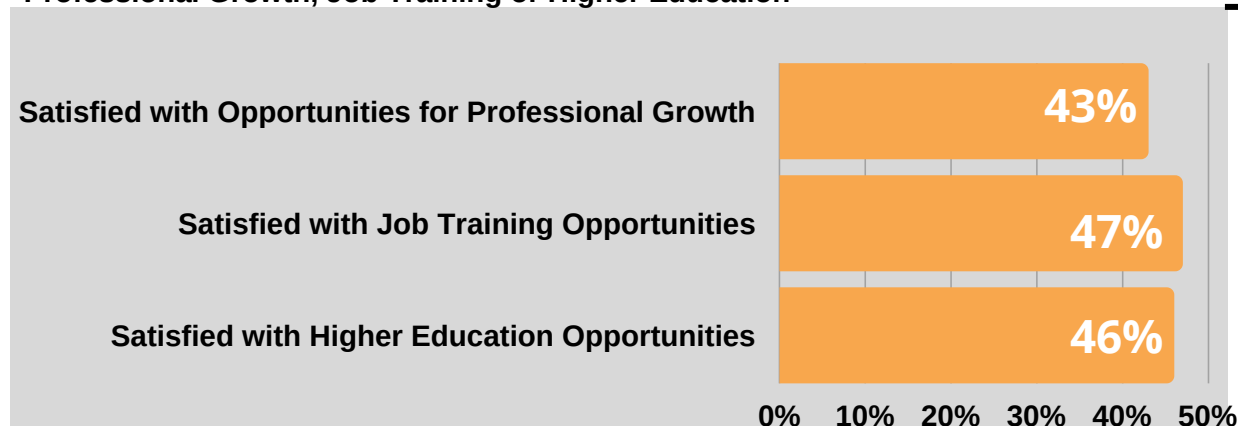
" I need more educational opportunities, more classes about child care, mentoring opportunities. "

## FINDING 2:

### Nearly half of San Mateo County nannies are not satisfied with the current opportunities for professional growth, job training, and higher education

" I could provide better care for children and gain more credibility as a professional if I had access to more credential programs and CE courses. "

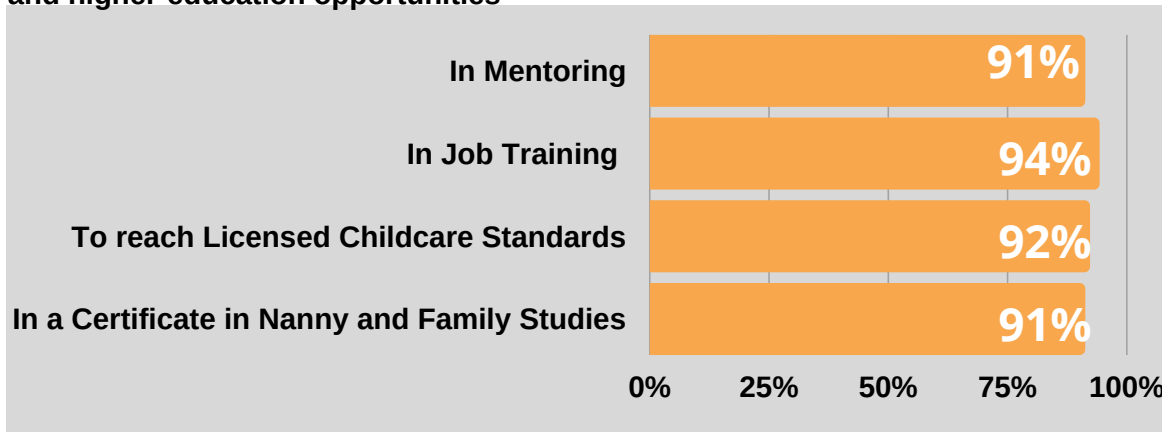
Chart 4: Percentage of Nannies Satisfied with Current Opportunities for Professional Growth, Job Training or Higher Education



" A class where they can teach you how to grow in a childcare position "

**FINDING 3:**  
**Nannies with many years of experience want certification, training, mentoring, tech support and to reach licensed childcare standards.**

Chart 5: Percentage of nannies interested in mentoring, job training and higher-education opportunities



" I would be able to provide the best care for children if I had resources that support continuing my education. "

" I think getting a handle on the technology side of this work is essential. Perhaps more training in keeping order of the children, schedules, shopping lists, etc. would be helpful. "

**FINDING 4:**  
**Over 70% of foreign-born nannies are Spanish speaking. They have less education (compared to U.S-born) and are more likely to participate in a job training program with mentorship supports.**

These immigrant women have been working for many years as nannies, facing stressors related to immigration, lack of education, finding housing, and learning English as an additional language while raising their own children. Despite these challenges, they are unified in their expressed need for professionalization, education, job training and mentor supports.

" Capacitor alas nines con el cuidado de niños especiales." Train nannies to care for special needs children. "

Chart 6: Ethnicity of San Mateo County Nannies by Percentage

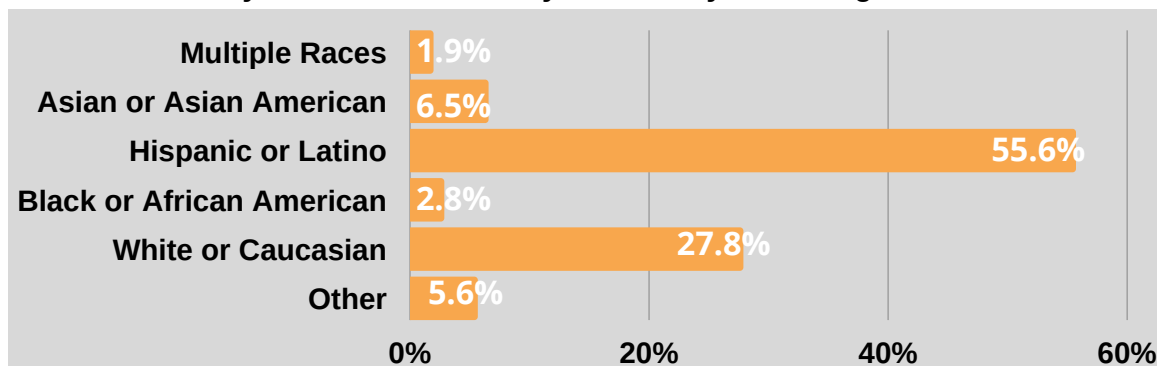
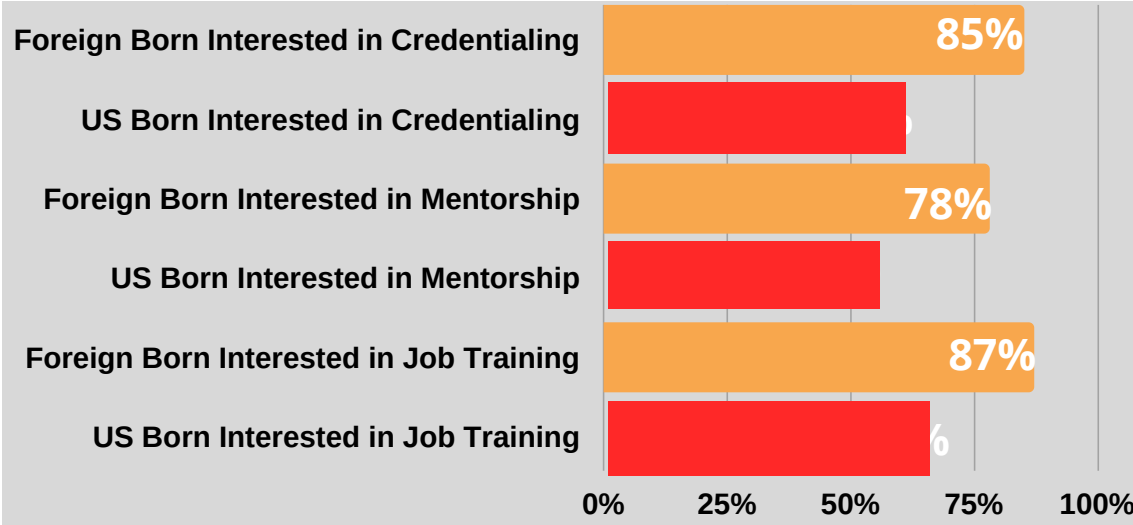


Chart 7: Foreign Born Nannies vs. U.S Born Nannies by Level of Interest in Job Training, Mentorship and Credentialing



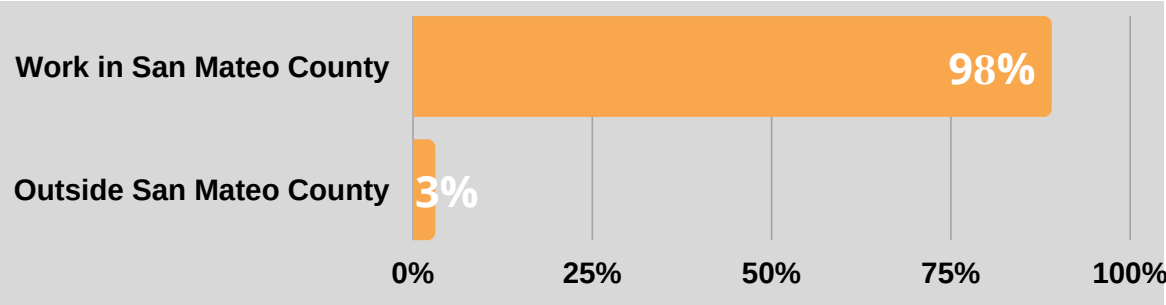
"Apoyo con actividades para hacer con los niños." I want support with activities to do with children

" trabajar conjuntamente con las familias respetando su situacion socio cultural y economica." Work with families as a team to be able to respect their socio cultural and economical situation.

**FINDING 5:**

**San Mateo County nannies find work in the County.** 98% of nannies that live in San Mateo County also work in San Mateo County. These nannies do not secure employment outside of San Mateo County, either because there are sufficient jobs available, or because they prefer to work close to home.

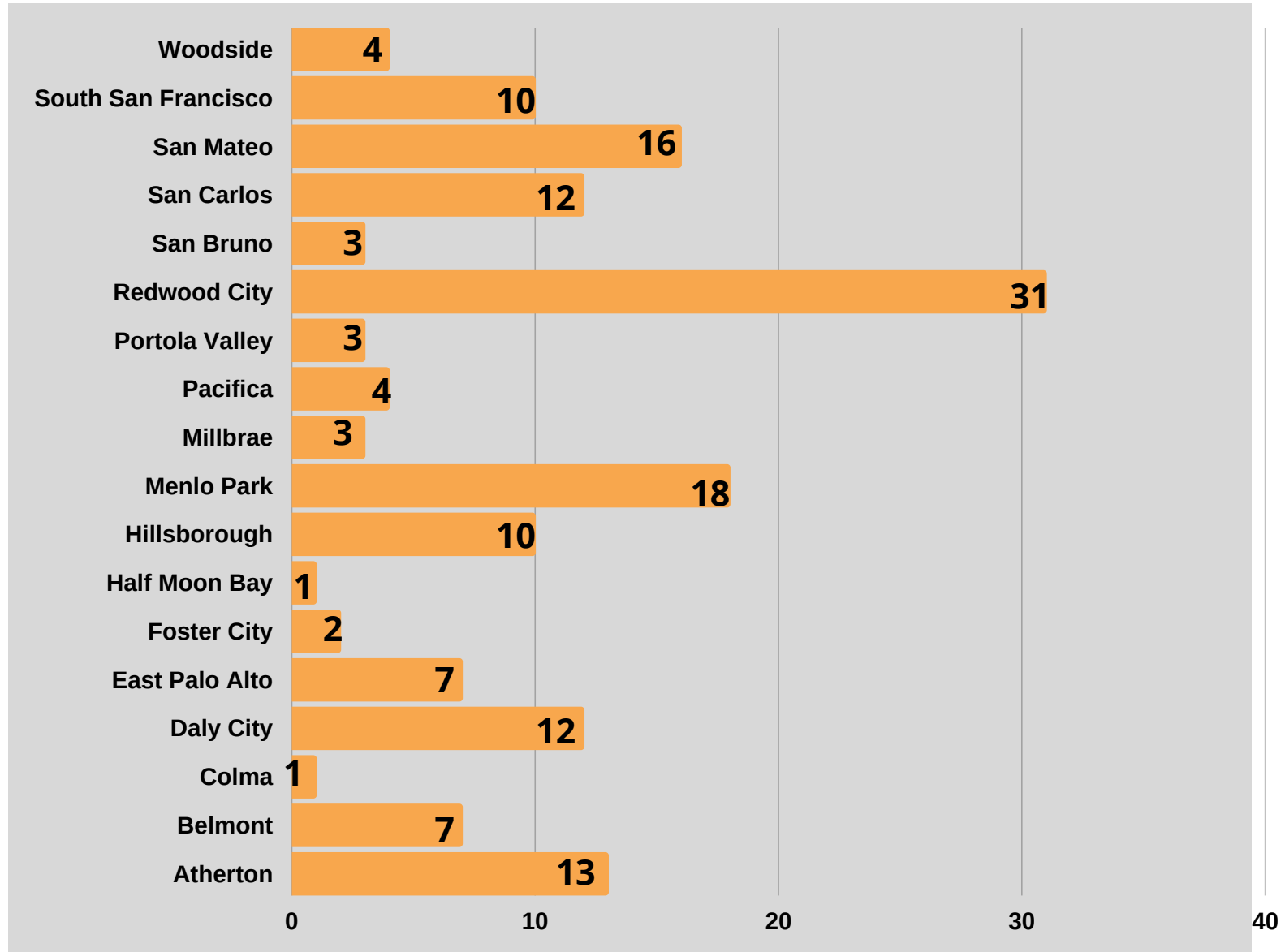
Chart 8: Nannies that Live in San Mateo County and Work in San Mateo County



## FINDING 6:

Unlike the expectation that nannies only work for high-income families, San Mateo County nannies find work in cities throughout the County, including in cities that are not predominantly high income.

Chart 9: Number of Nannies Working in San Mateo County cities



## **SUMMARY**

- San Mateo County nannies are career oriented, twice as likely to be foreign-born and hold less than an associate degree.
- Many San Mateo nannies are not satisfied with current education and job training supports available to them.
- San Mateo County nannies are very interested in professional training leading to a certificate or credential in childcare or early childhood education.
- Foreign-born nannies are likely to have a high school education only and high interest in education, job training and mentoring supports.
- Nearly half of San Mateo County nannies work in cities where family incomes are below the County average

## **RECOMMENDATIONS**

- Develop bi-lingual programs with mentoring and tech supports available
- Offer classes on evenings and weekends to accommodate working nannies.
- Develop programs with content unique to nannyng utilizing the knowledge and experience of nannies 'in the field'.
- Provide certificates and credentials from recognized higher-education institutions and community-based organizations.
- Gather data to inform public policy and childcare initiatives that meet the growing demand for quality childcare and to support all members of the childcare workforce
- Promote existing resources, such as professional development, trainings, coursework, etc., that already exists through 4Cs, community colleges and nonprofit organizations.

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