

Press Release

August 14, 2023



**Mayor's Fund Announces New Early Learning Hub**  
***The new centralized childcare search and enrollment system will go live***  
***August 28<sup>th</sup>!***



Long Beach, CA – The Mayor's Fund for Education is proud to announce the [Long Beach Early Learning Hub](#) ("The Hub"). Beginning August 28, 2023, this revolutionary way to locate, apply for, and enroll in childcare will be available to local families via a new centralized system.

"The Mayor's Fund sees access to quality childcare not only as vital to a child's healthy development, but also to the economic mobility of a family and strength of a local workforce. Therefore, we are so excited that The Hub website is now available, and enrollments will begin on 8/28," states Karissa Selvester, Mayor's Fund for Education Executive Director. "The Mayor's Fund is honored to have the opportunity to lead this innovative and collaborative effort with such dedicated partners and is thankful that the City of Long Beach shares this vision and is investing in the infrastructure needed to support this critical industry – the industry which supports all other industries."

By providing a centralized search and application process which puts family choice first, available in English, Spanish, and Khmer, gone will be the days of an average family's current path to identifying childcare options: unguided web searches; travel to each childcare program (requiring time off work, multiple bus rides or increased use of/payment for gas); limited language access support; separate lengthy applications; and, all too often, only to find out the school may not be the right fit or does not have an available spot that meets current needs.

Instead, The Hub, as a one-stop-shop, is primed to bring Long Beach into a new era of childcare - expanding opportunities for children, families, and the economy.

"Access to quality childcare is a critical component to a family's ability to meaningfully engage in the workforce or access resources they need to thrive," states Mayor Rex Richardson. "By providing a system which makes it easier for families to find and access not only care but also financial support, the Early Learning Hub will be an innovative new economic driver for the Long Beach community."

The catalyst to The Hub's development has been an investment of \$900,000 from the City of Long Beach via its Recovery Act. This initial investment will enable the multi-year availability of The Hub platform, and aid in addressing challenges of childcare access, industry stability, wrap-around supports, quality, and (not the least of which) affordability through the investment of \$375,000 in tuition support for local working families.

The Hub will:

- Be a centralized resource for families to search for and identify a wider variety of local childcare options (with vacancies in real time);
- Streamline the application and enrollment processes for both families and childcare providers alike, with one universal application and online document collections system;
- Improve data tracking – better informing other City, LBUSD, or Community programs;
- Inform families of financial resources (such as through Department of Education, Head Start, or Department of Social Services) that may be available to them, helping ensure no funding is “left on the table”;
- Enable local businesses to establish a tuition support account for their own employees – a completely innovative new approach to workforce recruitment and retention.

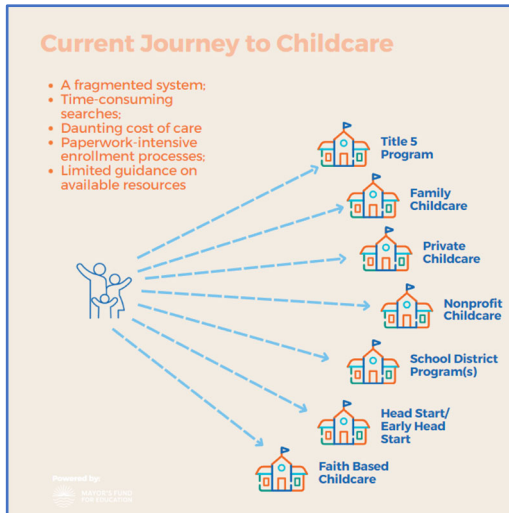
The Mayor’s Fund for Education is working in collaboration with the Long Beach Unified School District, Long Beach Early Childhood Education (ECE) Committee, City of Long Beach Department of Health and Human Services, and numerous community stakeholders including the Long Beach Area Chamber of Commerce and The Nonprofit Partnership, to develop and implement The Hub.

“The Long Beach Unified School District is proud to be a partner of the Long Beach Early Learning Hub which will be a groundbreaking new resource for uplifting the entire early childhood education industry and expanding quality early learning,” shares Dr. Jill Baker, Long Beach Unified School District Superintendent. “Studies have shown that experience with quality early learning programs results in increased high school graduation, college completion, and adult employment – thus by supporting earlier and broader access for families, we are strengthening our entire academic pipeline.”

In its first phase, families with young children (generally ages 0-5) will be able to locate childcare options from a variety of local providers, including: Amaro Family Childcare, Child Lane, Children Today, Little Eagles Soaring for Excellence Preschool, Little Owl School, Long Beach Day Nursery, LBUSD Child Development Centers, Un Mundo de Amigos Preschool, YMCA of Greater Long Beach, and Young Horizons Child Development Centers.

In future phases the Mayor’s Fund will expand to include additional childcare providers, especially more family childcare homes who are a vital segment of the childcare system often offering options for care during non-traditional working hours.

The public can learn more about The Hub by visiting [www.thehublb.org](http://www.thehublb.org). Sign up now to receive alerts to be among the first to know when the enrollment system goes live.



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### Mayor’s Fund for Education (Mayor’s Fund)

The Mayor’s Fund is a nonprofit organization, serving the City of Long Beach and, more broadly, the students of the Long Beach Unified School District – the third largest school district in California. The Mayor’s Fund collaborates with community, civic, and education partners to help identify gaps in addressing the most pressing needs facing Long Beach area students and their families.

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