Pre-schoolers benefit from workplace centres

Work without worry: Learning Vision revolutionises early childhood education

It has been at the forefront of employer-sponsored preschool services for over 20 years.

If you are a working parent raising a young child, then you must be well aware of how hard it is to juggle work while ensuring that your child receives quality education at the same time. Entrusting young children to a childcare centre or a preschool is often a difficult choice for working parents, many of whom would rather have their kids educated somewhere close to their workplace. Because of this, Learning Vision made an unprecedented move in 1989 by partnering with corporations, ministries, schools and hospitals to bring preschools to the workplace for the first time.

"The move towards workplace centres catered to the needs of working parents for greater convenience and proximity to their children," says June Rusdon, founder of Learning Vision.

Focusing its efforts on the importance of work-life balance, Learning Vision has enabled families to have more opportunities to spend greater quality time together.

The early childhood education solution provider notes that many dual income parents were glad to be able to spend more time with their children on the commute to and from work, as well as given peace of mind knowing that they could respond to any emergencies quickly if necessary.

With this, Learning Vision found its niche in the early childhood education industry. It is now the largest provider of corporate-sponsored centres with 22 preschools (nine of these are on-site workplace centres and 10 others are workplace-centric centres) and 12 infant care centres islandwide, entrusted with the responsibility of positively influencing over 2,400 children every year.

"Our commitment to service excellence has made us the preferred partner of choice for government ministries, tertiary institutions, hospitals and private corporations," Rusdon adds.

"Dual income parents were glad to spend more time with their children"

Bringing preschools to the workplace

The preschool centre provides on-site early childhood education services to partner institutions such as Nanyang Technological University, Nanyang Polytechnic, National Computer Services (NCS), Surbana One, Changi Airport, Biopolis, Tan Tock Seng Hospital (TTSH), and KK Women & Children's Hospital (KKH).

In addition, Learning Vision caters to strategic multinational corporations such as Singtel-NCS, Sony Electronics, and Canon.

Peace of mind for parents

The excellence and efficiency of Learning Vision's services is illustrated by the glowing praises that it has received from its partners and clients. Patrick Peck, former manager at leading information and communications technology and communications engineering services provider NCS, shares that Learning Vision has been providing childcare services to the company's staff for the past 12 years.

"We are pleased to note that parents are happy with the centre's quality of service. We are also heartened to know that the teachers are well trained. We enjoy a good working relationship with Learning Vision and hope that we will continue to work together in providing quality care and education to the children of NCS staff," Peck says.

Peck adds that in addition to the comprehensive and intellectually challenging curriculum provided, the centre strives to involve the parents in its activities to let them play an active role in their children's education as it organises many outdoor field trips to let the children understand the concepts learned in class.

Justina Tan, director of human resources at Changi Airport Group, lauded Learning Vision's ability to provide a conducive learning environment to the children of its employees. "Changi Airport staff has enjoyed peace of mind while they are at work. They are also satisfied with the well-structured and fun curriculum that the dedicated teachers provide. We look forward to the continued partnership with Learning Vision." Tan says.

Another of Learning Vision's partners is KK Women's and Children's Hospital. Chua Pek Kim, director of human resources, congratulated Learning Vision for achieving the Singapore Quality Class and People Developer Awards.

"These awards are endorsements of the high standards that Learning Vision has in providing quality childcare services and skills enhancement they provide their staff. We are certainly assured of Learning Vision's provision of best quality childcare services and education for the children at KKH," Chua notes.

Learning Vision's trailblazing team

With clients' satisfaction over its services, Rusdon notes, "The confidence shown by our corporate clients and partners is a strong endorsement of our ability to provide quality early childhood services to our customers."

Feathers in its cap

Learning Vision's trailblazing accomplishments have not gone unnoticed. Since its inception, Learning Vision has been the recipient of a long list of awards and recognition.

"Ninety percent of our centres are backed by the maximum 24-month operating licenses awarded by Early Childhood Development Agency (ECDA). Fifty percent of our centres have attained the Singapore Preschool Accreditation Framework (SPARK), a rigorous Ministry of Education (MOE) initiative for quality measures in preschools," says Rusdon.

In early 2000s, the group attained MCYS Outstanding Early Childhood Teacher (Principal) Award. It was also the first childcare centre to win the People Developer Standard Award. Among Learning Vision's other accomplishments are the Singapore OK for Preschool, Singapore Promising Brand Award, and Singapore Quality Class Award.

Learning Vision also won the ECDA Innovation Award, Mother & Baby Favourite Childcare Service Award and Asia Pacific Brands Award, and was conferred the ECDA Award for Excellence in Early Childcare Development.

June Rusdon, founder of Learning Vision

From 'vision' to Learning Vision

When June Rusdon was hunting for a good preschool for her children, she realized that she needed more than what traditional childcare centres provided—she wanted a first-rate quality education with holistic moral and social development.

She also had friends who needed infant care or extended care hours, but finding a preschool that provided all these services was like finding a needle in a haystack. Rusdon established Learning Vision to address this gap, and its success has been unparalleled ever since.

Learning Vision's success did not come without challenges. Finding the right people who are passionate about the industry continues to be the biggest challenge, Rusdon says, as people continue to grossly misunderstand the preschool industry as a child-minding job with mediocre prospects.

"While we have been campaigning fervently to encourage people to join this meaningful industry, perhaps more can be done and orchestrated on an industry level to help gain traction and valuable resources on improving the overall impression of this profession," Rusdon says.

Since the first centre at Bukit Batok in 1989, Learning Vision brand has continued to expand across Singapore where demand for quality preschools was gaining a momentum. Today, the childcare centre strives for more. It envisions to become a global brand spanning a network across Southeast Asia and the rest of the world.

"Asia is going to be where all the excitement is, and hence we will strengthen our base in Singapore as the Asia headquarters in the next five to 10 years and put Singapore on the world map for our ideas and innovation. Reaching out to the regional markets is in our plans and we hope to work with like-minded businesses to refine best practices and ideally offer cross-training platforms as well," Rusdon says.

"Where there is an opportunity to raise the quality of education children receive, we want to be part of it," she adds.