

THE OPERATION CHILD CARE PROJECT



Dana Levin-Robinson

Board Member, Technology & Data, The Operation Child Care Project

Dana Levin-Robinson is the CEO and Founder of Upfront (allupfront.com), a software company dedicated to making early care and education (ECE) and child care data accessible. In her work, Dana partners with government organizations, including resource and referral organizations as well as child care support organizations, to help them understand where the gaps are in their community. She and her team are experts in child care data.

A mother of two children, Dana's reasons for launching her company were largely the result of the challenges she experienced when searching for her own child care. "I had a March 2020 baby. There was no child care in March 2020 available in NYC. Even on the best days, it was a lot of phone calls and a lot of research. It's because the databases the states maintain are really fragmented," she explains.

Fast forward to the present, and Dana serves on the board of directors of The Operation Child Care Project (OCCP), a 501(c)(3) non-profit dedicated to ensuring military families have access to affordable, high-quality child care options, empowering them to pursue their career goals and create stable environments for their quality of life. "Kayla [Corbitt] and I have been working together for 2 years," Dana shares. "Right when she got started [with OCCP], I reached out. I heard about what she was doing. That's when she and I sat down and said, no one's ever compiled that information for military families. We started working together closely."

Dana is a true advocate for the OCCP mission and understands how the work of her company and Kayla's organization can intersect for the benefit of all. She says, "There are organizations trying to support military families, but Kayla's trying to tackle it from all corners. We're very aligned."

Dana encourages families to be vocal about their military child care needs. "I work across the country talking to states on a weekly basis," she says. "Military families and programs do not come up that often. You see entire child care roadmaps unveiled by governors and by congresspeople—military families are not mentioned in that conversation." Dana describes this as a huge missed opportunity. She explains, "Obviously child care is such a huge issue for this country and it's being talked about, but it's never really outlined that military families have it even worse. If you think it's bad for an average family, it's worse for the military families."

Dana is hopeful that by bringing data tools to the topic of child care, we can empower families to make informed choices quickly and independently. She and her company have helped build the software technology needs for OCCP, including a public search portal for Norfolk, Virginia, that allows parents to understand all their options without having to search multiple different websites for the licensing, quality, and child care program availability information they need. Dana and her team bring heavy expertise in this arena, having built systems for different states across the country and with additional states in the process.

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Dana earned her MBA with an emphasis in strategy and analytics from the NYU Stern School of Business. She also holds a bachelor's degree in business with a focus on marketing, law, and advertising. She has held leadership roles spanning marketing, business development, and operations for companies in the health technology industry. Dana lives in New York City with her husband and two children. In her time outside of running a successful company and helping make the world a better place, she loves to cook and enjoys baking with her kids.

To learn more and help support the work Dana and the OCCP team are doing, visit occproject.org and stay tuned for updates on facebook.com/theoccproject.

