Enrollment Playbook

Policies, Handbooks, and Growth

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Enrollment isn't just paperwork

It may not be glamorous, but it's the foundation of your program's culture, finances, and relationships

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In this webinar you will get:

How to craft policies that sustain a positive culture
Write handbooks that support compliance and boost engagement
Implement streamlined enrollment that reduce friction and churn
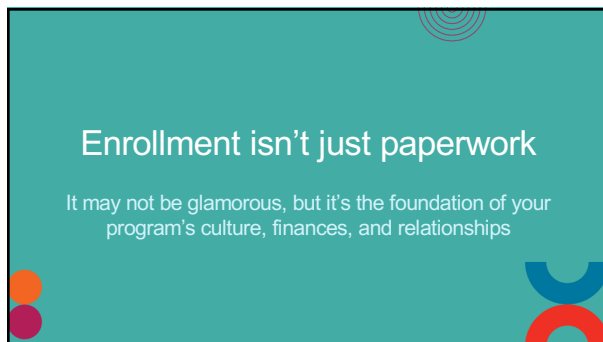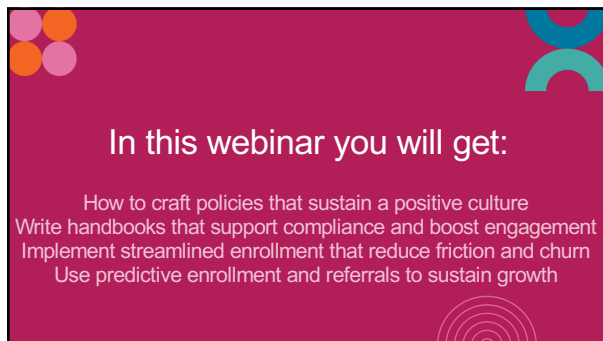Use predictive enrollment and referrals to sustain growth

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Transparency

& Professionalism

Paperwork shows parents and families that you run your center like a professional business.

And there are hardships as well…

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Practical Strategies

How do we make paperwork more manageable and effective?

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POLICIES

The good, the bad, and the wonderful

1. Does your parent handbook scream "We love you!"
2. Does your parent handbook offer support?
3. Does your parent handbook feel more like a marriage contract or a real estate transaction?
4. Do you go over the parent handbook with families or just send it out and expect them to read it?
5. Do parents have an opportunity to weigh in on policies?
6. Do your policies support families first or your bottom line?
7. Do your policies feel like someone cares about the families?

• Do you have vague terminology in your handbook?
• Do you have excessively restrictive policies?
• Do you have inappropriate demands?
• Are you inflexible?
• Do families feel shut out?

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BAD policies

Easiest way to lose

- No return after an appointment
- Zero outside food or comfort items
- Strict sick policies
- All children must be potty trained
- Immediate suspension for typical behaviors
- Excessive closures and paid absences
- Families not allowed in the building

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Good policies

Clear and well-written

Children should be kept home if they have a fever of 100.4 F / 38 C or above when measured orally.

Children may return 24 hours after their fever has resolved without the use of fever-reducing medication and they feel well enough to participate in normal activities.

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Trust

Linking paperwork to growth and confidence

When paperwork is consistent and appropriate, professional and positive, something powerful happens: parents feel secure.

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EXAMPLE
Child gets hurt

Paramedics are called

Teacher searches for
the child's medical file

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CRM and Predictive Enrollment
Easy for parents with auto-fill

All forms fully completed	Child Profile	Automated Billing
Parents easily fill out enrollment docs	Birthdays,	Tuition
Auto-fills similar information reducing amount of time	Allergies	Payment plans
Parents can see schedules	Meal subsidies	Invoiced automatically
Newsletters	Demographics	Auto pay feature
Sign in and out is simple	Medical forms	Families can pull their own tax docs
Subsidy attendance is integrated	Guardians,	Billing alerts
	Siblings	

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Flexible Fees
CRM and Predictive Enrollment

Literally an all-in-one childcare management software tool

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What else should you know about paperwork, enrollment, documents, and your overall playbook?

The weakest part of your program detracts from the strongest part of your program. Make sure that your initial contacts with families, aside from your amazing personality, includes very concise, clear, detailed documents, forms, contracts, policies, fee schedules, etc.

For families	For teachers	For you
It builds trust, commitment, good advertisement, support, and a sense of being well cared for.	It builds trust, commitment, good advertisement, longevity, high morale, sense of ownership, feeling of being in on things, higher quality practices, and a sense of being well cared for,	Peace of mind…. The ability to take a vacation every now and then. Not working 12-14 hour days. A life…

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Embrace help!

In a field built on nurturing others, ECE professionals frequently forget that seeking help is also an act of professionalism, not a sign of weakness.

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