

Strengthening Child Care Business

Sustainability through Integrated Support

Presented by Lauren M. Small, CEO

EEBC: What We Do

ECE Business
Training

Technical
Assistance

Shared Services

TRAINING OUTCOMES

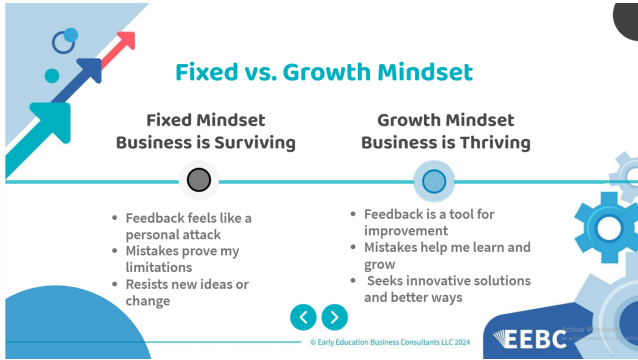
1 Understand that **shared services, business training, and coaching** —work together to support ECE sustainability.

2 Identify existing **shared services** in their state.

3 Leverage **child care management software** to streamline administrative tasks.

4 Apply strategies to improve **business practices** and use business metrics to drive decision-making.

Who this webinar is for ...



Fixed vs. Growth Mindset

Fixed Mindset Business is Surviving	Growth Mindset Business is Thriving
<ul style="list-style-type: none">• Feedback feels like a personal attack• Mistakes prove my limitations• Resists new ideas or change	<ul style="list-style-type: none">• Feedback is a tool for improvement• Mistakes help me learn and grow• Seeks innovative solutions and better ways

© Early Education Business Consultants LLC 2024 EEBC



Why This Matters Now?



Proactive vs. Reactive

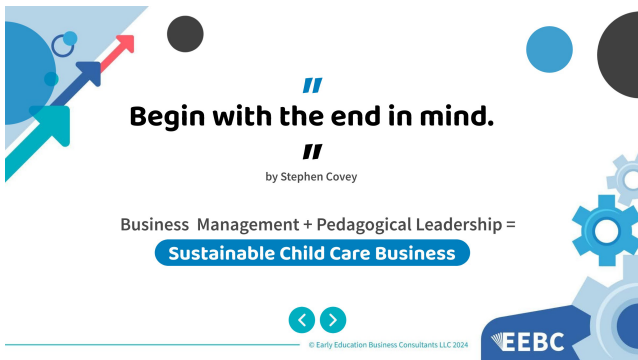


Thriving not just surviving



Sustainable childcare businesses

© Early Education Business Consultants LLC 2024 EEBC

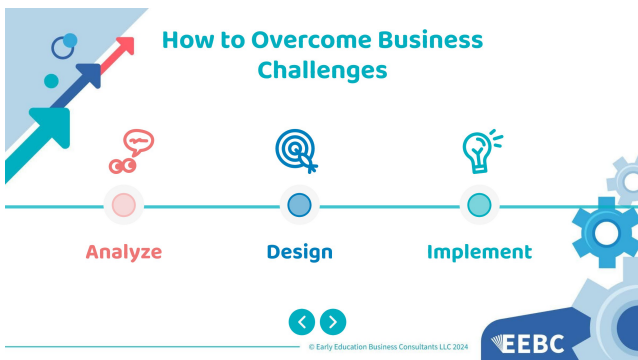


Begin with the end in mind.


by Stephen Covey

Business Management + Pedagogical Leadership =
Sustainable Child Care Business


© Early Education Business Consultants LLC 2024 EEBC




How to Overcome Business Challenges



Analyze



Design



Implement

© Early Education Business Consultants LLC 2024 EEBC

Analyze

Identify Your Business Challenges

What are some common provider challenges?

Staffing

Enrollment

Wages

Burnout

EEBC

Analyze

Assess Your Business Infrastructure

• Business acumen

• Business systems

• Business habits

EEBC

Analyze

Conduct a Business Assessment

Strategic Planning

Financial Management

Marketing Management

Human Resource Management

Automation Technology

EEBC

Analyze

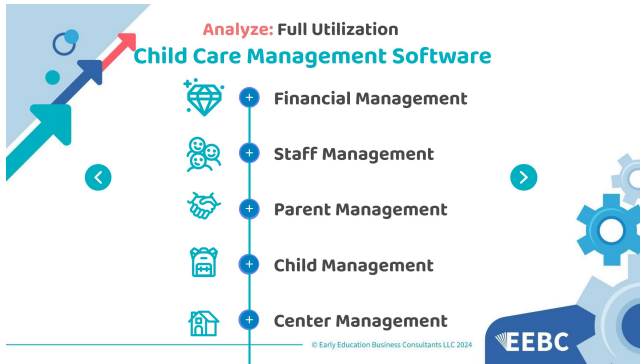
3 Focus Areas

Setting Up Your Technology

Digital Organization & Efficiencies

Child Care Management Software - CCMS

EEBC



Staff Management

- Licensing Documentation
- Clock In & Out
- Staff Communication - Document Distribution & Updates
- Payroll Reports
- Staff Scheduling

Parent Management

- Check-In & Out
- Online Enrollment (Kinside or Link)
- Two-way Communication - Document Distribution & Updates

Financial Management

- Tuition Billing - Private & DSS
- Parent Tax Statements
- Expense Management
 - Expense & Ledger
 - Integrating Bookkeeping & Payroll Software

Center Management

- Marketing Activities
- Capacity & Transitions Planning
- Ratio Management
- Wait-list Management
- Food Program Management
- Predictive Enrollment
- Head Start Tracking

Child Management

- Student Licensing Documentation
- Additional Enrollment Forms -
Emergency Contact Information
- Lesson Plans Aligned Curriculum
- Portfolio & Milestone Management

Do You Know Your Business Metrics?

- Enrollment
- Employee Turnover Rate
- Cost per Child
- Labor cost
- CCMS Utilization Rate
- Parent & Staff Survey Results
- Quality Score

Analyze

Child Care Management Software -Full Utilization Rate

- + Staff Management
- + Parent Management
- + Child Management
- + Financial Management
- + Center Management

Analyze

3 Supports

Business Training
Business Coaching
Shared Services

Quality Childcare & Business Sustainability

EEBC

Design

Business Training

- Covers important business topics in great detail, nothing left out
- Research-based material
- Developed to align with national standards for ECE business practices
- Access to direct links to supporting materials

EEBC

Design

Training - Automation & Technology

- Setting Up for Success with Technology
- Organizing and Storing Documents
- Managing Email and Online Calendars
- Utilizing Task Management Tools
- Employing Chat Artificial Intelligence (AI) Tools
- Using Digital Solutions: HR Management
- Using Digital Solutions: Financial Management
- Using Digital Solutions: Marketing Management
- Selecting a Child Care Management Software Program
- Implementing Child Care Management Software
- Communication Tools
- Specialized Apps
- Digital Tools for Admin Success

EEBC

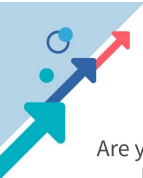
Design

TA Menu for Strategic Business Plan

- Market Analysis
- SWOT Analysis
- Competitive Analysis
- Long-term and Short-term Goals
- SMART Goals Development
- Mission, Vision, Philosophy
- Statements Development



- Navigating Local, State, and Federal Business Regulatory Requirements
- Grant Management
- Assessment
- Documentation Assessment
- Digital File Organization


EEBC



Poll Question

Are you familiar with any ECE Shared Services initiatives in your area?





© Early Education Business Consultants LLC 2024



Design

What is Shared Services?

- What are shared services?
- Economies of scale
 - Sharing staff promotes efficiency; eliminates duplication of effort
 - Automation/technology reduces time on task and errors
 - Joint procurement can reduce costs
- Economies of specialization
 - Shared expertise, greater efficiency, few errors
 - Sharing tasks across organizations allows professionals to do more of what they like to do and do best
 - Sharing and automating admin tasks allows program leaders to focus on pedagogical leadership





© Early Education Business Consultants LLC 2024



Design

Shared Resources Platform





© Early Education Business Consultants LLC 2024



Design

Shared Services in Action - New Jersey

Alliance Meetings

Advisory Boards

Shared Resources Platform

CACFP Access

Sub Pools

HR Recruitment Support

Job Fairs

Get Covered NJ

CCMS Technology





© Early Education Business Consultants LLC 2024

 Design

Where to Look


Resource : Opportunities Exchange Link



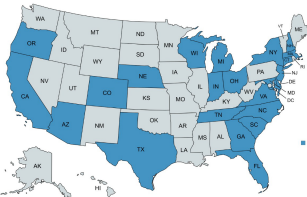
< >

© Early Education Business Consultants LLC 2024




 Design


Shared Services Initiatives



< >

© Early Education Business Consultants LLC 2024



 Poll

Poll Question

Which admin task takes up the most of your time?


Clocking children in/out


Collecting and filing child paperwork

Tuition Billing

< >

© Early Education Business Consultants LLC 2024



 Implement

Building your System

1 Identify your stakeholders

2 Assess your needs - Functional & KPIs


3 Seek training & coaching


4 Track progress


5 Make data-driven decisions

< >


© Early Education Business Consultants LLC 2024







**Implement**



Outcomes → The Impact


**Short-Term**
Applied knowledge
(Awareness of need + taking action)

**Intermediate-Term**
Business Metrics Improve

**Long-Term**

- Real-life impact
- Sustainable business



© Early Education Business Consultants LLC 2024



**Implement**

Next Steps

Turn the logic model into an action plan

1. List observed challenges
2. Conduct a business assessment
3. Identify and track key metrics
4. Link issues to missing business practices
5. Identify training/coaching support
6. Evaluate Shared Services opportunities
7. Create a sustainable child care business!



© Early Education Business Consultants LLC 2024





**Implement**

Let's Connect!

**Website**
earlyeducationbusiness.com

**Facebook:**
facebook.com/earlyeducationbusiness

**Email:**
lauren@earlyeducationbusiness.com



© Early Education Business Consultants LLC 2024





WORKSHEET

Shared Services 2.0: Strengthening Child Care Business Sustainability through Integrated Support

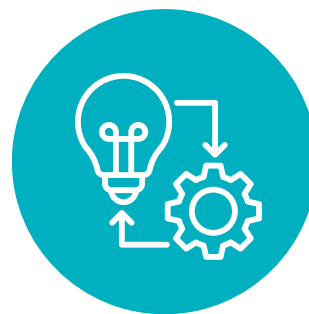
This worksheet is designed to help you apply the



Analyze



Design



Implement

framework to your own child care business.



Analyze

Understand Your Business Challenges

Assess your business's current state to identify challenges and opportunities!

Brainstorm your observed business challenges

What are your most pressing business challenges? Common challenges include staffing, wages, enrollment, and burnout. (i.e. I do not have enough time to do my job!)

Conduct a business assessment

For example, you can use the provided Automation & Technology assessment to analyze your business practices in this area.

Did you identify any missing business infrastructure or business practices?

Is there a key business metric you can track?

Remember, you can't manage what you can't track!

(i.e. Employee Turnover Rate, Cost per Child, Labor Cost, Parent & Staff Survey Results)



Design

Build Your Support System

Let's design a solution by identifying resources that can help you improve in areas you need.

1. What business training opportunities are available?

2. What business coaching or technical assistance is available in your community?

3. What ECE Shared Services initiatives are in your area? Are there any other business supports available?

Check for local and state resources. You can start your search here, Opportunities Exchange: <https://www.oppex.org/shared-services/business-leadership-initiatives-1>



Implement

Create Your Action Plan

Turn your ideas into concrete next steps using the SMART Goal format!

Start with one goal!

Use the SMART Goal Worksheet provided

i.e. I will increase my CCMS utilization rate from 60% to 80% by the end of the next quarter by implementing automated tuition billing and invoice reminders.



Master Center Checklist

Category	Daily	Weekly	Monthly	Quarterly	Annually	
Center						
Families						
Staff						
Licensing						

Master Center Checklist

©Early Education Business Consultants LLC 2023

www.EarlyEducationBusiness.com

Snapshot of EEBC Business Assessment

Child Care Centers

Strategic Planning

1. Do you have a written strategic plan, with SMART goals, for your child care business?
2. Have you identified and documented short-term (3-12 months) and long-term (3-5 years) goals for your business?
3. Has the center's Mission and Vision statements been reviewed within 5 years?
4. Do you use written processes or checklists for key business functions like enrollment, billing, or hiring?
5. Have you identified key business metrics (e.g., enrollment, revenue, expenses, staff turnover) to track the success of your strategic plan?

Financial Management

1. Do you have digital recordkeeping and bookkeeping systems in place?
2. Do you review your budget at least monthly to compare projected and actual income and expenses and adjust as needed?
3. Are you maximizing your revenue, including tuition, annual registration fees, late fees, activity fees, food program payments, grants, and subsidy payments?
4. Do you generate monthly financial statements, including cash flow, profit and loss, and balance sheet?
5. Do you know your center's key business metrics and how they compare to industry averages?

Marketing

1. Do you have a documented marketing plan?
2. Does your marketing plan include a marketing strategy to attract new families?
3. Do you have a logo used on all documentation and signage for brand consistency?

4. Do you have an up-to-date, search-engine-optimized website, Google business and/or business social media?
5. Does your center regularly use a documented guide when offering tours?

Human Resource Management

6. Do you have a documented hiring and onboarding process?
7. Do you use an online job board for recruitment and hiring?
8. Do you track your employee turnover rate?
9. Do you have a process for ensuring all staff are receiving equitable compensation? I.e. employee benefits, salary scale, career lattice
10. Do you conduct organizational climate surveys with your staff?

References: Program Administration Scale

Snapshot of EEBC Business Assessments

Family Child Care

Strategic Planning

1. Do you have a written strategic plan, with SMART goals, for your child care business?
2. Have you identified and documented short-term (3-12 months) and long-term (3-5 years) goals for your business?
3. Have your Mission and Vision statements been reviewed within 5 years?
4. Do you have written processes or checklists for key business functions like enrollment, billing, or hiring?
5. Have you identified key business metrics (e.g., enrollment, revenue, expenses, staff turnover) to track the success of your strategic plan?

Financial Management

1. Do you regularly track your income and expenses (bookkeeping), either manually or using software?
2. Do you have a separate business bank account for your family child care business?
3. Do you know your current time/space percentage and how to calculate it?
4. Do you have a written tuition policy plan, including a late fee and annual tuition increase plan?
5. Does your bookkeeping process include reviewing profit and loss, cash flow projection, balance sheet, budget and taxes on a monthly/quarterly basis?

Marketing

1. Do you have a documented marketing strategy?
2. Do you have a logo used on all documentation and signage for brand consistency?
3. Do you have an up-to-date, search-engine-optimized website and/or business social media?
4. Have you claimed your Google Business page?
5. Are there recent (within one year) customer testimonials on your website, Google Business, and/or social media accounts?

References: Business Administration Scale.

Automation & Technology Assessment for FCC

Setting Up Your Technology

1. Do you have a dedicated workspace?
2. Does your workspace include a computer or a laptop?
3. Does your workspace have a stable internet connection?
4. Does your workspace have a printer, scanner, and copier?
5. Do you have anti-virus software available?
6. Do you use any specific software management office, Microsoft 365, Google Workspace, or another platform?
7. Do you have access to IT support?

Digital Organization & Efficiencies

8. Do you use an online calendar?
9. Do you have a documented file-naming and organization process?
10. Do you practice bookmarking your favorite or more frequently used website links?
11. Do you automate administrative tasks, such as tuition and billing?
12. Do you use artificial intelligence (AI) to draft family communications?

Child Care Management Software (CCMS)

13. Do you use Child Care Management Software (CCMS)? (If no, skip the rest of the assessment)
14. Do you have a documented CCMS implementation plan?

Financial Management

- For tuition billing for both private pay and subsidy pay children?
- To generate parent tax statements?
- For expense management?

Staff Management

- Are you fully trained on using your CCMS?
- For storing staff licensing documentation?
- Does your staff clock in and out using CCMS?
- For staff communication, including document distribution and updates?
- For scheduling staff?

- For payroll reporting?

Parent Management

- Do your families check their children in and out?
- For online enrollment?
- For two-way communication with families, including document distribution and updates?

Child Management

- To store child licensing documentation?
- To store additional enrollment documentation, such as emergency contact information?
- For child portfolio and milestone management?
- For lesson planning?

Program Management

- To book tours?
- To capture leads from your website?
- To automatically send tour reminders?
- To send marketing communication to interested families?
- To do capacity planning?
- For wait-list management?
- For predictive enrollment?
- For Food Program management?
- For Head Start tracking?

References: Business Administration Scale.

Automation & Technology Assessment

Setting Up Your Technology

1. Do you have a dedicated workspace?
2. Does your workspace include a computer or a laptop?
3. Does your workspace have a stable internet connection?
4. Do you have a backup internet source (like a hotspot)?
5. Does your workspace have a printer, scanner, and copier functionality?
6. Do you utilize the cloud for storage and backup of documents?
7. Does your program utilize tablets?
8. If applicable, do you have a designated tablet charging station?
9. Do you have anti-virus software available?
10. Do you use any specific office productivity suites, such as Microsoft 365, Google Workspace, or another platform?
11. Does your center have access to IT support?

Digital Organization & Efficiencies

12. Do you have a digital master center checklist to track recurring center tasks?
13. Do you use an online calendar?
14. Do you have a documented file-naming and organization process?
15. Do you practice bookmarking your favorite or more frequently used website links?
16. Do you automate administrative tasks, such as tuition and billing?
17. Do you use artificial intelligence (AI) to draft family communications?

Child Care Management Software (CCMS)

18. Do you use Child Care Management Software (CCMS)? (If no, skip the rest of the assessment)
19. Do you have a documented CCMS implementation plan?

Financial Management

- For tuition billing for both private pay and subsidy pay children?
- To generate parent tax statements?
- For expense management?

Staff Management

- Is your staff fully trained on using your CCMS?
- For storing staff licensing documentation?
- Does your staff clock in and out using CCMS?
- For staff communication, including document distribution and updates?
- For payroll reporting?
- For scheduling staff?

Parent Management

- Do your families check their children in and out?
- For online enrollment?
- For two-way communication with families, including document distribution and updates?

Child Management

- To store child licensing documentation?
- To store additional enrollment documentation, such as emergency contact information?
- For child portfolio and milestone management?
- For lesson planning?

Center Management

- To book tours?
- To capture leads from your website?
- To automatically send tour reminders?
- To send marketing communication to interested families?
- To do capacity planning and plan transitions?
- For ratio management?
- For wait-list management?
- For predictive enrollment?
- For Food Program management?
- For Head Start tracking?

References: Program Administration Scale Item 10 (pages 28-29).