

Managing Workforce Challenges with Confidence & Success

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Early Education Business Consultants

Our Company

Early Education Business Consultants



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Our Company

WHAT WE DO

- ✓ Focus on the business needs of independent operators in the ECE sector
- ✓ Training programs on ECE business management
- ✓ Technology implementation
- ✓ Leadership Academy
- ✓ HUB for Hampton Roads Shared Services Alliance

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Where is Everybody?

- Covid fears
- Women dropped out of the workforce
- School disruptions
- Competition for employees is fierce!
- Low wages
- Demanding work
- UI cutoffs not a clear driver of job search
- The BIG shift - Work life balance

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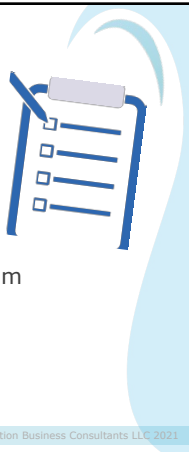
Market Trends

- Wages growing rapidly
- Hiring incentive are now the norm
- Increased federal funding is coming to childcare
- Changing world of work
- Employee satisfaction is becoming imperative

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Topics

- Creative ideas to find staff
- Recruitment must-haves
- Streamline hiring process
- Work Climate
- Bring out the Best in your Team
- Retention



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Employers have shifted their focus from marketing for customers to marketing for staff

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TARGET MARKETING




A **Target Market** is a defined group of customers to which you sell your services and direct your marketing efforts.

These customers have similar characteristics including geography, buying habits, demographics, and incomes.




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Benefits you deserve!




Health & Wellness



Financial Wellness



Work/Life Integration



Professional Development

TOP 10 REASONS TO JOIN OUR TEAM

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The BBMA Career Path

Assistant Teacher

Lead Teacher

Assistant Director

School Director

Regional Director

- 18 years of age or older
- High School Diploma or equivalent

- AA Degree, CDA, or Paraprofessional Certification
- 6 months of childcare experience

- AA Degree
- 1 year of childcare experience

- BA Degree in early childhood education or other related credential
- 5-5 years of management experience

- BA Degree in early childhood education or other related field
- 5+ years of childcare leadership experience


This illustrates a general guide of a career path at BBMA, some exceptions may apply.

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Money Talks

- Increase prices (~upto 8%) - know your market
- ARP \$\$ - use this money immediately for wages
- Pay bonuses if you can't pay wage increase
- Financial Forecasting - ability to run scenarios
- Advocacy

SHOW ME THE MONEY!



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Benefits

- ✓ FREE stuff
- ✓ Paid time off
- ✓ Pay for continuing education
- ✓ Health benefits
- ✓ Retirement plans
- ✓ Pay for TB test, health form completion and background checks



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Recruitment



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Recruitment Must Haves

- Website Career Page
- Hiring Platform
- Company Page with Reviews
- Effective Job Advertisement
- Applicant Tracking System
- Well Defined Hiring Process
- Positive Onboarding Experience
- Technology Where Applicable

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Always be Hiring



If you're always hiring, you'll be less likely to get to the crisis point

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Your Hiring Process

- Job Description
- Advertise
- Application
- Screening & Interviewing
- Reference & Background Checks
- Orientation process



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"The smaller the organization, the more important the hiring."
- John Maxwell



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Clear Job Ads Matter



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Job Description

ATTRIBUTES NEEDED

- ✓ Customer Service (Parent Interaction)
- ✓ Child Interaction & Trust
- ✓ Initiative
- ✓ Technical Knowledge
- ✓ Teamwork & Collaboration
- ✓ Communication Verbal & Written
- ✓ Reliability

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Job Advertisement Goal

Attract qualified staff
who are a good fit for your team

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Getting Creative

Websites

- Job boards 82%
 - 1.3% applicant hire rate
 - Less responsive
 - Lower quality
- Careers Pages
 - 8.9% applicant hire rate
 - 7x more likely to be hired
- Referrals
 - 16.7% applicant hire rate
 - 13x more likely to be hired

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Hiring Platforms



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Job Ad Visibility

Applicant search results are determined by job visibility.

Job visibility is impacted by:

- Time
- Content (Key Words, Title & Description)
- Company Branding
- Reviews
- Applicant Behavior
- CTR (Click Through Rate)
- Location
- Competition
- Other AI Factors

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Applicant Behavior

- First Impressions Matter
 - .8 minutes to dismiss a position as not a good fit
 - 1.3 minutes spent on a job of interest
- Smartphone optimization is essential
 - 50% of job seekers apply on their phone
- Simple application process
 - 60% stop filling out long/complex applications
 - 40% of candidates are lost after 20+ screening questions
 - 50% lost after 15 minutes

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Top Key Words

- Daycare Teacher
- Child Care
- Teacher's Assistant
- Teacher Aid
- Assistant Teacher
- Preschool Teacher
- Teacher
- Kindergarten Teacher
- Early Childhood Education

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Job Title

- Keep it short and simple
- Don't be creative - stick to key words
- 5 words or less
- Never use: Emojis, Symbols/clickbait Don't pad with schedule, shift, department, role information

Job Description

- 100-325 words attracts up to 30% more applicants
- Well organized, Headers & Bullets
- Lean into benefits, culture, differentiators
- Add strategically placed key words

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Employee Onboarding



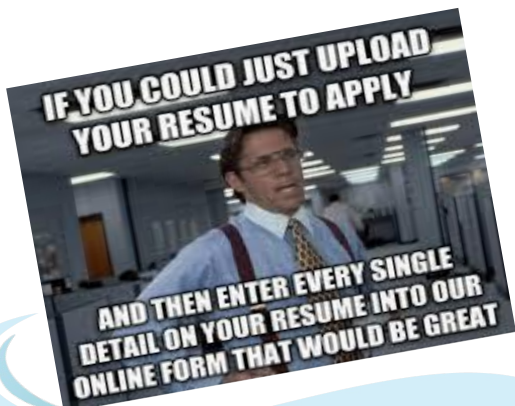
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Orientation

“We often **lose potentially great staff**, not only because of inadequate wages, but because we throw them into a deep Olympic-size pool without giving them carefully fitted goggles and a clear life-support system. How can they become long-distance swimmers if our **orientation and staff development** is focused only on treading water?”

– Margie Carter

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Using Technology in Hiring



- Automation wherever possible
- Features in applicant tracking systems
 - Communication (Questions, Screening, Scheduling, etc)
 - Screening (Experience, Requirements, Skills Tests)
 - Consider doing away with paper applications
- Schedule through an online calendar
- Applicant page/instructions
- Adobe forms for new hires

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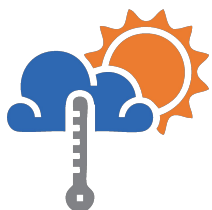
Teachers Are Invaluable!

Teachers are the **heart** of a school...
keep it healthy



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Organizational climate is...



- The **collective perceptions** of staff about the quality of work life in a particular setting
- Shaped by the **personalities** that come together and the **leadership** that guides them.

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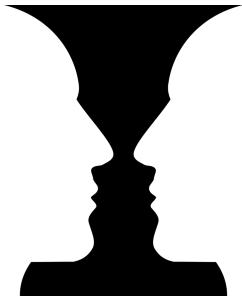
School climate is...

like the air we breathe. It tends to go unnoticed until something is seriously wrong.



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Staff Surveys



There is no reality, only perception

- Dr. Phil McGraw

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Staff Appreciation



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."
- Maya Angelou

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Retention



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Keep Morale Up

- Talk openly about staffing challenges
- Discuss team attributes and values
- Seek, give and share recognition
- Celebrate often
- Make mental health and time off a priority
- Respect their time and money

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Team Building

- Create a leadership team
- Get staff committed to building their team
 - Involve key team members in hiring process
 - Include team members in candidate evaluation/selection
- Create commitment to the vision/mission of the program
- Value their input
- Assign key roles



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Know your team & their needs

- Flexible Hours/Longer Breaks
- Discounted Child Care
- Medical Insurance
- Retirement Plans
- Disability Plans

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Resources

EEBC website
earlyeducationbusiness.com/tools

Am I a Great Place to Work? Creating a Healthy Organizational Climate by Jill Bella, Palula Jorde Bloom, Ann Hentschel

Webinar on Healthcare for ECE
bit.ly/ece-healthcare

VA Shared Services Network Platform
for tons of templates around
human resource management
vasharednetwork.org

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