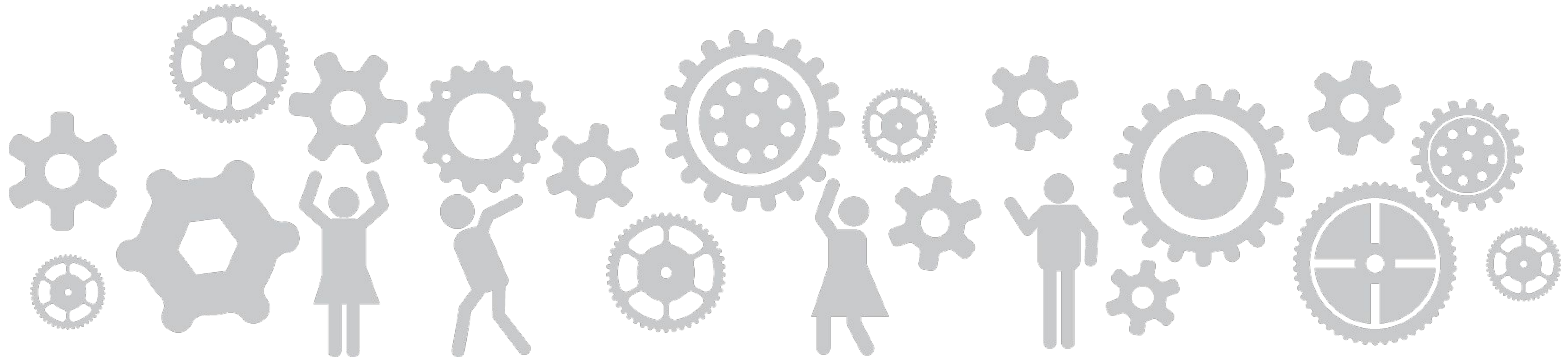


WV SMALL BUSINESS DEVELOPMENT CENTER PRESENTS:



Early Education Business Business Program

Child Care Business Development Series

A Train-the-Trainers Pilot



Early Education
Business Consultants



YOUR FACILITATORS



Lauren M. Small, MBA

Business Analyst, Virginia SBDC
CEO, EEBC

Virginia E. Marsh

Business Analyst, Virginia SBDC
Director of Operations, EEBC

What we do:

- ECE Business Management Training Programs
- Technology Implementation
- Leadership Academy
- Hampton Roads Shared Services Alliance Hub



EARLY EDUCATION BUSINESS PROGRAM

Session 1 - Strategic Planning

Session 2 - Human Resource Management

Session 3 - Human Resource Management

Session 4 - Financial Management

Session 5 - Financial Management

Session 6 - Marketing

Session 7- Marketing

Session 8 - Leadership, Next Steps



EEBizPro: CONSULTING PLATFORM

- Class Materials
 - Worksheets
 - Files
 - Whiteboards
- Communication Stream
- Contact information



SESSION ONE

AGENDA

- Introductions
- Program Goals and Class Structure
- EEBizPro
- ECE Business Model
- Iron Triangle
- What is a Systems Mindset?
- Mission, Values & Philosophy Statements
- Strategic Goals
- Best Business Practices
- SWOT Analysis, Competitive Advantages
- Market Forces



CONVERSATION GUIDELINES

- Speak genuinely.
- Listen carefully.
- Challenge one another's perspectives with respect.
- Have Fun!



FLOW OF WORK

- Trainers orient coaches and specialists to content and application exercise
- Trainers delivers content to businesses (coaches and specialists)
- Coaches and specialists co-coach a child care business owner (support and guidance/**with NOT for** the business)



ROLES OF COACHES AND SPECIALISTS

- **Observers**
- **Learners**
 - Deepen your knowledge of the child care industry (quality care and the business model)
- **Guides Alongside Businesses**
 - NOT fixers, problem-solvers, or decision-makers
- **Promoters** of high quality child care
- **Connectors** to resources (human and material)



REGIONAL BREAK OUT DISCUSSION



Share the following with each other:

- Your name
- Where you are located
- Where you work and what you do
- ONE (1) strength you bring to this work with child care businesses



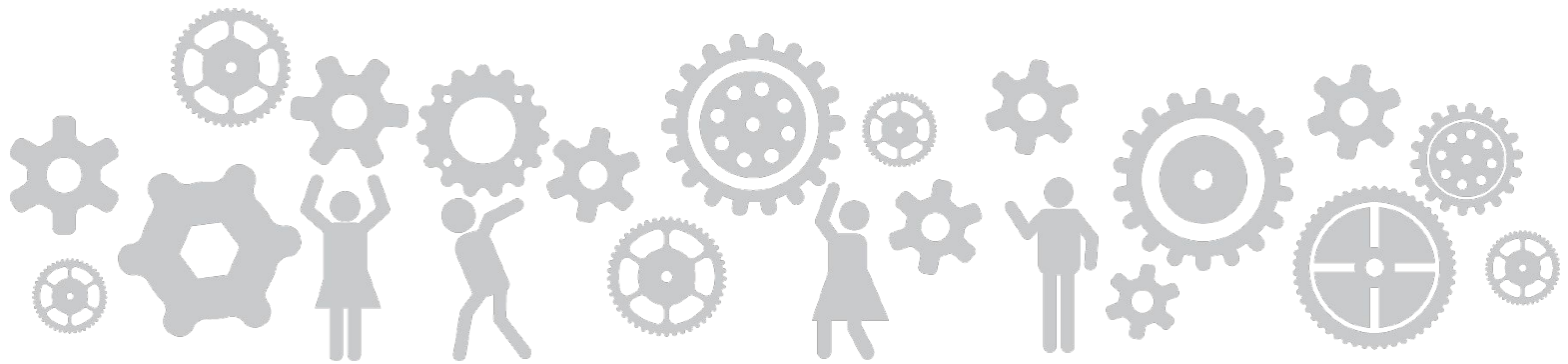
<https://PollEv.com/surveys/SNsqlTPa8miPfffgLuEhh/respond>

Early Childhood Participant Introductions - 2 min MAX



- Your Name, Center, Role
- Location
- How long have you been in your Leadership role?
- What do you hope to learn from this program?

Early Education Business Program Overview



Early Education
Business Consultants



EARLY EDUCATION BUSINESS PROGRAM

Session 1 - Strategic Planning

Session 2 - Human Resource Management

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OUR PROGRAM GOALS

- Networking
- Increase Your Level Of Business Knowledge
- Increase Your Enrollment
- Increase Revenues/Financial Stability
- Improve Use of Technology
- Reduce Employee Turnover, Increase Retention
- Increase Customer Satisfaction
- Reduce Directors Stress
- Develop Whole Leadership



PROGRAM STRUCTURE

- Agenda
- Successes & Challenges
- Business Topic
- Homework
- Consultant Individual Meetings
- Class Email and Reminders
- Class Feedback & Training Certificate



VIRTUAL LEARNING

ZOOM Success



- Commit to Learning
- Video On
- Fully Present
- Remove Distractions
- Use Chat box
- Break out Rooms
- Pen & Paper
- Interactive

I smile to hide
how completely
overwhelmed
I am.



TIME TO PUT ON YOUR BUSINESS HAT





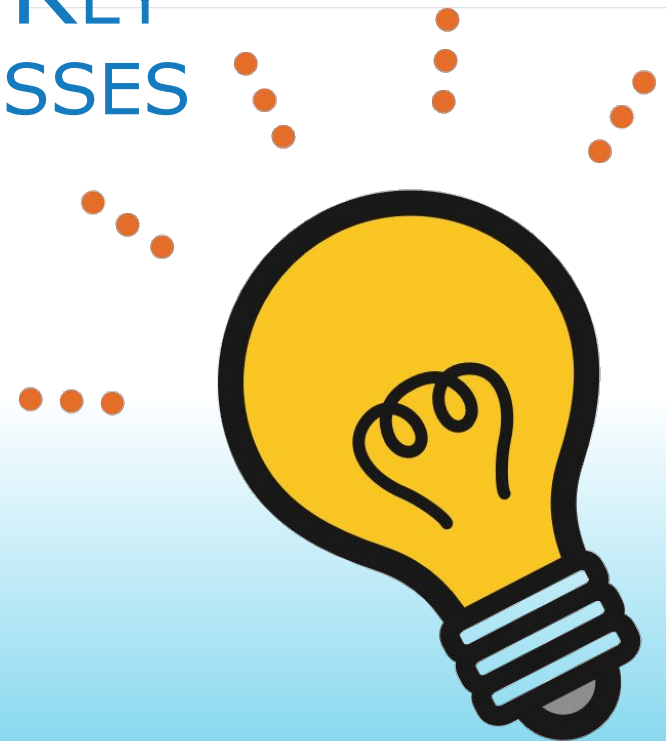
BUSINESS FOUNDATION

Key to COVID-19
Rebuilding Success



SYSTEMS MINDSET

STANDARDIZING KEY BUSINESS PROCESSES



DOCUMENTED BEST PRACTICES

- Handbooks
- Policies/Procedures Manual
- Management Binder
- Operations Manual
- By-Laws



PROCEDURES ARE YOUR PROCESSES

INCLUDES:

- Timeframe
- Activities to Occur
- Personnel Involved
- Specific Forms or Documents
- Specific Written Policies



From "Program Administration Scale"



THE ECE BUSINESS MODEL



CHARACTERISTICS OF A MISSION STATEMENT

- Reflects Core Purpose and Direction of Center
- How Does the Center Fulfill it's Purpose
- Embodies Basic Values of Owners and Employees
- Stresses Uniqueness of Company
- Who is Served and Who benefits from the Actions of the Center?



INTER-RELATED PIECES



Business Systems

Human Resources

- Hiring
- On Boarding
- Coaching & Mentoring

Financial Systems

- Record Keeping
- Bookkeeping
- Forecasting
- Data Driven Decisions

Marketing Systems

- Quality Service
- Online Presence
- Parent Communication
- Customer Service/Tours

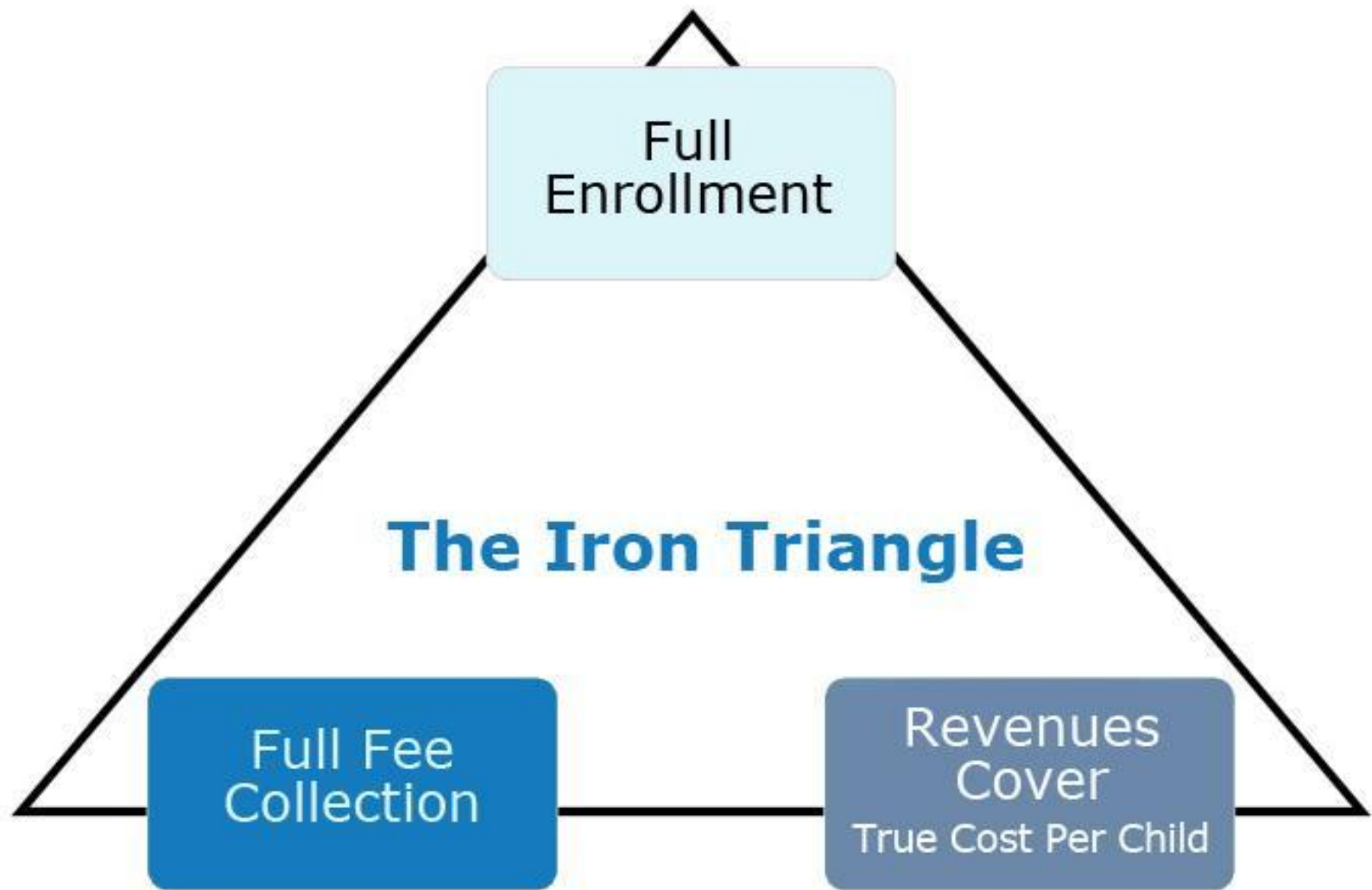
BENEFITS OF A SYSTEMS MINDSET



BENEFITS

- Effective Delegation
- Consistency of Quality Services
- Reduces Liability & Saves Time
- Increases Quality & Compliance
- Vacation
- Turn-Key Business
- Profitable





“The Iron Triangle”, Louise Stoney, Co-Founder of
Opportunities Exchange

STRATEGIC PLANNING



STRATEGIC PLANNING CAN HELP TO:

- Act as a guide and tool
- Roadmap to achieve goals
- Everyone on the same page
- Accountability
- Improves decision-making
- Tool for presentations
- Keeps us focused on Mission



KEYS TO SUCCESSFUL PLANNING PROCESS

- The Planning Process Involves Everyone On The Management Team
- The Plan Reflects Reality
- There Is A Contingency Plan For The Worst-case Scenario
- The Goals And Objectives Are Achievable And Clear
- The Plan Is Flexible
- The Plan Is Used To Run The Organization, Reviewed Often, And Revised When Necessary



GET S.M.A.R.T

Is it **S**pecific?

Objectives **M**easurable?

Is it **A**ttainable?

Is it **R**ealistic?

Includes **T**imeline





SMART Short-Term Goals

Specific, Measureable, Accountable, Realistic, Timeline

Goal #1	Action Plan	Who	Due Date	Cost	Completed
Goal #2	Action Plan	Who	Due Date	Cost	Completed
Goal #3	Action Plan	Who	Due Date	Cost	Completed

Goal #1

Stabilize staffing - at least 6 new staff between both locations

Action Item	Who	Due Date	Responsible	Completed
Figure out how to Increase Pay - Goal \$14 hr	Director	January 2022	Director	
Financial forecasting - Budget	Director	11/30/21	Business Counselor	
Potentially another price increase - How much???	Director	January 2022	Director	
Automate application on the web via Adobe	Admin	11/30/21	Director	
Increase Indeed testimonials - Goal 4.6	Asst. Director	12/31/2021	Director	
Update Career page with new benefits Need login and password	Director	11/30/21	Director	



SMART Short-Term Goals

Specific, Measureable, Accountable, Realistic, Timeline

Goal #1	Action Plan	Who	Due Date	Cost	Completed
REDUCE ACCOUNTS RECEIVABLES BY 27% DOWN TO 10% OF REVENUES	1. REVIEW & UPDATE PAYMENT POLICY	Director	8/20/20	none	<input type="checkbox"/>
	2. DEVELOP A PAYMENT PROCEDURE	Director	8/20/20	none	
	3. IMPLEMENT ELECTRONIC NOTIFICATIONS VIA PROCARE, EMAIL & TEXT SERVICE	Admin Asst	8/27/20	\$10 mo	
	4. IMPLEMENT REQUIREMENT TO USE TUITION EXPRESS WITH ALL NEW FAMILIES	Director	8/14/20	none	
	5. PHASE IN TUITION EXPRESS REQUIREMENT FOR CURRENT FAMILIES	Director	1/1/21	none	
Goal #2	Action Plan	Who	Due Date	Cost	Completed
INCREASE ENROLLMENT BY 15 KIDS OR \$1500 REVENUE WEEKLY	1. UPDATE WEBSITE WITH COVID FRIENDLY LANGUAGE, NEW PICTURES, VIRTUAL TOUR	Asst Dir	8/20/20	none	<input type="checkbox"/>
	2. ESTABLISH A GOOGLE FOR BUSINESS	Director	8/20/20	none	
	3. SOCIAL MEDIA - INCREASE POSTS TO 2X WK	Admin Asst	8/31/20	none	
	4. ESTABLISH A GOOGLE & FB TESTIMONIAL PROCESS TO OBTAIN 10 REVIEW ON EACH	Director	8/31/20	none	
	5. RESEARCH MARKETING CRM SOFTWARE	Director	9/15/20	not sure	
Goal #3	Action Plan	Who	Due Date	Cost	Completed
REDUCE EMPLOYEE TURNOVER FROM 32% TO 25%	1. DEVELOP & DOCUMENT HIRING, ONBOARDING & EVAL PROCEDURES	Director	8/20/20	none	<input type="checkbox"/>
	2. Research Indeed Software & Paid Services	Director	8/20/20	none	
	3. Establish a Hiring Panel with Interview ?'s& Rubric	Director	9/15/20	none	
	4. Establish a Substitute Pool	Dir & AsstD	10/1/20	none	
	5. Develop a Salary Scale	Board	11/1/20	none	
	6. Strengthen on boarding process	Mentor	11/120	none	

WHAT ARE YOUR BUSINESS GOALS?

- Revenue or Profit Goals
- Enrollment Goals
- Goals to Reduce Employee Turnover
- Increase Wages & Benefits
- Goals to Implement Technology
- Large Purchases
- Quality Accreditation



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Tips for Success: Working with a Consultant

- Outside Perspective from an expert
- Cheerleader
- Motivator
- Part of your Advisory Team
- Teach Fisherman How to Fish
- Accountability towards Goals



BREAK OUT DISCUSSION



Meet Your Coaching Team:

- Introduce yourselves
- Each business, with guidance from your team, select TWO (2) exercises to complete and review with your coaching team before our next meeting on January 20th

For example:

Mission and Vision OR Values and Market Forces

Note: You will get each other's contact information in the large group after this work together

<https://PollEv.com/surveys/w1bVtdnRMNTwVBDbcBPu6/respond>

Large Group Debriefing

- What exercise did you choose and why?
- How can you support each other as childcare businesses, specialists, and coaches?



Closing Remarks

Additional Learning Resources

- EEBizPro
 - Contact Information
 - Homework - Focus on 2 exercises
 - Childcare Business Worksheets

Next Session - Jan. 20

Human Resource Management

Coaches - Noon

Childcare Businesses - 12:30

