

# Business Cohort

**LET'S GROW KIDS**  
CHILD CARE IS ESSENTIAL



## Now more than ever, it is important to invest in your child care program!

You are invited to join other Early Childhood Educators to participate in a statewide Business Cohort. There are many opportunities to choose from!

### First Children's Finance Child Care Business Trainings and Follow-up Consultation

[www.firstchildrensfinance.org](http://www.firstchildrensfinance.org)

#### Family Child Care Business Training

- Jan 24 @ 6PM: [Developing a Marketing Plan for Your Family Child Care Business](#) (2 training hours)
  - Learn basic marketing principles and concepts. Complete an environmental scan. Identify features and benefits of a child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships.
- Feb 28 @ 6PM: [Injecting Quality into Your Family Child Care Business](#) (2 training hours)
  - Explore new opportunities for quality in your individual professional development, program offerings, and business operations. Using the case study of Angie's Daycare – walk through Angie's own evaluation of where she is at and how she can improve her outcomes with quality.

#### Child Care Center Business Training

- Feb 7 @ 6PM: [When Tuition is Not Enough: Fundraising for your Child Care Center](#) (2 training hours)
  - Center directors know that the income generated by tuition is not always enough to make ends meet. Participants in this session will increase their understanding of the six basic principles of fundraising for child care programs and identify initial strategies for a child care center fund development plan.
- March 21 @ 6PM: [Quality Staffing for Your Child Care Center](#) (3 training hours)
  - Learn the three phases of employee recruitment, hiring and retention. Analyze current hiring and employee retention processes. Identify strategies to recruit qualified teachers. Review best practices for hiring new employees. Understand the importance of a holistic employee orientation process. Develop strategies to increase staff leadership development.

#### FIVE ADVANCED Child Care Business Trainings and Follow-Up Consultations

- Mondays: April 4, 11, 25, May 2, 9 @ 5PM



## Be a Priority Applicant for the 2022 FREE Wonderschool Program

<https://corp.wonderschool.com>

### Informational Webinar: Jan 31, 6 - 7PM

- Develop your own website
- Communicate easily with parents
- Set it and forget it online billing and tuition
- Access to tax and accounting advice from expert Tom Copeland
- Learn how a VT Family Child Care owner uses Wonderschool to support her business operations: <https://www.youtube.com/watch?v=Zoaeeec8M3CQ>

Learn new business management techniques, strategies, and skills with peer support!

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## Child Care Business Administration Course

Invest in your future as an early childhood educator by taking this 3-credit course taught by Jen Severance, VCLF and Paul, Frank, and Collins Legal office.

[www.vthec.org/event/childcare-business-administration-legal-and-financial-management/?instance\\_id=2530](http://www.vthec.org/event/childcare-business-administration-legal-and-financial-management/?instance_id=2530)

- This course meets one of the requirements for becoming a program director.

## Listening to Your Child Care Business

A training and 1-on-1 consultation for child care programs from the Vermont Small Business Development Center.

- Thurs, March 10 from 4 - 6:30PM
- Thurs, March 17 (1-on1) from 4 - 6PM
- Thurs, March 24 from 4 - 6:30PM
- Thurs, April 14 wrap-up from 4 - 6PM
  - 5 hours of PD through Northern Lights



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If interested, please contact: [lorraine@letsgrowkids.org](mailto:lorraine@letsgrowkids.org)

This institution is an equal opportunity provider and employer.