

New and Exciting!

DEVELOP A SUCCESSFUL MARKETING PLAN FOR YOUR EARLY CHILD CARE PROGRAM

Sign up for the upcoming "Marketing Your Program" Professional Learning Experience.

EXPLORE THE IMPACT MARKETING CAN HAVE ON YOUR PROGRAM

Your focus is caring for and educating young children. In addition, you run a business. Key to any successful business plan is marketing. In these sessions, you will develop an external marketing plan to grow enrollment and explore how this focus builds the culture of a business. Internal marketing can improve relationships with staff and families and ultimately build a better experience for children.

PLUS FOLLOW-UP COACHING

By attending "Marketing Your Program" sessions, you may have the opportunity for extensive follow-up coaching from our new Delaware Stars Administrative Coaches to support you in implementation.

Disclaimer: Coaching spots are not guaranteed to all participants. Programs currently enrolled in Delaware Stars will receive first access.

FRIDAY, MARCH 27

Marketing Your Program for
Center-Based Child Care Providers

SATURDAY, MARCH 28

Marketing Your
Family Child Care Program

Attendance at one of the workshops is the first step to engage in this targeted support for leadership and management to expand current business practices. Click on the link to register:

<http://bit.ly/MakingADifferenceConference2020>

THROUGH THIS EXPERIENCE, PARTICIPANTS WILL GET TO REFLECT ON:

- ➔ How is your program unique?
- ➔ What do you and your staff value?
- ➔ What is a mission statement? Is your mission statement an accurate representation of what you are offering to families and children?
- ➔ How does internal marketing build a better workplace?
- ➔ Who are your target audiences?
- ➔ Who is involved in your marketing plan?

At the conclusion of this comprehensive experience, programs will have a full internal and external marketing plan.