



A Comprehensive Resource for Out-of-Schooltime Staff

Strengthening Your Business Practices: Three Virtual Modules

Presented by Natalie D'Angelo
NH ASMP PM, NH ADS Level 5, and NH ASA Level 2

Module One:

Marketing Your Program (Part 1 & 2)

Friday, April 12 at 9:30-10:45am & Friday, April 19 at 9:30-10:45am

Module Two:

Recruiting and Retaining Staff (Part 1 & 2)

Friday, May 3 at 9:30-10:45am & Friday, May 10 at 9:30-10:45am

Module Three:

Financial Reports and Successful Budgeting (Part 1 & 2)

Friday, May 17 at 9:30-10:45am & Friday, May 24 at 9:30-10:45am

It's all about the children! Working with children is your passion but running a business may not be. Consider this: sound fiscal practices mean stronger programs and better outcomes for children. In this collection of trainings, we will cover recruitment, retention of staff, marketing, budgets, and financial reports. Technical assistance (TA) is available to help apply the curriculum to your individual program.

Registration and PD: Register in [NHCIS](#) for each training that you wish to attend. Professional development will be awarded in NHCIS within 3-5 business days after each training. Descriptions are on the following page. Questions? Email Cathy Hazelton at chazelton@acrossnh.org.



Participants will
receive a gift for
completing each
2-part module!

PD Credit will be
awarded in NHCIS

All sessions
are on Zoom



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Module One:

Marketing Your Program (Part 1 & 2)

Friday, April 12 at 9:30-10:45am and

Friday, April 19 at 9:30-10:45am

It's all about the children! Working with children is your passion but running a business may not be. Without sound business practices – systems, processes, and informed decisions – your program will suffer. You will spend more time than necessary on the business side, which will take away your time and attention away from the good work you want to implement on the program side. Or too little time on the business side and over time resources are depleted. Be familiar with the definition and value of marketing efforts that are focused both externally and internally. Identify program features and benefits. Explore how data can inform marketing efforts in order to achieve more success. A strong business will support the goals of providing quality care and help achieve your goals that were set for your program. Participants who complete parts 1 & 2 of this module will receive a gift to boost their business marketing!

Module Two:

Recruiting and Retaining Staff (Part 1 & 2)

Friday, May 3 at 9:30-10:45am and

Friday, May 10 at 9:30-10:45am

A strong business will support your goals of providing the highest quality of care to children by creating stability for your program and protecting your resources. Ultimately, this helps you achieve the goals you set for your program. This session will cover recruiting, conducting interviews, hiring, orientation, and evaluating performance. Learn the importance of designing a framework for building an effective orientation plan for new employees. Examine the components of an effective staff handbook. Identify strategies for providing feedback to employees. Finally, we will also examine the importance of leadership in staff retention. Participants who complete parts 1 & 2 of this module will receive a gift to boost their business recruiting!

Module Three:

Financial Reports and Successful Budgeting (Part 1 & 2)

Friday, May 17 at 9:30-10:45am and

Friday, May 24 at 9:30-10:45am

Strong fiscal management can help you operate a stable and sustainable business. This module may not make you an expert accountant, but it will show you another way of telling the story of your program – using numbers. We will explore financial reports and identify ways these reports can help you better manage your program's finances, and ultimately a sound budget. With a strong budget and understanding you can spend less time on the business side and more time on the program side. It allows you to communicate with program stakeholders and make good decisions for future growth. Learn about a process for building a budget and how to use it for decision making. Show your worth! Participants who complete parts 1 & 2 of this module will receive a gift to boost their business reporting and budgeting!