

Strengthening Business Practices for Child Care Programs

The National Center on Early Childhood Quality Assurance is offering a new curriculum series, **Strengthening Business Practices for Child Care Programs**.

The training content and activities are designed to strengthen child care providers' foundational knowledge of sound fiscal management and business operations.

The series contains four modules of business practices content:

- Budgets, Projections, and Planning
- Financial Reports and Internal Controls
- Marketing for Child Care Programs
- Staff Recruitment and Retention for Center-based Child Care Programs

There are two versions of this series: one for center-based providers and one for family child care (based) providers.

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Strengthening Business Practices for Child Care Programs

Provider Training Outcomes

The content and activities are designed to increase providers' knowledge in these topics.

Fiscal Management

Budgets, Projections, and Planning

- Learn a process for building a budget and how to use it for decision making throughout the year.
- Understand how to project business costs, generate additional income, and plan strategically for future goals.

Financial Reports and Internal Controls

- Introduce financial reports that can help you to better manage the program's finances.
- Understand the concept of internal controls and how they can strengthen your program's fiscal health.

Marketing for Child Care Programs

Understand the value of marketing efforts that are focused both externally and internally.

- Be able to articulate the features and benefits of the program and understand how to use them as marketing tools.
- Appreciate how data can inform marketing efforts in order to achieve greater success, become more cost effective, and use time more efficiently.

Staff Recruitment and Retention (only required for center-based participants)

Understand best practices related to recruiting, interviewing, and hiring new employees.

- Have a framework for building an effective orientation plan for new employees.
- Be familiar with the components of a staff handbook.
- Identify strategies for providing feedback to employees.

The National Center on Early Childhood Quality Assurance (ECQA Center) supports state and community leaders and their partners in the planning and implementation of rigorous approaches to quality in all early care and education settings for children from birth to school age. The ECQA Center is funded by the U.S. Department of Health and Human Services, Administration for Children and Families.

For information on how to enhance the capacity of child care programs on this critical topic, contact National Center on Early Childhood Quality Assurance at **QualityAssuranceCenter@ecetta.info**.



Strengthening Business Practices for Child Care Programs

Winter-Spring 2025



Training available at no cost. PQAS hours available.
Please select and attend one date per Module that makes sense for your program type (center or family). Courses are offered in English.

Center-Based Modules

Module 1: Budgets, Projections, and Planning

Saturday 2/22/25, 9:00-11:00 am

Wednesday 3/12/25, 10:00am – 12:00pm

Module 2: Financial Reports and Internal Controls

Saturday 03/01/25, 9:00-11:00 am

Wednesday 3/26/25, 10:00am – 12:00pm

Module 3: Marketing Your Program

Saturday 2/08/25, 9:00 am-12:00 pm

Wednesday 4/16/25, 10:00am – 1:00pm

Module 4: Recruiting and Retaining Staff

Saturday 2/15/25, 9:00 am-12:00 pm

Wednesday 4/23/25, 10:00am – 1:00pm

Family-Based Modules

Module 1: Budgets, Projections, and Planning

Tuesday 4/22/25, 6:30pm – 8:30pm

Module 2: Financial Reports and Internal Controls

Tuesday 5/6/25, 6:30pm – 8:30pm

Module 3: Marketing Your Program

Tuesday 5/13/25, 6:30pm – 9:30pm

Questions? Reach out to Curt Gussler, Preschool Program Manager at the Pennsylvania Key at curgus@pakeys.org or 717.908.7357.

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