Modernizing your family child care business
Using technology to meet your business goals

Welcome & Agenda
- Introductions
- Using technology to strengthen your program
- From the source - panel interviews
- Q&A

Our Mission
Ensure every child has access to child care that helps them reach their potential
Meet your presenters

Mia Pritts
Head of Early Care & Education

Katy Close
Manager of Partnerships

Meet your presenters

Lorena Alvarenga
Seeds Schoolhouse

Leigh Reveno
Leigh’s House

Shaunta Taylor
Little Urban Farmers

Overview: Modernization of Business Practices
- Generating awareness in your community
- Building your brand
- Giving strong tours
- Managing parent interest
- Positioning yourself as a knowledge leader
- Hear it from the source!
Generating awareness in your community

- Website
- SEO
- Marketplace effects

Let's get grounded: why does modernization matter?

- Generally: it's how parents are looking for care and communicating
- Specifically: During Covid-19 many families are changing how and where they use care

Why do I need a website?

We know today's generation of parents is going to the internet for everything!

- This includes child care
- You need an online presence to build awareness and credibility
What is SEO?

SEO = Search Engine Optimization

Website development and promotion techniques used to increase the number of visitors to a website.

Websites in isolation

Stock Photos & Standard Copy

Paid Advertisements

● How will parents find you unless they know you?
● Does your website have what parents are looking for?

Building your brand

● Social Media 101
● What accounts should I create?
Which accounts should I create?

- Yelp
- Google My Business
- Instagram
- Facebook
- Nextdoor

The why behind social media

There are a lot of benefits:
- Create awareness about your business
- Expand your access to potential parents
- Help the right parents find you
- Allow existing and former customers to provide public reviews
- Build your digital presence

“I don’t know what to post...”

Ideas for posts:
- New spots/openings at your program
- Open houses or other events you’re hosting
- Holidays/Anniversaries
  - “Happy Earth Day from [program name]”
  - “Celebrating [Program Name]'s Five Year Anniversary”
- General posts about your program (i.e. photos of kids playing)
Questions to ask before posting

- Is the information I am sharing relevant?
- If sharing an event or upcoming opening, am I sharing pertinent details?
- Am I maintaining confidentiality when necessary?
- Am I making frequent posts when I am supposed to be caring for children?
- Am I representing my business, myself, and my families in a positive and professional manner?

Your contacts can refer or NOT refer potential families to you, based on what they see online.

Giving strong tours

- Tour manners
- Virtual tours

Before the tour

- Send a quick text message!
- Remind them of their tour time
- Make sure they know any logistics of how to find you or enter your program
- Let them know you’re excited to meet them
- Quick clean up/space spruce
- Check in on family’s names
- Rehearse 30 second personal introduction
Prepare your answers

Things you know they’ll ask:

● Do you have availability for my child and our preferred schedule?
● What are the ages of the other children you have enrolled?
● What is the ratio of adults to children?
● What are your hours? How much do you charge?
● When and how do we pay for tuition?
● What type of curriculum do you follow?

During the tour

Set out an activity for the child

● Parents love seeing their child interacting with the space.
● This allows them to see what it will be like if they enroll their child

Virtual tours

Keep your pipeline of families strong throughout Covid-19

● Limit extra visitors to your program
● Limit time spent on families who are not ready to enroll right away
● Coordinate with parent what platform you will use for the tour
● It might feel awkward at first, but we’re all getting used to doing all sorts of things virtually
Following up

Within 24 hours, you should:
- Send a personalized thank you message
- Send an enrollment application
- Personalize your follow-up as much as possible

Wait, what if they’re not a good fit?!

Some “dos”

- Do keep on top of your tour calendar so you’re ready
- Do greet families warmly
- Do respond to all inquiries about tours and availability
- Do show off your best ECE / child care practices with your own child
- Do tidy up your program ahead of time
- Do put your best, most professional foot forward

Managing parent interest

- How to stay organized
- Ways to demonstrate professionalism
Don't forget: you are a business too!

- All small businesses use some sort of Lead Management Process
- Helps you stay organized and ensure most efficient track to increasing your income

Make sure you have a system!

Spoiler alert - Wonderschool provides this!

How to use your stages?

- Invite interested families to an event or open house
- Send a mass email to interested families when a space opens up
- Directly text parents who were a good fit previously
Demonstrating professionalism

While communicating with families
- Try your best to use proper punctuation & capitalization - even when texting
- Always respond to parents - even if the answer is that you don’t have space
- Actively communicate during the “sales” process - yes, you are a salesperson
- Make sure they feel wanted and supported!

Position yourself as a knowledge leader
- Communication with parents
- Maximize your social media presence

The why

I'd like to better understand the body of knowledge or developmental achievements the team intends to help my child achieve.

-- Wonderschool parent
The why

We would like to have more feedback on what our child does on a daily basis (ie: tummy time).
-- Wonderschool parent

We have not received a monthly status update of our child's progress. Not sure how this would be measured at this stage in their lives.
-- Wonderschool parent

Parent research

We know what parents are looking for...

- Set yourself apart by following up
- Make communication seamless
- Meaningful communication
- Respond even if the response is that you can't respond
- ** This is super important!
Meet the experts

Lorena Alvarenga
Seeds Schoolhouse
Los Angeles, CA

Feature highlight: Using technology to open and operate her program after 20+ years working as a teacher and center director

How did you decide to start using technology and new tools to help you run your business?

How has technology helped you in growing your child care business?

What has been the hardest part of using new tools/systems? The best part? The most surprising part?

Leigh Reveno
Leigh’s House
Piedmont, CA

Feature highlight: Using technology to help streamline tuition billing/collection, and stabilize enrollment

When did you realize you needed to start using different tools to help run your child care business?

How has technology helped you grow your business?

What has been the hardest part of using new tools? The best part? Any surprises?
Shaunte Taylor
Little Urban Farmers Learning Space
Los Angeles, CA

Feature Highlight
Using technology to modernize communication with parents

What led you to start using new tools in your communication with families, as opposed to continuing to do everything by paper or face-to-face?

How did families handle transitions to app-based or online tools?

What have you gained by modifying how you communicate with families?