BOOSTING ENROLLMENT WHEN YOUR PROGRAM NEEDS IT MOST

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This dynamic duo are your go-to gals for childcare business support. From Kathe’s extensive staffing knowledge to Molly’s hands-on marketing approach, they know what it takes to build and grow strong early education programs. And, at HINGE Brokers, they assist on a range of broker support and business development tasks—from conducting valuations and cultivating new contacts to working as a liaison with sellers by supporting with staff and parent transitions and helping maintain the health of sellers’ businesses. Kathe and Molly make each transaction seamless.

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• The State of Our Industry
• Measuring Your Recovery
• Lifetime Value of a Customer
• Marketing vs. Sales
• Key Marketing Points
• 5 Marketing Strategies to Implement By Monday
• What Gets Inspected Gets Respected: Figure 8
POLL #1
How close are states to getting back to normal attendance?

Week of 9/21 compared to week of 3/2 (before COVID-19)
COVID-19 Impact | Virginia

* Seasonally Adjusted - See Addendum

What percent of centers did not fully close?

- Stayed Open: 43%
- Closed: 57%

Of the centers that closed, what percent have reopened?

| Week   | 0% | 4% | 4% | 5% | 12% | 12% | 18% | 30% | 32% | 44% | 46% | 52% | 53% | 54% | 54% | 55% | 56% | 57% | 58% | 58% | 61% | 63% | 65% | 65% | 65% |
|--------|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 4/13   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 4/20   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 4/27   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 5/4    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 5/11   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 5/18   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 5/25   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 6/1    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 6/8    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 6/15   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 6/22   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 6/29   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 7/6    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 7/13   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 7/20   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 7/27   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 8/3    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 8/10   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 8/17   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 8/24   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 8/31   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 9/7    |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 9/14   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 9/21   |    |    |    |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |

How close are centers to getting back to normal attendance?

<table>
<thead>
<tr>
<th>% of Normal Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
</tr>
</tbody>
</table>

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COVID-19 Impact | Minnesota

* Seasonally Adjusted - See Addendum

What percent of centers did not fully close?

- Closed 26%
- Stayed Open 74%

Of the centers that closed, what percent have reopened?

How close are centers to getting back to normal attendance?

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COVID-19 Impact | California

* Seasonally Adjusted - See Addendum

What percent of centers did not fully close?

- Stayed Open 21%
- Closed 79%

Of the centers that closed, what percent have reopened?

- Week 0%: 2%
- Week 1: 3%
- Week 2: 7%
- Week 3: 9%
- Week 4: 14%
- Week 5: 15%
- Week 6: 24%
- Week 7: 29%
- Week 8: 33%
- Week 9: 37%
- Week 10: 38%
- Week 11: 41%
- Week 12: 42%
- Week 13: 42%
- Week 14: 47%
- Week 15: 50%
- Week 16: 52%
- Week 17: 54%
- Week 18: 54%
- Week 19: 55%

How close are centers to getting back to normal attendance?

- Week 1: 100%
- Week 2: 99%
- Week 3: 87%
- Week 4: 82%
- Week 5: 76%
- Week 6: 65%
- Week 7: 57%
- Week 8: 50%
- Week 9: 45%
- Week 10: 41%
- Week 11: 37%
- Week 12: 33%
- Week 13: 29%
- Week 14: 25%
- Week 15: 21%
- Week 16: 17%
- Week 17: 13%
- Week 18: 9%
- Week 19: 5%
- Week 20: 1%

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October 2020 vs October 2019

- Use enrollment FTE’s
- Students per age group
- Revenue comparison (do not count PPP loan or grants)

Easy FTE formula (Full Time Equivalents)

- 1 FT = 1
- Any PT = .5

* Factor in COVID group size protocols
LET’S SHIFT INTO ENROLLMENT
LIFETIME VALUE OF A CUSTOMER

3-year-old rate ($1,205) x 12 months = $14,460

Multiply by average stay of years (3) = $43,480

Multiply by # of children in average family (2) = $86,760
NO MONEY = NO MISSION

- Playground Upgrades
- Teacher Pay Increases
- Better Quality for Kids

$86,760
MARKETING VS SALES

Marketing:
Getting your leads to initiate contact.

Sales:
Once initial contact is made, the lead becomes a business prospect and ultimately purchases your service.
KEY MARKETING POINTS

• You should never have to go back to basics.
• Proper Planning Prevents Poor Performance (Measurable Goals)
• Done is better than perfect.
• Don’t forget to shout it from your rooftops!
5 STRATEGIES TO IMPLEMENT BY MONDAY
POLL #2
1. KNOW TRUE CURRENT OPENINGS

Hint: Don’t hold any spots!

• By age group
• Create waitlists and regularly call, follow up with email, implement two way text
• Get parent commitments on return date and regularly communicate
• Don’t hold spots- First come first serve (even for former families)
• Use urgency as a tool AFTER reassuring safety and quality program and staff
2. MINE YOUR LISTS

- Pizza Party Phone Outreach with Staff and Directors
- Key teachers call parents to assure safety practices are in place and to instill confidence
- Give them specific talking points- COVID, USPs, teacher introductions, new curriculum
- Coach them on asking for a return/start date
- Paint a picture of the fun the children are having
3. LISTS TO MINE

• Families that were enrolled pre COVID.
  • Start with March 2020 and go backwards at least one full year.

• Former families.
  • Many schools are closed or struggling with reopening.

• Families that enrolled elsewhere.
  • Many schools are permanently closed or struggling as they have reopened.
4. IMPLEMENT HYGIENE PRACTICES

- ‘Sanitary’ protocols marketing roll out in tour packets, website, CRM, YouTube, Facebook. Essentially market your adapted policies.
- Show off your supplies on tours. Show you are prepared!
- Elevator speech for tours on post COVID-19 policies and procedures.
- Add Hygiene Signs to your Tour Stops.
POLL #3
5. PAPER YOUR TOWN

• Don’t be afraid of print!
• Flyers: “We’re Open!”
• Banners on Your Building
• Yard Signs
• Post Cards
• Partner with local restaurants
BONUS!

USE URGENCY WITH PROMOTIONS

• 2 weeks free if you enroll by xx/xx/xxxx

• Discount for first 3 months (always have expiration date)

• Double or Triple referral fee
FIGURE 8:
IS YOUR BUILDING PARENT-READY?
There has been less focus on curb appeal since COVID-19.
Staff less focused on building with less visitors at school and more focused on implementing new COVID policies.
Focus on both!
• Parking lines freshly painted
• No cob webs
• Exterior welcome mat
• Dumpster cleaned and not overfilled
• No playground toys over the fence
• Fresh pumpkins or flowers planted
• Banner or Flag
PLAYGROUND

- Exterior window sills wiped
- Mulch plentiful (not bare minimum)
5 senses:

• Smell: Baked goods or cinnamon crockpot, fresh flowers or plants.

• Taste: Baked goods!

• Sight: Clutter free.

• Touch: Everything clean! No dirty handles when you open the doors.

• Hear: Alexa with soft lobby music.
• Fresh Eyes!!
• No tape or staples in wall
• No chipped paint
LAUNDRY ROOM & CLOSETS

- Show off your cleaning supplies.
- Make sure it is organized and room is clean.
CLASSROOM

• Evidence of continual cleaning (room sparkles, signs and clutter free)
• Pods or cohort groups and appropriate social distancing while still nurturing
• Highlight individual activities and spaces for belongings
• Highlight schedules that allow students as much outdoor time as possible
THANK YOU FOR YOUR PARTICIPATION!

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